



City TV 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 in City TV 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

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

Packages

| Standard 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

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 |

* Neither NBG nor City TV 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.