



a SONY PICTURES ENTERTAINMENT company

AXN 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.

Spot Prices by day part slots

<i>Day Part</i>	<i>Hours</i>	<i>Price/spot</i>
OPT	24:00 – 17:29	35
PT	17:30 – 23:59	77

Discounts

1. Agency discount

Advertising agencies receive a **5%** discount from the rate card in effect at the time of each booking.

2. Volume discount

For investment on AXN the Advertiser/Advertising agency gets a volume discount based on an advertiser net volume (excl. VAT) in accordance with the table below.

<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

3. Combined discount

AXN offers a combined discount of **5%** for each advertiser who is placing advertisement on Nova and on AXN.

4. Incentive Discount

AXN offers an incentive discount for each advertiser according to its net share or budget increase from the previous year.

<i>Growth of budget, (BGN)</i>	<i>Incentive discount</i>
From 20,000 – 40,000	3%
From 40,001 – 60,000	5%
Above 60,001	10%

5. 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

Packages

Standart Advertisement			
Packages	Number of spots	Period	Price/package
Package A	50	4 weeks	1 750
Package B	80	4 weeks	2 750
Package C	120	4 weeks	3 900
Package D	180	4 weeks	5 000
Package E	250	4 weeks	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*

Alternative forms of advertising

According to the clients' needs and the program schedule a special proposal can be made by the Sales Department, including sponsorship tags, promo announce, branded ad bumper, etc.

6. 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

7. 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

8. Penalty Policy

<i>Type of surcharge</i>	<i>Surcharge amount</i>
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 AXN 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.*