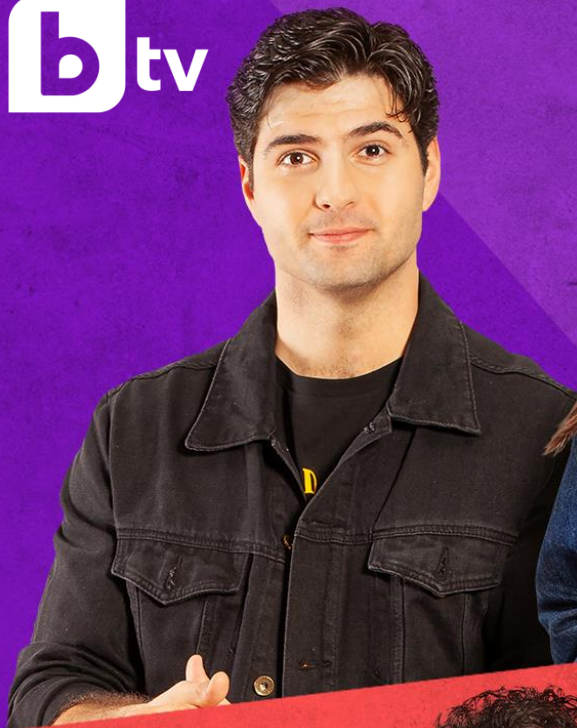




# Татковци

нови епизоди





# Тамковці

нові епізоди





# DADDIES

At the same time current and comic, the show is a fresh reading of the idea of fatherhood and the family in the modern world. The story follows the lives of four fathers with different social, family and lifestyle status. The roles of the modern fathers are played by some of the best current Bulgarian actors - Filip Bukov (as Alex), Stoyan Doychev (as Rado), Pavel Ivanov (as Todor) and Hristo Padev (as Slavi), and their characters have undoubtedly become audience-favorites.





# THE NEW EPISODES

The new episodes of "Daddies" are about to turn around, which will definitely not leave viewers indifferent. What will be the reason for Alex to fire Danny, how will Niko react when he sees Galya kissing his coach, what will be the reason for the first kiss between Alex and Emi and what will be the end of the custody case over Kiki - viewers will find out in the new premiere episodes of "Daddies" starting from June 6, Monday through Thursday from 21:00 on bTV.

**Тамкобци** нови епизоди



# SPECIAL OFFER

Share the summer evenings in the company of the fresh characters from "Daddies" in prime time on bTV. We offer you three options for sponsorship package in the broadcast period from 06.06.2022 to 29.07.2022, including a combination of the following advertising forms:

A set of sponsorship tags (2 x 7 seconds), aired before and after a certain number of episodes

Overlay advertising forms (cut-in / skyscraper) (10 seconds), aired during a certain number of episodes

Sponsored promo announcements (15 second promo + 7 second banner), aired in various shows in the specified period

[HERE](#) you will find information and examples of the different advertising forms.

# FINANCIAL OFFER

Option / Advertising form	Show	Period	Number of broadcasts			Duration	Total net price	GRPs A18-49
			Paid	Bonus	Total	Total in sec.		
Option 1 – Daddies								
Overlay - skyscraper/ cut-in	Daddies	June	2	5	7	10"	116 002.27	776
Overlay - skyscraper/ cut-in	Daddies	July	-	-	-	10"		
Sponsored Promo	PT - 60%, OPT - 40%	June	3	7	10	15"promo + 7"tag		
Sponsored Promo	PT - 60%, OPT - 40%	July	-	-	-	15"promo + 7"tag		
Sponsorship tags	Daddies	June	5	11	16	2 x 7"		
Sponsorship tags	Daddies	July	6	13	19	2 x 7"		
Option 2 – Daddies								
Overlay - skyscraper/ cut-in	Daddies	June	1	2	3	10"	83 717.99	513
Overlay - skyscraper/ cut-in	Daddies	July	1	2	3	10"		
Sponsored Promo	PT - 60%, OPT - 40%	June	-	-	-	15"promo + 7"tag		
Sponsored Promo	PT - 60%, OPT - 40%	July	-	-	-	15"promo + 7"tag		
Sponsorship tags	Daddies	June	4	8	12	2 x 7"		
Sponsorship tags	Daddies	July	4	8	12	2 x 7"		
Option 3 – Daddies								
Overlay - skyscraper/ cut-in	Daddies	June	2	4	6	10"	41 584.60	209
Overlay - skyscraper/ cut-in	Daddies	July	-	-	-	10"		
Sponsored Promo	PT - 60%, OPT - 40%	June	-	-	-	15"promo + 7"tag		
Sponsored Promo	PT - 60%, OPT - 40%	July	-	-	-	15"promo + 7"tag		
Sponsorship tags	Daddies	June	3	5	8	2 x 7"		
Sponsorship tags	Daddies	July	-	-	-	2 x 7"		
* The prices are in BGN, without VAT and are final.								
* Prices cover the broadcast of commercial communications and do not include the costs for the production of advertising forms.								



**Татковци**

**Татковци** нови епизоди

**Татковци** нови епизоди