



Media Group

SUMMER HOLIDAY EMOTIONS

21 JUNE – 31 AUGUST 2021

SPECIAL PROPOSAL

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SAY HELLO TO SUMMER WITH bTV Media Group

In the period between June 21 and August 31, bTV Media Group invites you to enjoy the kind of content that will inspire your holiday mood, wanderlust and fun spirit to enjoy the themes and titles across our different media platforms.

Awaiting for those warm holidays, the sun and the smiles will be everywhere with us – in the hit movie schedule on TV, on the air of our favorite N-JOY radio and on the pages of ladyzone.bg – one of the most preferred female-oriented websites.





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Dive into the adventure across Bulgaria with the game N-JOY Summer. Over the course of 4 weeks, every day we will be presenting different tourist spots and hotels – an opportunity for an unforgettable vacation.

Join the game, sponsored by amazing prizes. The presence of the sponsor will be highlighted through a series of promo-announcements during commercial breaks, sponsorship tags and live announcements from the hosts.

Be part of the N-JOY Summer adventures, which will present the sponsor in a positive, authentic and fun setting that encourages the listener to appreciate the commercial message more convincingly.

N-JOY SUMMER

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Share the summer impulses with a special MegaHit combination, including sponsored Promo Frame and Promo Line-Up, aired across multiple time slots on the air of bTV.

We will associate the brand with a special selection of MegaHit movies – WARCRAFT; WRATH OF THE TITANS; GODS OF EGYPT; MISSION IMPOSSIBLE; NEED FOR SPEED and more.

**SUMMER MEGA HIT
ON bTV**

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Sponsor the bTV Vacation through sponsored IDs of the slot. The client will associate their message with interesting movie content that inspires the holiday mood.

We invite the sponsor to share the time when the audience unwinds with their favorites: ICE AGE; CAPTAIN UNDERPANTS; FERDINAND; RIO; DESPICABLE ME; MINIONS and more.

bTV VACATION

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Dive into summertime by sponsoring the hit and premiere titles of the Cinema X slot via Promo Frame.

The client's presence will be part of the cinematic experience in the slot with the premiere of DARK WEB and hit titles like GET OUT, THE DARKNESS and more.

In August, when bTV Cinema celebrates the starry birthdays of Russel Crowe and Amy Adams, we will recognize the sponsor through a Promo Line-Up, aired across various time slots.

**HIT TITLES ON bTV
CINEMA**

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CO-BRANDING OF bTV COMEDY

Enjoy the summer with a major dose of fun in July through a selection of titles that embraces the interests of all audiences.

The co-branding of one of the most entertaining channels – bTV Comedy, during the summer holiday period, gives you the opportunity to associate with premiere titles and beloved animated movies.

The program schedule will recognize the sponsor in the premiere seasons of “LA QUE SE AVECINA and MURPHY BROWN, as well as animated hit titles such as – БОЛКИ И ОБЦЫ; OPEN SEASON and more.

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Join the summer digital adventure on Ladyzone.bg with the website's special summer categories, dedicated to the most beautiful spots for July's topic, and seaside adventures and memories in August.

A highlight will be given to the visible and distinctive formats in the category for summer and holiday. The combination of Skin AD+300x600 & Transition Page, will be empowered through Instagram posts and communication.

DIGITAL SUMMER

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FINANCIAL PROPOSAL

RADIO	STATION	Number of Airings	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Promo Announcement	N-JOY	168	21 Jun - 17 Jul	33 980	28 730	11 011
Sponsorship Tag	N-JOY	60	21 Jun - 17 Jul			
Live Announcement	N-JOY	80	21 Jun - 17 Jul			
Production cost	N-JOY	-	21 Jun - 17 Jul			
TV	CHANNEL	Number of Airings	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Promo Frame	bTV	45	July - August	128 776	52 992	33 288
Sponsored slot ID	bTV	8	July - August			
Promo Frame	bTV Cinema	30	July			
Promo line up	bTV Cinema	30	August			
Co-Branding	Comedy	Over 250	July			
DIGITAL	WEBSITE	Number of Impressions	Period	Gross RateCard Price	Special Gross Price	Final Net Price
Skin Ad + 300x600	Ladyzone.bg	251 200	July - August	16 665	9 264	6 604
Transition Page	Ladyzone.bg	160 000	July - August			
Instagram	Instagram	n/a	July - August			
TOTAL				186 823	98 387	50 904

- All prices are in BGN, VAT excl.
- The net prices are final and no additional discounts can be applied.
- The price does not include the production of advertising forms.
- All other conditions are regulated as per the General Sales Rules for Commercial Communications and Advertising of bTV Media Group EAD.