



b RADIO NJ **Radio** Y

NJOY Radio

1 039 630 LISTENERS
PER MONTH

183 049 page views njoy.bg

156 590 likes Facebook

2 318 followers Instagram

Source: GARB, Monthly basis, October 2021, Google Analytics, Monthly basis, December 2021, Facebook, February 2022



220 180 LISTENERS
PER MONTH

29 504 page views btvradio.bg

8 297 followers **Facebook**

Source: GARB, Monthly basis, October 2021, Google Analytics, Monthly basis, December 2021, Facebook, February 2022



"Specialized Cybersecurity radio segment"

In the technological world we live in, we come across the term cyber security more and more often. In order to bring clarity and be useful to the audience, from the Fall of 2022 bTV Radio and Radio N-JOY are joining forces around the topic and the dangers that lurk in the Internet space. The two radio stations will develop a special column that will focus on how to consume, upload and search content online without risking our personal security. The aim of the initiative is to raise awareness and educate the audience, as the main target group are young teenagers who spend more and more time on the Internet. The column will provide content useful for adults as well, who will be able to enhance their digital culture.

Online phishing, cyberbullying, contact with malicious persons, access to inappropriate and pirated content are just some of the dangers lurking on the Internet. A similar topic has its place in the radio broadcast of bTV Radio Group, with a strong emphasis on this social campaign. The radio stations partner with the most legitimate organizations in the field, such as the Bulgarian Cyber Security Association and the European Cyber Security Organization as experts in the field. All of them are united around the mission of creating a fruitful, secure and predictable Internet environment.

"Secrets of cyber security" will be discussed on air on bTV Radio and Radio N-JOY. Sponsorship tags and promo-announcements are only a part of the advertising forms through which the support of brands related to these important and socially significant issues is reflected. The segment enables the contextual integration of brands and their messages into the content.



Offer parameters:

Campaign period: two business weeks /10 business days/

- ✓ Broadcasting of promo-announcements for a segment - 4 per day on Radio N-JOY and bTV Radio - 40 in each radio;
- ✓ Broadcasting of tags before the start of the segment on Radio N-JOY and bTV Radio - 10 in each radio;
- ✓ Preparation of a subpage on the site of Radio N-JOY and bTV Radio with the visuals of the sponsor, details of the segment and information on the topic;
- ✓ Production of advertising forms (promo announcement and tag);

BONUSES:

- ✓ An opportunity for a representative of the company to be a guest on air and tell from the first person about the methods they use to prevent cyber attacks;
- ✓ Daily segment tied to the topic and emphasis on the sponsor;
- ✓ Live announcement from the hosts with an emphasis on the sponsor - 3 per day - 30 in each radio;
- ✓ Covering information about the segment and the sponsor in a subpage of the radio websites;

Final net value of the campaign in N-JOY and bTV Radio: BGN 4,996 (sans VAT)*

The amount includes 20% volume discount and 5% discount for two radios.

*All prices are sans VAT.

*Upon change of the parameters, you will receive a new offer.

Additional information:

1. If the client is interested in linking to the topic on the air on only one of the radio stations, we will send an additional offer.
2. All values are in BGN, VAT excl.
3. The game mechanics are discussed in detail and finalized between the client and the radio advertising specialist a week before the start of the activity.
4. All materials (information, texts and images) necessary for the implementation of the campaign are to be submitted at least 5 business days before its start date.
5. The content of all live announcements and PR materials is subject to approval with regard to the requirements of the current legislation.
6. Game images are submitted client-side at 1920 x 1080 pixels, with the main game information in the middle of the image.
7. Visual materials and accompanying texts to be published on the radio's social media are subject to approval by the Marketing team.
8. The parties agree on the terms and prizes in the game, such as daily prizes to be worth no less than BGN 30, etc. Rewards cannot be tied to a purchase, nor can they represent a percentage reduction/discount on the value of a product/service. All statutory requirements for awarding prizes also apply.
9. The winner(s) will be chosen at random.
10. Upon change of the parameters, you will receive a new offer.

For more information: <http://www.njoy.bg/>



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