

FOX International Channels Rate Card

Valid for the period: January 1st, 2017 – December 31st, 2017





All prices are quoted for 30" spot length in BGN and excl. VAT.

Advertising airtime for the respective period can be purchased for the whole group of channels part of Nova Broadcasting Group as one unit where the channel split and seasonal indices are strictly obligatory for all advertisers.

As well, advertising airtime in the Fox International Channels group can be purchased in the form of packages.

<i>Day Part</i>	<i>Hours</i>	<i>FOX Life, FOX Crime, FOX & National Geographic Price/30 sec</i>	<i>24 Kitchen Price/30 sec</i>
OPT	24:00 – 17:29	66	35
PT	17:30 – 23:59	120	77

Packages

   		
<i>Packages</i>	<i>Number of spots</i>	<i>Price/package</i>
Package A	50	4 000
Package B	80	6 000
Package C	120	8 800
Package D	180	12 000
Package E	250	16 000

		
<i>Packages</i>	<i>Number of spots</i>	<i>Price/package</i>
Package A	50	1 750
Package B	80	2 750
Package C	120	3 900
Package D	180	5 000
Package E	250	6 250

- * *The only applicable discount for the offered packages is the 5%-agency discount*
- * *Any seasonal promotions are **not** applicable to the packages*

- * The **seasonal** and **spot length** indices are **valid** for the package buying
- * The planning by packages is based on the day part split, not a program. NBG has the right to replace commercials aiming to keep the planned time zone and is not obligated to inform the clients for the changes.
- * Distribution split for the packages: 60% Off Prime time and 40% Prime time
- * Period – 4 week

Discounts

Agency discount

Advertising agencies receive a **5%** discount both for price per spot and package buying in effect at the time of each booking.

Volume discount

For investment in FOX Channels the Advertiser/Advertising agency gets a volume discount based on an advertiser's net volume (excl. VAT) in accordance with the table below with **exception to the packages**.

<i>Net advertiser investment January – December 2017, (BGN)</i>	<i>Volume discount</i>
From 5,000 – 10,000	2%
From 10,001 – 20,000	5%
From 20,001 – 40,000	10%
From 40,001 – 60,000	15%
Above 60,001	Subject to negotiation

Other information

1. **Top and tail positioning** – FOX offers “Top and Tail” positioning where two commercials with related creative content are included in the same break. The spots will be priced as per their individual spot lengths and an additional surcharge of 15% will apply to both.
2. **Two party advertisers** – Are subject up to 40% surcharge.
3. **Fixed breaks and fixed positions** – Are subject to an additional charge.

4. Seasonal indices

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
100	115	115	125	125	125	115	100	115	125	125	115

5. Spot length index

The following scale is used to determine the prices for commercials of different lengths.

Length	<12 sec	13-17 sec	18-22 sec	23-27 sec	28-32 sec	Over 32 sec
Co-efficient	0.60	0.80	0.85	0.95	1.00	Pro rata to 30 sec

6. Deadline policy

Description	Deadline
Placing an order (MP)	5 (five) working days prior to the first airing date
Submitting the advertising material (commercial)	5 (five) working days prior to the first airing date
Business agreement	One working week after the date of the campaign's first broadcast

7. Penalty Policy

Type of surcharge	Surcharge amount
Urgent cancellation of commercials spots	10% of the cancelled spots
Delayed submitting of the advertising schedule	BGN 100, excl. VAT
Delayed submitting of the advertising materials	BGN 100, excl. VAT

** Neither NBG nor FOX can be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed, erroneous or incomplete.*

** This rate card is subject to change given thirty days advance notice.*