

СЪНИ
БИУЧ



The favorite characters of the audience - Gomes, Mladen, Yvonne and Darina, are back in the second season of the hit comedy series "Sunny Beach".

Having won one victory against the arrogant Nikola (Yavor Baharov), now the four will have to face him again. This time, however, he will not only be better prepared, but will be surrounded by strong and cunning allies.

As in the first season of "Sunny Beach", so in the second, drama, romance and humor go hand in hand. The characters will get entangled in lies, play double games and make plans for revenge, but will also fall head over heels in love, have lots of fun and get into comedic situations.


Summer is coming with Sunny Beach 2

 DYNAMIC COMEDY

 AMBITIONS OF POWER

 ROMANCE, DRAMA, ACTION

 SEASIDE ENTERTAINMENT AND LUXURY

 GREAT NAMES OF BULGARIAN CINEMA

Can you buy peace of mind

At one of the most visited and commented Bulgarian tourist destinations.

In a story about the bravery of changing yourself and growing.

In an emotional experience with the smell of the sea, in a quality Bulgarian production.

Sponsorship proposal



TV

Sponsorship tags

Overlay format planned in the episodes of the series

Sponsored promo frame, planned in various slots on the air of bTV Media Group



Digital

Sponsorship tags in all episodes of the series at btvplus.bg

Exclusive pre-roll advertising



Radio

Pre-launch broadcast of a countdown

Teaser format on the day of the premiere

Live announcements on the day of the premiere



Financial proposal

Advertising form	Channel/ Website / Radio	Period	Num. broadc. / Num. impr.	Gross price per tariff	Special gross price
Sponsored Promo Frame	bTV	May	14	207 680	106 183
Sponsorship tags	bTV	May	4 sets		
Cut-in	bTV	May	4		
Sponsorship tags	btv.bg	May	14 sets	16 328	9 197
Skin AD+300x600	btv.bg + btvplus.bg	May	190 000		
Preroll 15"	btvplus.bg	May	88 000		
Countdown	N-JOY, bTV Radio	May	240	24 975	19 591
Live announcements	N-JOY, bTV Radio	May	24		
Teaser	N-JOY, bTV Radio	May	120		
TOTAL:				248 983	134 971

The discounts agreed with the Media for the respective platform will be valid for the Special Gross Price. The prices are in BGN, without VAT and do not include costs for production of advertising forms.

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