



Disney Channel Rate Card

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

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

1. Spot prices by day part slots

<i>Day Part</i>	<i>Hours</i>	<i>Price/spot</i>
Off Prime time	06:30 – 17:29	130
Prime time	17:30 – 23:59	160

2. Packages

<i>Package</i>	<i>Numer of spots</i>	<i>Period</i>	<i>Price/package</i>
Package S	80	4 weeks	10 000
Package M	120	4 weeks	14 500
Package L	180	4 weeks	18 000
Package XL	250	4 weeks	22 000
Package XXL	350	4 weeks	27 000

- * *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*

3. Alternative forms of advertising

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



Discounts

1. Agency discount

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

2. Volume discount

Disney Channel offers advertisers/advertising agencies 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

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

4. Incentive Discount

Disney Channel offers an incentive discount for each advertiser according to its net share or budget increase from the previous year. The advertiser is able to choose only one which is the most appropriate of the two noted.

<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%

Other information

1. Top and tail positioning – Disney Channel 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

5. Deadline policy

Description	Deadline
Placing an order	5 (five) working days prior to the first airing date
Submitting the advertising material	10 (ten) working days prior to the first airing date
Business agreement	One working week after the date of the campaign's first broadcast
Broadcasting schedule and form for an advertising material broadcasting	7 (seven) full working days prior to the campaign's first broadcast. The form accompanies each cassette containing advertising materials

6. 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 Disney Channel 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.*