



TV ADVERTISEMENT SCREENING

PROGRAM SCHEDULE

€ 0.29/ sec.

DISCOUNTS FOR CERTAIN VOLUMES

€ 600 - 1 350	5 %
€ 1 351 - 2 700	7 %
€ 2 701 - 4 050	9 %
€ 4 051 - 5 400	12 %
€ 5 401 - 6 750	15 %

BG info channel program is structured on a modular basis and each module is being repeated in a twenty-four-hour period schedule. The main active module is 8 hours long. A few one-hour thematic modules are developed in there separated by an information unit.

The price for screening of TV adverts is for three active 8-hour modules screening in every 24 hours. By paying for 1 screening, what you really get is **3 screenings per 24 hours**.

Since 28.06.2010 the program is included in the basic **blizoo** digital package – the united network of Cable TEL and Eurocom.

blizoo continues to broaden its digital route and to expand its coverage in the territory of the whole country.

There are about 500 000 Bulgarian subscribers now according to the operator who also form the audience of BG info channel in Bulgaria.

PRODUCTION OF TV ADVERTISEMENT

Advertising announcement with text

	<i>Speaker</i>	<i>No speaker</i>
01. no special effects	€ 20.00	€ 25.00
02. over an image	€ 25.00	€30.00
03. an image with special effects	€ 40.00	€45.00

04. Advertising reportage	€ 1.92 / sec.
05. Television advert clip / spot	€ 4.47 / sec.
06. Film	€ 6.77 / sec.

* All prices are exclusive of VAT

BG INFO CHANNEL – Bulgarian, Russian and English language

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