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CHRISTMAS PROPOSAL

BTV MEDIA GROUP

1-31 DECEMBER 2020

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HOLIDAY SPIRIT

Looking forward to the shared special moments, which we will spend with our beloved ones in the cosiness of the Christmas holidays, we send out our traditional offer to communicate your brand message and reach your potential and loyal customers through an integrated campaign across the TV, radio, and online platforms of **bTV Media Group!**

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DIGITAL CHRISTMAS

Share a magical digital Christmas with us! The users will enjoy themselves, while choosing their favourite song on [Ladyzone.bg](https://www.ladyzone.bg) and the social profiles of the site.

Fans can greet their friend, family or loved one with a song, which they will hear on [Radio N-JOY](https://www.radio-n-joy.com). Three times a week we will publish two songs, among which fans will choose and for which they will win prizes from the sponsor!

We offer to further support your Christmas communication through a special holiday section and [DMP targeting!](#)



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COMMUNICATION OF THE GAME

Radio N-JOY will contribute by effectively announcing the online activity. The charming radio hosts will reveal details of the campaign through live announcements.

Promo announcements will direct listeners to the online game for the song selection.

Short sponsorship tags will be aired throughout the day and remind listeners to join the game and win prizes.

In TV the beloved hosts of Before Noon will direct the viewers' attention to the digital Christmas game!



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ENJOY OUR CHRISTMAS MOVIE MARATHON

Share the holiday spirit and cosiness with our viewers by sponsoring the special movie slots on bTV and bTV Cinema!

During the anticipated holiday season the viewers will enjoy more Box Office titles, hit productions, and movie classics.

Our offer includes sponsorship of the Christmas movie slot from 20:00 o'clock on bTV in the days before and during the holidays, as well as association with the holiday edition of "Cinema at 21" on bTV Cinema between the 17th and 27th of December.

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CALENDAR OF ACTIVITIES

1/12 - 31/12



Special Christmas section and game in the social profiles of Ladyzone.bg

Targeted communication in BMG's online network through the DMP platform



Supporting game on Radio N-JOY and the latter's social profiles

Announcements of online game from the hosts on Before Noon

Sponsorship of THE Movie slot on bTV

Sponsored Content Frame, associated with „Cinema at 21“ on bTV Cinema



FINANCIAL PROPOSAL

AD FORM	Channel / Site	# if airings/ # of days	RC GROSS PRICE	SPECIAL GROSS PRICE	FINAL NET PRICE
Announcements for game	bTV Before Noon	4	18.144	9.072	7.477
Sponsored IDs	bTV Movie slot	18x2	205.286	79.834	45.615
Sponsored Content Frame	bTV Cinema	40	21.098	8.439	4.822
Promo announcements	N-JOY	30	16.130	12.980	6.404,38
Sponsorship tags + Live announcements	N-JOY	30			
Live announcements before and after tag	N-JOY	75			
Presence on site	N-JOY	njoy.bg			
Interstitial mobile format	Ladyzone.bg	31	23.766	14.298	10.008
Special DMP targeting	All bWEB	31			
Branding of special Christmas section	Ladyzone.bg	22			

The prices are final in BGN, excl VAT and are not subject to additional discounts.
The price of activities on radio include production costs.



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