



BLACK FRIDAY

PERIOD: NOVEMBER 17 – 30

SPECIAL PROPOSAL



Media Group

Black Friday is closer than we imagine. stores and brands will launch their campaigns weeks before the actual Black Friday, and consumers are already in the habit of expecting the wave of offers and discounts to please themselves and their loved ones.

Shopping is guaranteed, but how can we combine useful and pleasant and apply techniques for maximum satisfaction and smart decisions during the pre-holiday shopping marathon? It is these topics that will be discussed by bTV Media Group's popular radio and TV personalities, aiming to help consumers make a more informed choice.

The topic comes with multiple brand integration options that can become part of the overall Black Friday experience across the platforms of bTV Media Group.



btv

NJOY
Radio

btv plus

LADYZONE

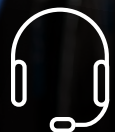
THE EXPERTS OF N-JOY ADVISE

The experts are you - our loyal partners and the listeners themselves. We'll challenge the audience to share their tricks for smart shopping and preparation for the great discounts.

A FB post on the profile of Radio N-JOY will invite users to highlight their tips for the preparation before the start of Black Friday and maximizing the full catch of favorite products.

Everyone who joins the game has the chance to win prizes from the advertiser. The FB posts will carry the latter's image. The game page on the radio site will also be branded.

**BLACK
FRIDAY**



**RADIO N-JOY
CHALLENGE**

boost
reach beyond



RIGHT NEXT TO CONSUMERS

We will reach people in the environment in which they most often look for current offers and in the most noticeable way through video and special rich media formats aimed specifically at the audience your client is looking for.

We are focusing on pre-roll targeted video that will be difficult to miss by the users.

We will also include the attractive cuboid format in the entertainment-filled btvplus.bg. On the pages of ladyzone.bg, we will use formats that give the maximum area for presenting the current Black Friday offers - pushdown & pull banner.



BLACK FRIDAY ON bWEB

BARGAIN OFFERS

The up-to-date content of the show "Before noon" allows integration in a number of segments tailored to the client's product.

Suitable segments for integration of Black Friday campaigns can be: "Fashion Minutes", "Yes, Chef", "You Can Do It".

It is possible to generate content relevant to the client's product/service, in which we give advice on how to buy the given product at a profit during the client's Black Friday campaign.



BEFORE NOON



ALTERNATIVE FORMATS

In "Before Noon", we'll air branded advertising tags directing viewers to the client's Black Friday campaign.

The advertiser animation marks the start and end of the ad block. This premium position guarantees even greater brand visibility.

Branded advertising tags may contain the client's VO, with product features.

We will also enhance the communication through Overlay premium advertising forms broadcast in the DT and PA slots.



BLACK FRIDAY IS COMING

INTEGRATION IN THE EVENING MONOLOGUE

Black Friday can find its place in the opening monologue of host Nikolaos Tsitiridis, where news and current events are commented on. Black Friday can be a motive for both a funny look at the increasingly necessary tradition, and an emphasis on a particular segment of the host's monologue, or in the show's traditional covers of popular songs.

The integration will be tailored and adapted to the client's product/service.



THE LATE NIGHT SHOW



FINANCIAL OFFER

TV	Channel	Position	Num. broadcasts	Period	Gross price per tariff	Special gross price	Final net price
PP „Before Noon“	bTV	„Before Noon“	1	November	124 617,31	47 758,63	41 493,68
PP „The Nikolaos Tsitiridis SHow“		„The Nikolaos Tsitiridis SHow“	12				
Break IDs „Before Noon“		„Before Noon“	9				
Overlay Ads „Before Noon“		DT; PA	6				
Radio	Channel	Position	Num. broadcasts	Period	Gross price per tariff	Special gross price	Final net price
PP	N-JOY	N-JOY Air	10	November	3 975,00	3 791,25	3 616,68
Tag before and after PP			20				
Paid report from your on-site location			1				
Website and FB posts	online	www.njoy.bg/news/	1				
DIGITAL	Channel	Position	Num. broadcasts / impressions	Period	Gross price per tariff	Special gross price	Final net price
DMP targeted video up to 15"	bweb	Pre-roll	112 500	November	17 510,50	12 486,00	8 740,40
cuboid 300x600, 200x600 & 300x200	btvplus.bg	All pages	105 600				
pushdown - 980x200 & 980x600	Ladyzone.bg	All desktop pages	44 800				
pull banner - 320x100 & 320x480	Ladyzone.bg	All mobile pages	64 000				
TOTAL							54 230,77

- Prices are in BGN and do not include VAT.
- Net prices are final and other discounts are not applicable; The price does not include creation of advertising forms.
- The price does not include expenses for branded props and other costs needed to implement the PP.
- The price for radio includes all production costs.

Black Friday experience with bTV Media Group.



LADYZONE