

A collection of Halloween-themed cookies and decorations. In the top left, a white ghost cookie with a yellow bow. Below it, a pumpkin cookie with a green stem. To the right, a bat cookie with black icing. In the center, a white ghost cookie. To the right of that, a bundle of dried grass tied with a string. Further right, a circular cookie with a spiderweb and a spider. In the bottom left, a witch's foot in a black shoe with a yellow buckle. In the bottom right, a pumpkin cookie with a carved face. The background is a dark, textured surface with a wooden frame.

HALLOWEEN MOOD AND SPIRIT ACROSS THE CHANNELS OF bTV MEDIA GROUP

SPECIAL PROPOSAL
18th – 31st OCTOBER 2021



Media Group

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HALLOWEEN SOUND AND EXPERIENCE WITH BTV MEDIA GROUP

We open the doors for the Halloween mood, emotion and fun in the period between October 18th-31st. bTV Media Group invites you to share the spirit of the spooky holiday with a gripping content.

The highlights include tricks to find the special sound buzz on the air of Radio N-Joy, *"trick or treat"* materials on the lifestyle website ladyzone.bg, as well as a Halloween-inspired atmosphere on the TV air.

We invite you to associate with the special selection of themed movie titles planned in the MegaHit movie slot on bTV and choose the entertainment in the program schedule of bTV Comedy.



A still life image featuring various Halloween-themed items. In the center is a wooden tray containing several cookies: one shaped like a jack-o'-lantern, one like a ghost, and one like a witch. Surrounding the tray are several lit candles, a spool of green thread, a small pumpkin, a witch's hat, and a ball of twine.

Radio Leads The Game

For a period of 2 weeks across the radio air of the leading music station – N-JOY, the audience will be hearing a special sound buzz associated with the sponsor. The hosts will invite all listeners to actively seek the Halloween sound and join the game.

The condition to participate is easy – only one step by registering on the radio's website and answering an open question. The website will host two advertorials in the "News" and "Games" sections.

N-JOY SOUND



Share The Fun

Comic scenes and conversations between the hosts of "Before Noon", inspired by the special signals that will direct the viewers to the radio game.

In this special period we will engage the audience with the message that as much as we might be busy with something, there will always be sounds that bring us back to the point of inspiration and fun.

THE SECRET OF THE SOUND IN BEFORE NOON

Choose From A Selections Of MegaHit Titles

Share the Halloween spirit through a Sponsored Promo Frame and Promo Line-Up, aired across various slots in bTV in the last two weeks of October.

Preium sponsorship forms will associate the sponsor with a thematic selection of movies in the MegaHit movie slot from 10 PM - I AM LEGEND; DRACULA: UNTOLD; VICTOR FRANKENSTEIN.

THEMATIC MEGAHIT



A collection of Halloween-themed cookies and pumpkins. The cookies include a ghost, a bat, a pumpkin, and a spiderweb. The pumpkins are orange and have a textured surface. The background is dark blue with a diagonal line.

Get In Touch With The Fun

In October we invite you to connect with the good mood and share the fun with the program of bTV Comedy.

A co-branding of the channel in the period of the special sponsorship proposal will complement the custom communication and association with a guaranteed amount of fun.

CO-BRANDING OF BTV COMEDY

A top-down view of a wooden desk. A silver laptop is open, with a black ghost-shaped sticker on its base. To the left of the laptop are several autumn leaves in shades of orange, red, and brown. In the foreground, a hand holds a small blue and white patterned bowl filled with popcorn. To the right of the bowl is a white ghost-shaped cutout. In the top right corner, there is a small, round, orange-brown object, possibly a cookie or a piece of fruit.

The Tastes Of Childhood

Popular faces, hobby chefs from MasterChef, actors and performers will share the recipes for their favorite desserts in a special theme on ladyzone.bg, titled "Tricks and treats from childhood".

100% branding of the section, banner and video communication with DMP targeting across our entire network will attract the attention of users and add to the overall Halloween spirit in the channels of BMG.

TRICK OR TREAT IN LADYZONE.BG

FINANCIAL PROPOSAL

RADIO	CHANNEL	Numb. Of airings	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Spons. tags before the announcements/4 per day	Radio N-JOY	40	10 days	15 750	13 388	5 754
Promo announcements/5 per day		50				
Live Announcement after spons. Tags		40				
Website Mention/FB Mention on the N-JOY page		Njoy.bg				
TV	CHANNEL	Numb. Of airings	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Promo Frame	bTV	21	18.10-31.10	71 926	34 346	23 300
Promo line up	bTV	21	18.10-31.10			
Fun scenes with announcements from the hosts	bTV Before Noon	2	19.10-28.10			
Co-Branding	Btv Comedy	наг 150	18.10-31.10			
DIGITAL	CHANNEL	Impressions	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Branded Themed Section	Ladyzone.bg	13 000	18.10-31.10	7 475	5 545	4 162
Flipped scroll 300x600	Ladyzone.bg	71 200	18.10-31.10			
Video roll with DMP targetting	All bWEB	66 000	18.10-31.10			
Mobile Megaboard	Btv.bg	78 000	18.10-31.10			
TOTAL						33 216

- All prices are in BG, VAT excl.
- The net prices are final and no other discounts can be applied.;
- The price does not include the production of advertising forms.

A collection of Halloween-themed cookies and decorations arranged on a wooden surface. The cookies include a ghost, a jack-o'-lantern, a spider on a web, and a witch's hat. There are also small pumpkins, a bundle of dried grass, and a small candle. The background is dark with a subtle geometric pattern.

FIND THE SOUND OF HALLOWEEN IN bTV MEDIA GROUP!



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