



THE SURPRISES OF THE EASTER BUNNY

APRIL 16 – MAY 2, 2021

SPECIAL PROPOSAL

THE SURPRISES OF THE EASTER BUNNY

In the period from April 16 to May 2, bTV Media Group invites the magic of the holiday. Colorful, thematic content on bTV and bTV Comedy, and melodic mood on radio N-JOY will follow the emotions around the Easter experience, and will contribute to a fun holiday activity in ladyzone.bg in preparation for one of the brightest family holidays - Easter.





Media Group



bWeb offers you a special interactive game in the entire digital portfolio! "Find the Easter Bunny" will allow users to find the Easter Bunny or Easter Egg, which will appear on all bWeb sites.

Everyone who finds a bunny or an egg will be able to register on a special Easter site (bTV.bg/velikden), 100% branded with the client's visuals, and will participate in a lottery for holiday prizes!

Enhance with a special video DMP targeted advertising campaign and Half Page banner campaign on the bTV websites. Exclusive presence of the client in the special Easter section of Ladyzone.bg, bonus PR articles and sponsored Facebook posts for the whole activity.

HIDDEN SURPRISES AT LADYZONE.BG

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Media Group

Become part of the Easter mood and engage the audience's attention by linking your brand with the festive thematic content of bTV.

A specially designed thematic overlay format will communicate the client's messages broadcast in selected programs in the bTV program during the Easter activation period.

Attractive live announcements in the spirit of the holiday from the beloved hosts of Before noon and Coolt will draw the viewers' attention to the surprises of the Easter Bunny.

COLORFUL CONTENT ON bTV



Media Group

AUDIO PALETTE ON RADIO N-JOY

The power of your messages will find a place through audio integration on Radio N-JOY, with which we will focus all our efforts in support of the online game.

The daily plan of promo announcements will invite listeners to look for the surprises of the Easter Bunny at ladyzone.bg.

Our hosts will tempt the listeners live in a block of your choice (we suggest that this be in the morning, lunch and early afternoon to cover the whole day as much as possible). This way we will give maximum publicity to the hidden symbols on ladyzone.bg.

Short sponsored bumpers will open/close the live announcements by the radio hosts. Facebook posts and a publication on the radio's website enrich the palette in the group's channels.



Media Group



During the Easter activation period, bTV Comedy will delight its viewers with positive and diverse content, full of emotions around the festive experience.

We offer a special opportunity for co-branding of the channel, through which the sponsor will be tied in with content specially selected for the audience of bTV Comedy.

CO-BRANDING ON bTV COMEDY

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FINANCIAL PROPOSAL

DIGITAL	Website	No. of impressions/VV	Period	RC Gross Price	Special Gross Price	Final Net Price
Special Easter game	all bWeb	450 000	16.04-02.05	40 479	16 314	13 069
Video Roll up to 15" with special DMP targeting	all bWeb	246 500	16.04-02.05			
Wallpaper	Ladyzone.bg	272 000	16.04-02.05			
Half Page with a selection of websites	bTV.bg, Ladyzone.bg, bTVplus.bg	246 500	16.04-02.05			
PR articles (100% bonus)	bTV.bg, Ladyzone.bg	6 000	April			
Facebook sponsored posts	Facebook	n/a	April			
Radio	Channel	No. of Airings	Period	RC Gross Price	Special Gross Price	Final Net Price
Tags before and after live announcements / 6 per day	Radio N-JOY	42	19.04-25.04	13 252	7 546	6 201
Promo announcements/ 7 per day	Radio N-JOY	49	19.04-25.04			
Live announcements by host/3 per day	Radio N-JOY	21	19.04-25.04			
FB posts on the profile of the radio	Radio N-JOY	3	19.04-25.04			
Presence on the website of the radio	njoy.bg	1	19.04-25.04			
TV	Channel	No. of Airings	Period	RC Gross Price	Special Gross Price	Final Net Price
Overlay	bTV	18	16.04-02.05	110 801	50 777	32 759
Co-branding on bTV Comedy	bTV Comedy	180	16.04-02.05			
Promo announcement on "Before Noon"	bTV	2	April			
Promo announcement on „Cool... T"	bTV	1	April			
TOTAL						52 029

- Prices are in BGN and are excl. VAT.
- Net prices are final and no other discounts apply; The price does not include preparation of advertising forms.

A top-down view of a white surface decorated for Easter. In the top left, a white bowl holds several bright blue and green eggs. To its right is a clear glass. In the top right, a small wicker basket contains green, blue, and red polka-dotted eggs, with a small yellow chick figurine nearby. On the left, a nest of dry straw holds a single white egg. In the center, two hands are tying a piece of straw around a paper cutout of a chicken. To the right of the hands is a cardboard egg carton filled with brown eggs. A small yellow chick figurine and a wooden bunny-shaped decoration are also visible. A purple banner with white text is centered across the image.

**LET'S FIND THE HIDDEN EASTER
SURPRISES TOGETHER!**