



Media Group

HALLOWEEN

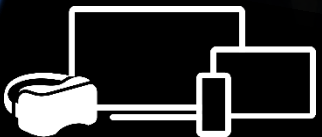
**SPECIAL PROPOSAL
PERIOD: OCTOBER 01-30 2020**



DIVE IN THE MAGIC OF THE HOLIDAY

We invite you to an
unforgettable adventure in our
television, radio and digital
platforms.

This unique combination of
media channels gives you the
opportunity to reach a diverse
and wide audience.



A large pumpkin sits on a dark wooden surface next to a single autumn leaf. A small, colorful toy spider is positioned near the bottom center of the frame.

LEARN THE SECRET OF MASKING IN BWEB

In LADYZONE we will create a branded section in which we will reveal the secrets of good and effective disguise, through our own videos and original articles.

100% branding of the Banner and video communication section with DMP targeting in the entire BMG network.



LADYZONE

**SPECIAL
RADIO**

Aft

After reading the new daily article on ladyzone.bg, listeners will answer the host's question. This happens under a daily post on the radio's Facebook profile.

reach
more 



JOIN THE THEMED MEGA HIT PROGRAM OF bTV

Co-branded advertising bumpers, Co-branded promo bug in the spirit of Halloween, planned in various time slots in the program of bTV in the last two weekends of October.

The co-branded advertising bumpers will be highlighted in the specially selected movie titles of the Mega Hit slot from 22:00 - THE GREEN MILE and VAN HELSING.



A top-down view of a clear glass bowl filled with various colorful, shaped candies. The candies include swirls, stars, and other fun shapes in colors like orange, green, blue, and red. The bowl sits on a dark wooden surface. A blue and white striped pen is visible on the left side of the frame.

SHARE THE COMPANY OF bTV COMEDY & CN

In the themed month, engage
the audience's attention by
branding the comedy channel
bTV Comedy.

Attract the attention of the youngest
viewers with a partnership spot in the
premiere content and new episodes
of the viewers' favorite program of
Cartoon Network.



ACTIVITY CALENDAR

30/09-06/10

7/10-13/10

14/10-20/10

21/10-27/10

28/10-31/10



Themed section in ladyzone.bg

Targeted communication in the network of websites through the DMP platform

Game on the Facebook profile of Radio N-JOY

Targeted communication to the special topic from the air of "Before Noon"

Co-branded Advertising bumper and Promobug on bTV; Branding of bTV Comedy

Partnership spot on Cartoon Network

FINANCIAL PROPOSAL

Advertising form	Channel / Website	Broadcasts / Days	Gross price per tariff	Special gross price	Final net price
Co-branded Advertising bumper	bTV	11	101,754	48,014	31,593
Co-branded Promo Bug	bTV	7			
Directing announcements	bTV Before Noon	3			
Channel branding	bTV Comedy	Over 250	64,650	12,930	8,273
Partner spot	Cartoon Network	29	7,088	2,363	1,512
Bumpers before announcement	N-JOY	22	15,015	11,261	6,966
Promo-announcements	N-JOY	88			
Live-announcements after bumper	N-JOY	22			
Website presence	N-JOY	njoy.bg			
Branded themed section	Ladyzone.bg	30	13,160	12,900	7,433
Video roll with DMP targeting	All bWEB	13			
Megaboard	All bWEB	14			
Ladyzone.bg 300x600	All bWEB	13			

Prices are net, in BGN, without VAT and are not subject to additional discounts.

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