



SPECIAL PROPOSAL



Media Group



bTV | Special Movie MegaHit

bTV Cinema | The Notebook

Radio | Love Songs

Digital | Topic of the Month

LOVE EMOTIONS

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Celebrate Love with bTV Media Group

During the first two weeks of February 2021 we invite you to celebrate the romantic mood and emotions via brand association with bTV and bTV Cinema's special movie selection, Ladyzone's monthly topic about love and the romantic playlist of radio N-JOY.





Media Group



Associate your brand with the collection of romantic movies on bTV and bTV Cinema through sponsored IDs of the movie slots.

- MegaHit on bTV every Sat and Sun at 20:00 o'clock
- Romantic movie title every Saturday and Sunday afternoon.
- One of the most emblematic love stories "The Notebook" on Feb 14th at 21:00 o'clock on bTV Cinema

Movie Selection

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NJOY
Radio

Join an exciting game in which the listeners of radio N-JOY will have the opportunity to hear their favourite song by sending a message to their beloved ones and to win a prize from the sponsor.

The way to participate will be to write the song's name and the related love story under the sponsor's branded post on the FB page of the radio. The winners will be randomly selected.

Love Song Messages

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LADYZONE

The monthly theme will feature intriguing topics about the forthcoming special occasion, interviews with popular guests, and various games and quizzes.

The sponsor will receive exclusive association with the thematic content through rich media formats and native advertising.

Additionally, we will communicate the partnership via sponsored posts on the FB page of Ladyzone.

**Romance on
ladyzone.bg**

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FINANCIAL PROPOSAL

Ad Form	Channel/ Site	# of airings / # of days	Gross RC Price	Special Gross Price	Net Price
MegaHit at 20:00 o'clock (Sat, Sun) – 2 x Sponsored ID	bTV	4 pairs	43-793	43-793	27 567
Movie at 13:00 o'clock (Sat, Sun) – 2 x Sponsored ID	bTV	3 pairs	18-205	BONUS	
Movie at 15:00 o'clock (Sun) – 2 x Sponsored ID	bTV	1 pair			
Movie at 21:00 o'clock (Sun) – 2 x Sponsored ID	bTV Cinema	1 pair			
Sponsorship tags before announcement	N-JOY	35	11-900	5 469	4 526
Promo announcements	N-JOY	30			
Live announcement after tag	N-JOY	30			
Sponsored posts	N-JOY FB page	5			
Presence on the radio's site	njoy.bg	2			
Branding of thematic articles	Ladyzone.bg	14	8-438	6 330	4 611
Communication – 300x600	Woman channel	231 000			
Sponsored posts	Ladyzone FB page	2			

The prices are in BGN, excl. VAT and final, and are not subject to additional discounts.



SHARE THE LOVE