



HALLOWEEN

PERIOD: OCTOBER 17-31

SPECIAL PROPOSAL



Media Group

HALLOWEEN ALL DAY LONG

Halloween – one of those days of the year when our mood is set for games, costumes, treats and... tricks. Usual associations inspire home decorations, fun gatherings with friends, and desserts featuring her majesty, the pumpkin, a symbol of Halloween. At bTV Media Group, we support and stimulate the audience's enthusiasm to bring cheer to their own and their children's daily lives, and that is why we have prepared a variety of opportunities across all our platforms - TV, radio and digital. From the morning with Before Noon to The Nikolaos Tsitiridis Show, the air will be ringing with the tune of Halloween. And what will it be - read in the following pages.



THE MAGIC OF HALLOWEEN

We invite you to an unforgettable adventure across our TV, radio and digital platforms.

This unique combination of media channels gives you the ability to reach a diverse and broad audience.





GAME ON RADIO N-JOY

We'll be whipping up a surprise Halloween recipe and communicating ingredients of secret origin—namely, your daily on-air messages.

The magical audio potion will be full of surprises for the listeners in the form of gifts from the sponsor.

Users will earn them by carefully listening to N-JOY radio and finding out the sponsor's code word of the day - a Halloween word accompanied by a special sound. After registering on the site and answering correctly, participants are already in the running for the weekly prizes.



A small, light-colored dog is the central focus, wearing a black beanie with the word "BOO!" in white. The dog is surrounded by several pumpkins of various sizes and colors (orange, yellow, and white). The background is a soft, out-of-focus white.

GUIDING ANNOUNCEMENTS

Funny scenes and conversations between the presenters of "Before Noon", provoked by a Halloween code word accompanied by a special sound signal will all be a natural guide to the radio game.

In the thematic period, we will engage the attention of the audience with the message that no matter how much we are engrossed in something, there are favorite sounds that inspire and bring entertainment.



PLAYFUL SIGNALS IN BEFORE NOON

TREAT WITHOUT TRICK

In the "Nikolaos +" segment, we will shoot a fun video in which the host and a popular personality will dress up in Halloween costumes and walk around the streets of Sofia, with their goal being to collect as many sweets as possible.

The integration will be specified according to the client's product and/or activity.



THE LATE NIGHT SHOW

MEGAHIT ON bTV

Share the Halloween spirit with
Sponsored Promo Frames aired on bTV
in the last three weeks of October.

The premium sponsored forms will associate
the client with thematically selected movies
of the MegaHit slot from 22:00 – THE ROOM;
HELLBOY II: THE GOLDEN ARMY; DARK
SHADOWS.



THEMATIC TITLES



boost
reach beyond

MOVIES ON bTV Cinema

Share the spirit of Halloween through a Sponsored Promo Line-up aired in various slots on air on bTV Cinema on the last day of October.

The premium sponsored forms will associate the client with thematically selected movies in the 19:00 to 23:00 slot – DARK SHADOWS; THE DEAD DON'T DIE; HALLOWEEN.



THEMATIC TITLES



boost
reach beyond

TASTE OF FALL

We welcome October with new culinary delights and recipes with a taste of autumn in the monthly theme of ladyzone.bg, and Halloween this year will be more cheerful with additional ideas for decorations and original makeup in special videos.

100% complete branding of the section, targeted video communication to those preparing for the holiday and a banner on our catch up platform, btvplus.bg, for those who missed our current autumn content will attract the attention of users and strengthen the Halloween mood on all devices.



MORE TREATS AT LADYZONE.BG

FINANCIAL PROPOSAL

TV	Channel	Position	Number of broadcasts	Period	Gross price per tariff	Special gross price	Final net price
Guiding signals	bTV	„Before Noon“	2	October	136 767	50 899	36 826
Reality game	bTV	“The Nikolaos Tsiridis Show”	1	October			
Sponsored promo frame	bTV	MegaHit	12	October			
Sponsored promo drumroll	bTV Cinema	Film slot	27	October			
DIGITAL	Channel	Position	Number of broadcasts / impressions	Period	Gross price per tariff	Special gross price	Final net price
Skin Ad + wrapper брангуна	Ladyzone.bg	Monthly theme desktop & mobile	32 500	October	9 910	7 093	4 965
Video roll with DMP targeting	All bWEB	All pages desktop & mobile	90 000				
Megaboard banner	Btvplus.bg	All pages desktop & mobile	85 800				
RADIO	Channel	Position	Number of broadcasts	Period	Gross price per tariff	Special gross price	Final net price
Promo announcements	N-JOY	N-JOY AIR	15	October	5 250	3 938	3 293
Live announcements			20				
Tags			35				
PR publications on the radio website and FB	www.njoy.bg	N-JOY Social Media	2				
TOTAL							45 084

