

МЕСЕЦ НА
ОСКАРИТЕ



OSCARS RELOADED

**SPECIAL PROPOSAL BY bTV Media Group
(APRIL 7 – MAY 2)**

THE MONTH OF THE OSCARS



This year the most prestigious movie awards are going to be different. Because of her!

Bulgaria received its first Oscar nomination, brought by the lovely Maria Bakalova.

Because of that, bTV Media Group introduces you to a special monthly package in the period until the Oscars, to associate your brand .



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OSCARS RELOADED PODCAST

In its digital portfolio, bMG launches its first ever special podcast, with additional video episodes.

The project is titled "Oscars Reloaded" and consists of 8 podcasts and video comments about all things Oscar related.

The episodes will welcome popular names, famous for their work behind and in front of the camera.

Your brand can find itself a 100% exclusive spot via the special sponsorship tags before and after each video.



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OSCARS RELOADED
ladyzone.bg & btvnovinite.bg

We offer full branding of the "Oscars Reloaded" section on Ladyzone.bg, as well as of all news about the awards in the leading news website btvnovinite.bg.

Your brand will additionally receive a special video roll presence, and sponsored Facebook posts.



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SPECIAL AUDIO SEGMENT AND WEEKLY GAME

Your presence as a sponsor will find an additional outlet on the air of bTV Radio.

Every Monday the radio will host a professional from the field of cinematography to comment on the Oscars and the movies broadcast on bTV Cinema. This will be your special audio segment.

Radio N-JOY will develop an exciting weekly game with prizes from the sponsor and will give special attention to your brand.



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MONTH OF THE OSCARS ON bTV Cinema

In April, bMG will make you part of cinema's magic through its captivating content including some of the most exciting movie titles.

Share your message to all devout fans with branded bugs and a sponsored Promo Line-up daily in the time between 06:00 AM and 02:00 AM.

During the Month of the Oscars, bTV Cinema will air some of the audience favorite movies that have competed for the golden award.

We offer a special opportunity to associate your brand through sponsored ID of the slot, which begins at 21:00 PM.



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FINANCIAL PROPOSAL

DIGITAL	Website	Number of impressions/VV	Period	Gross RateCard price	Special Gross Price	Final Net Price
Sponsorship tags (2)	Ladyzone.bg	10 000	April	18 440	11 010	8 472
Video Roll with DMP targeting	Special Oscars Category Ladyzone.bg+btvplus.bg	160 000	April			
Skin Ad + 300x600	Special Ocsars Category Ladyzone.bg+btvplus.bg	240 000	April			
Facebook Sponsored Posts	Facebook	40 000	April			
RADIO	Station	Number of airings	Period	Gross RateCard price	Special Gross Price	Final Net Price
Promo announcement of the game	N-JOY	30	April	16 446	12 335	7 545
Game tag	N-JOY	35	April			
Live announcement by host	N-JOY	30	April			
Facebook Sponsored Posts	N-JOY	5	April			
Website post on branded section	N-JOY/„News“ & „Games“	2	April			
Promo announcement of segment	bTV Radio	75	12.-30.04			
Sponsorship tag	bTV Radio	12	12.-30.04			
Live announcement by host	bTV Radio	6	12.-30.04			
TV	Channel	Number of airings	Period	Gross RateCard price	Special Gross Price	Final Net Price
Promo line up	bTV	19	April	79 808	37 845	23 952
Branded bug	bTV	25	April			
Sponsored slot ID	bTV Cinema	25	April			
TOTAL				114 694	61 190	39 969

- All prices are in BGN, VAT excluded.
- The net prices are final and no additional discounts can be applied. The price does not include the production of the ad forms.



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