



YOUR MUSIC CHRISTMAS

PERIOD: 05.12.2022 – 01.01.2023

SPECIAL OFFER

A woman with long dark hair, wearing a bright yellow cable-knit sweater and blue jeans, is sitting cross-legged on the floor. She is wearing large white headphones and has her eyes closed with a joyful expression, as if she is deeply enjoying the music. The background is a festive Christmas scene with a decorated tree, warm lights, and several wrapped gifts in red and white paper. The overall atmosphere is cozy and celebratory.

SENDING OFF THE YEAR WITH OUR FAVORITE MUSIC

We're sending off 2022 with the TOP 40 music chart of the year, which we'll publish on the radio website with sponsor branding. Each listener who nominates their favorite song will be entered into a contest for gifts from the sponsor.

Within 10 business days we will publish a new FB post about the game with the sponsor's visuals. Below this post, the favorite track from our TOP 40 will be mentioned.

On the radio air, we will rotate special promo announcements for the game and the sponsor, and on the day of the broadcast of the ranking - before the holiday on December 24th and 31st - sponsorship

 **N-JOY TOP 40**

boost tags.
reach beyond



MUSIC EVERYWHERE WITH YOU

We will enhance the musical mood in the special Christmas theme of ladyzone.bg with three consecutive co-branded materials on a musical theme.

With the presentation of the favorite TOP40 hits, we will include a teaser or a link to the FB game on the njoy.bg page and sponsored FB posts with the brand supporting the campaign.

We will also add a co-branded sticky banner leading directly to the game, and we will complete the holiday campaign with the sponsor's P-wallpaper and wrapper in the Christmas theme of ladyzone.bg and the pages of njoy.bg.



CHRISTMAS MOOD ONLINE

THE VOICES OF BULGARIA

During the holiday week, each of the episodes of "Before Noon" will end with a musical performance by a contestant from "The Voice of Bulgaria"

We will implement the integration of the client through announcements before the performance, directing the attention of the viewers to the sponsored game on the FB page of the radio.



MUSIC ON BEFORE NOON

FESTIVE MOOD

A good mood is always present on the show, and humor is one of the most effective ways of brand integration.

We will implement the client's brand integration through a fun reading of popular Christmas carols. The adaptations will be related to our attitude towards the clichés of the season - the frenzy of gifts and shopping, lack of snow, big tables, pre-holiday traffic jams, etc.

The integration will be image-based and tailored to the client's brand.



THE LATE NIGHT SHOW

ALTERNATIVE FORMS

In December viewers will enjoy a variety of beloved titles on the airs of bTV Cinema and bTV Comedy.

A co-branding of the 21:00 Cinema slot on bTV Cinema and a co-branding of the 20:30 Movie Weekend slot on bTV Comedy will associate the brand with a special selection of hit films as well as beloved family titles.



HOLIDAY COMFORT AT HOME

boost
reach beyond



FINANCIAL OFFER

TV	Channel	Position	Broadcast numb.	Period	Gross price per ratecard	Special gross price	Final net price
Product placement 7"	bTV	„Before Noon"	7	December	112 137,36	55 432,74	40 838,68
Product placement 12"		„The Nikolaos Tsitiridis Show"	3				
Sponsorship tags set 2 x 7"	bTV Cinema	Co-branding „Cinema at 21:00"	39				
Sponsorship tags set 2 x 7"	bTV Comedy	Co-branding film at 20:30	39				
RADIO	Channel	Position	Broadcast numb.	Period	Gross price per ratecard	Special gross price	Final net price
Promo announcements	N-JOY	N-JOY air	60 /12.-23.12/	December	5 670,00	5 117,00	5 797,00
Tags in the two days of broadcasting the ranking			12 /24.12;31.12/				
Website and FB posts	online	www.njoy.bg/news/	1				
DIGITAL	Channel	Position	Broadcast / impression numb.	Period	Gross price per ratecard	Special gross price	Final net price
Co-branded PR material	Ladyzone.bg	Christmas month theme	3	December	20 553,40	13 697,80	9 696,00
Спонсориран пост	Facebook	Ladyzone.bg Facebook	3				
Ко-брандиран Sticky 300x 250	bweb	All pages	174 800				
P-wallpaper & wrapper	Ladyzone.bg & njoy.bg	Christmas month theme	220 000				
TOTAL							56 331,68

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



NEW YEAR WITH THE BIG STARS

We send off 2022 and welcome 2023 with an exclusive presence with inspiring greetings from the stars of bTV and contestants from "The Voice of Bulgaria".

On New Year's Eve, after the President's speech and the festive fireworks, we will broadcast a compilation of greetings from the faces of bTV. We will implement the client's presence through sponsorship tags before and after the festive greetings.

On the first day of 2023, we will kick off the year by re-airing the greeting video with the client's sponsorship tags before the midday news.

EXCLUSIVE TOAST



NEW YEAR WITH THE BIG STARS

For a digital finale of the holidays, we offer you exclusive presence in 13 inspiring greetings from bTV hosts and contestants from "The Voice of Bulgaria", who will welcome the new 2023 together with the users of ladyzone.bg.

We will start with the holiday video greetings that bTV will broadcast on New Year's Eve.

Full versions along with exclusive interviews will be published in the special festive monthly topic at ladyzone.bg.

An intensive social media teaser campaign will promote the section's content.

EXCLUSIVE TOAST



NEW YEAR WITH THE BIG STARS

Messages to the audience will be sent by Natalie Trifonova, Nikolaos Tsitiridis, famous contestants from previous editions of "The Voice of Bulgaria" and other surprising names.

The campaign will premiere with branding on 26.12.2022 and will be active until 29.01.2023.

The finished videos will be uploaded with an opening and closing sponsorship tag. The monthly theme will be branded with 50% client presence for the entire period. And on FB and Instagram we offer branded posts with a special frame.

EXCLUSIVE TOAST



FINANCIAL OFFER

TV	Channel	Position	Broadcast numb.	Period	Gross price per ratecard	Special gross price	Final net price
Sponsorship tags set 2 x 7"	bTV	Greeting video after 00:00 on New Year's Night	3	January 1	58 898,40	19 632,80	13 658,66
Sponsorship tags set 2 x 7"		Video greeting before noon newscast	3				
DIGITAL	Channel	Position	Broadcast / impression numb.	Period	Gross price per ratecard	Special gross price	Final net price
Sponsorship tags	Ladyzone.bg	Video greeting part of Christmas month theme	13	December – January	13 950,00	9 950,00	7 175,00
Skin Ad + 300x600	Ladyzone.bg	Christmas month theme	175 000				
Branded posts	Facebook & Instagram	N/A	13				
TOTAL							20 833,66

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