



SUPER 7 Sales Policy

Valid as of February 1st 2014

1) Client planning / advertising agency

Time zone	From - To	Gross price for 30 sec. Spot *
DT	06:00-18:00	200
PT	18:00-24:00	150
LF	00:00-01:00	100
N	01:00-06:00	50

* BGN without VAT

2) Purchase of packages

Advertisers and advertising agencies can purchase advertising time in the program Super7 based under a package. Package prices are offered on the basis of declared net volume and they are valid in the case the net budget is spent within four weeks period. If the advertisement campaign is longer than the 4-weeks period, the amount should be increased proportionally to the extended period. Planning is performed entirely by TV Sedem EAD.

Super7 packages

Advertising period	Budget	Price 30" sec. spot*	PT	OFF PT
Within 4 weeks	2 400-5 040	40	50%	50%
Within 4 weeks	5 041-8 000	35	50%	50%
Within 4 weeks	8 001- 10 000	30	40%	60%
Within 4 weeks	over 10 001	25	40%	60%

* BGN without VAT

The specified prices will not be valid for programs, claimed to be special.

Special programs – some programs could be considered as “special”. These will be calculated under a different Tariff for Advertising and Sponsorship.

Coefficient scale for advertising spots with a duration different than 30 seconds

Price per:	Equal to:	Price per:	Equal to:
5" spot	50% x price 30"	35" spot	115% x price 30"
10" spot	60% x price 30"	40" spot	130% x price 30"
15" spot	75% x price 30"	45" spot	150% x price 30"
20" spot	85% x price 30"	50" spot	170% x price 30"
25" spot	95% x price 30"	55" spot	175% x price 30"
30" spot	100%	60" spot	180% x price 30"

Alternative advertising forms – Break ID, etc. shall be bought under the prices of the client planning/ advertising agency



Alternative advertising forms are determined under the following coefficient scale:

Other forms of advertising:	Index at 30 seconds	Maximum duration in seconds
7"+7" Spons Tags	80%	14
7" Spons Tag	50%	7
Spons Promo	50%	37
7"+7" Break IDs	80%	14
7"+7" Break IDs with VO	100%	14
Content Split	100%	10
Skyscraper	60%	10
Cut-in	60%	10
Branded Bug	50%	10
Branded Promo Bug	50%	10

TV SEVEN EAD doesn't guarantee rating points in programs of Super7.

Surcharge:

Choice of a commercial break	10% increase of the price per tariff
Choice of a position in a commercial break	20% increase of the price per tariff
Choice of a position and a commercial break	30% increase of the price per tariff
Co-advertising (additional brands)	Up to 40% of increase for each additional advertiser

**Discounts granted by TV SEDEM EAD for advertisement in the program of SUPER7
valid as of February 1st 2014**

The advertisers and the advertising agencies who have a contract with TV SEDEM EAD for transmitting commercial messages in the programs of **SUPER7** can benefit from the discounts, proposed below, by accepting and complying the terms and conditions for their provision. The discounts are applicable in the order listed below. The advertising agencies can take guarantees and sign contracts on behalf of their clients.

1. Special discount for cross advertisement in TV and Internet

In case there is internet investment at least to the amount of BGN 1000 (thousand) /excl. VAT/ and at the same time, purchasing a package for TV advertisement within the period of 4 weeks, the advertiser receives additional 2% (two percent) of a special discount for the respective television campaign in the programs of TV7, News7 and Super7.

2. Share discount for guaranteed annual TV budget in TV Sedem EAD and/or Balkan Bulgarian Television EAD

(1) The advertisers/advertising agencies shall receive a special share discount formed on the basis of a guaranteed annual advertising budget for television which shall be invested in the group of TV Sedem EAD and/or Balkan Bulgarian Television EAD (TV7, Super7, News7 and other new TV channels).



(2) Special share discount shall be given to the advertiser/advertising agencies after signing a guarantee agreement specifying the respective share of the annual advertising budget. In case of share increase, the benefit of a higher discount can be made by signing of a new agreement. The discount is valid for the advertising budgets realized after the date of signing of the respective agreement.

(3) The calculations for a share in the television programs of TV Sedem EAD and Balkan Bulgarian Television EAD are to be negotiated in the agreement for share guarantees.

Share in the group of channels	Discount
Up to 5%	10%
Up to 15%	20%
Up to 25%	25%
Up to 50%	30%
Up to 70%	35%
Up to 90%	40%
over 95%	50%

3. Volume discount when investing in the programs owned by TV Sedem EAD and Balkan Bulgarian Television EAD

2014 volume discount is being calculated on the net budget accumulated in the programs of TV Sedem EAD and Balkan Bulgarian Television EAD within 2014 by each specific advertiser. Net budget is considered to be the amount after applying all respective discounts and before charging VAT.

Scale of volume discount (net volume) 2014		
From	To	%
2 500	5 000	5.00%
5 001	10 000	7.00%
10 001	25 000	8.00%
25 001	50 000	10.00%
50 001	80 000	12.00%
80 001	120 000	14.00%
120 001	160 000	16.00%
160 001	210 000	18.00%
210 001	260 000	20.00%
260 001	320 000	23.00%
320 001	400 000	25.00%
400 001	500 000	27.00%
500 001	700 000	28.00%
700 001	By negotiating but no more than 30%	

4. Agency discount

All advertising agencies that are members of BAKA and the International Association of the Advertising Agencies receive **5% (five percent) discount**.