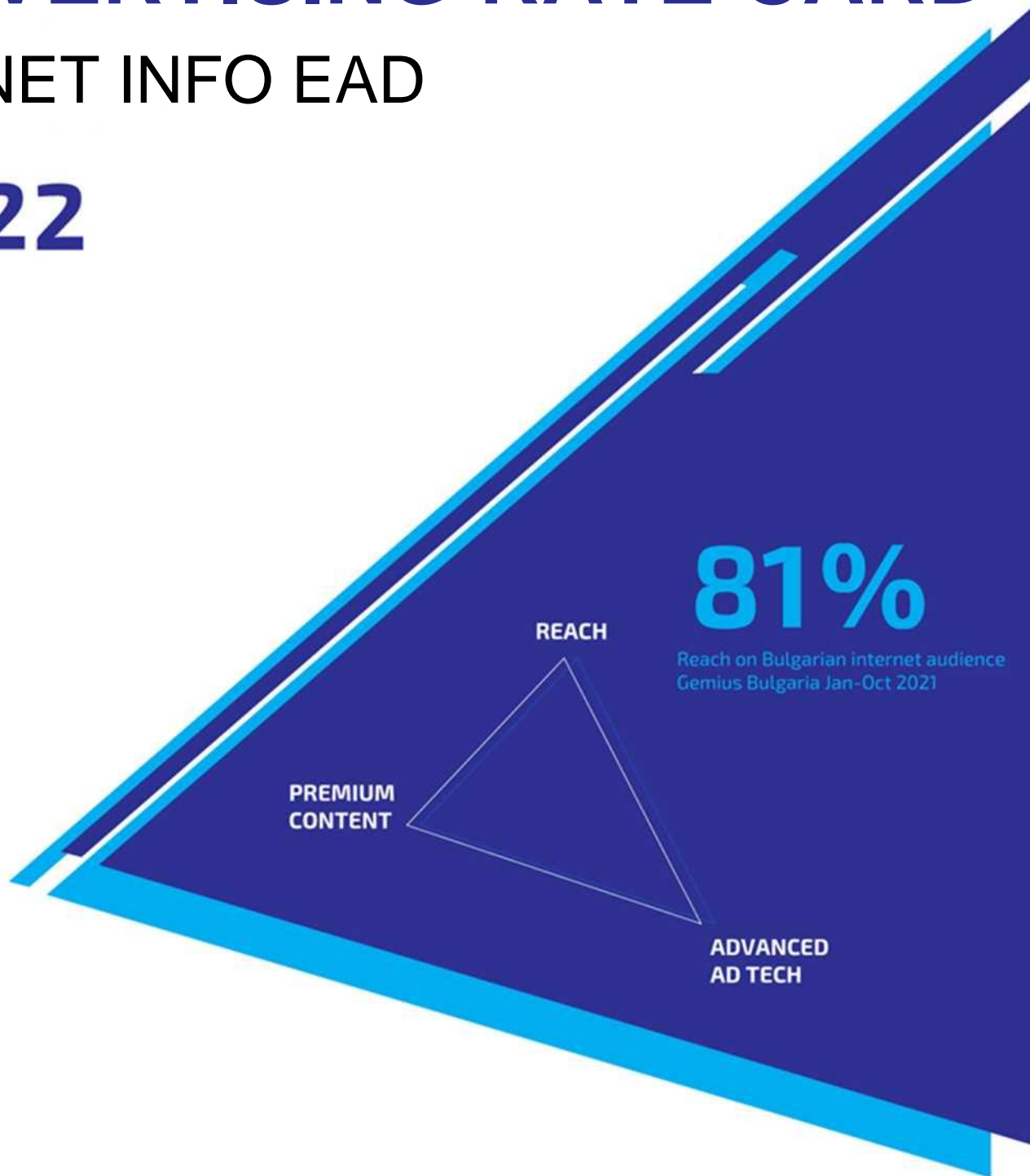


ADVERTISING RATE CARD OF NET INFO EAD

2022



АБВ SINOPTIK.bg NOVA VESTI DA IIK vbox7 NOWPLAY GONG.BG Edna.bg PARITENI.bg О, на мама! ТРОБЕЧ

Телеграф

МОНИТОР

МАЧ
Телеграф

ink Mate Kitchen

Дневникът
на мама
и татко

dogsandcats.bg

CARMARKET.BG

WHAT'S
NEW
IN OUR PORTFOLIO

www.piero97.com

ADVERTISING RATE CARD OF NET INFO EAD

PRICES FOR INTERNET ADVERTISING

Standard Display

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Square	300x250	300x250	BGN 10.00
Half page	300x600	300x600	BGN 15.00
Horizontal	970x250, 728x90	970x250 Responsive, 320x100	BGN 13.00

Rich Media

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Transition	Desktop interstitial	Mobile interstitial	BGN 35.00
Take Over Banner	Take Over Banner	Take Over Banner	BGN 30.00
Wallpaper/Backdrop Ad	Wallpaper	Backdrop Ad	BGN 27.00
Mobile Sticky Ad	Not available	Mobile Sticky Ad	BGN 25.00
Parallax	Parallax	Parallax	BGN 18.00
Expandable	Standard Display	Adhesion	BGN 18.00
Scratch Ad	Standard Display	Standard Display	BGN 18.00
Spin Cube	300x300, 300x600	300x300, 300x600	BGN 18.00
Native Banner	300x600	300x600	BGN 15.00

Special Formats

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
ABV Desktop Home Page Skin Ad*	Skin Ad	Not available	BGN 55.00
ABV Mobile Home Page Skin Ad**	Not available	Skin Ad	BGN 35.00
Play Nova Player Skin Ad	Skin Ad	Not available	BGN 55.00
Direct Mailing	Base price for one contact without additional targeting		BGN 0.10

* Indexation of 10% applies for targeting by gender or age

** Targeting by gender or age is not available

Video

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Unskippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 seconds	Unskippable 6 seconds	BGN 20.00
Skippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 seconds Skippable up to 60 seconds	Unskippable 6 seconds Skippable up to 60 seconds	BGN 28.00
Unskippable Pre-Roll, Mid-Roll on Play Nova	Unskippable Up to 30 seconds	Unskippable Up to 30 seconds	BGN 35.00
Inread Video	InRead Video	InRead Video	BGN 18.00
Video Banner	Standard Display	Standard Display	BGN 18.00
Video Wallpaper	Video Wallpaper	Not available	BGN 50.00

Targeted advertising on the ABV.bg website

Targeted advertising on the ABV.bg website includes targeting by gender and age.

Total rotation	Desktop	Mobile	Gross price 1,000 impressions*
Abv.bg Home Skin Ad	Skin Ad	Not available	BGN 60.50
Half Page	300x600	Not available	BGN 15.00
Square	300x250	Not available	BGN 10.00
Horizontal	Not available	320x100	BGN 4.00

* Gross prices includes targeting by gender and age

Targeted advertising on the Ohnamamma websites (ohnamama.bg) and *Dnevnikat na mama i tatko* (namama.bg).

Advertising on the Ohnamama and *и* Namama websites is not part of total rotation. Banner advertising is offered in combination, and a choice between the two websites or setting the impressions ratio between them is not an available option. The additional possibilities for targeting gender, age, location, etc., are not an available option.

Position	Desktop	Mobile	Gross price 1,000 impressions
Horizontal	970x250	320x100	BGN 25.00
Square	300x250	300x250	BGN 20.00
Half Page	300x600	300x600	BGN 25.00

Targeted advertising on the Mate Kitchen website (matekitchen.com) and in the culinary section of Edna.bg (edna.bg)

The advertising on the culinary website Mate Kitchen is not part of the total rotation. Banner advertising is offered in combination with the culinary section of Edna.bg, and a choice between the two websites or setting the impressions ratio between them is not an available option. The additional possibilities for targeting gender, age, location, etc., are not an available option.

Format	Desktop	Mobile	Gross price 1,000 impressions
Horizontal	970x250	970x250 Responsive	BGN 18.00
Square	300x250	300x250	BGN 18.00
Half Page	300x600	300x600	BGN 25.00

Advertising in Adwise

The price is formed based on real-time bidding and depends on demand and supply. The price and budget are managed by the advertiser through the Adwise self-service system.

Total rotation	Desktop	Mobile
Square	300x250	Not available
Half page	300x600	Not available
Half page	160x600	320x100
Horizontal	728x90	Not available
Text Box	Text	Text
Remarketing	All formats	All formats
Dynamic Remarketing	All formats	All formats
Adwise Mail Boost	Title (Subject) of the message at the top position in the Inbox	

Internet advertising targeting indexation

Indexations are applied to the base gross price per 1,000 impressions

Indexation criteria	Index**
Selection of Desktop	25%
Selection of Mobile	No surcharge
Selection of a particular site	25%
Targeting by gender*	25%
Targeting by age*	25%
Targeting by age and gender of skin Ad on ABV.bg	10%
Content selection	25%
Selection of DMP audience	25%
Limiting the repeatability of the advertisement per day (daily frequency)	10%
Geo-targeting	10%
Time slot selection	10%
Targeting by operating system/device	10%
Re-targeting	10%
Guaranteed 60% Viewability Rate*	50%
Joint advertising. Additional brands.	20%
Purchasing with Programmatic Direct, Guaranteed or Preferred Deals	-10%

*Possible only in Total Rotation

** Over the gross price for 1,000 impressions

PRICES FOR INTEGRATED OFFERINGS, PR AND BRANDED CONTENT

Integrated offerings, PR and Branded Content

Format	Price
Publishing and writing of joint materials in a selected website	BGN 1,000
Publishing of paid publication in a selected website	BGN 400
Paid publication writing*	BGN 200
Paid publication material editing*	BGN 100
Distribution of a paid publication or joint material, free planning, price for 1,000 impressions	BGN 6.00

* Not subject to discounts

Joint material with guaranteed distribution

Joint material published on a website of choice and prepared by the editors of Net Info. Guaranteed distribution is performed with Native Ads, in the portfolio of Net Info, and it is measured in clicks in Google Ads Manager. The price includes writing the text.

Guaranteed clicks	Implementation period	Price
5,000	14 consecutive days	BGN 2,700
10,000	14 consecutive days	BGN 4,400
15,000	21 consecutive days	BGN 5,200
20,000	21 consecutive days	BGN 5,800
25,000	28 consecutive days	BGN 6,800
30,000	28 consecutive days	BGN 7,800

Additional options to Integrated offerings, PR and branded content

Purchased only as an addition to the formats of Integrated offerings, PR and branded content. Cannot be purchased independently.

Format	Price
Facebook or Instagram post	BGN 1,000
Article branding	BGN 300
Questionnaire in any materials	BGN 500
Joint gallery	BGN 600
Joint test	BGN 800
Joint game	BGN 1,500

Preparation of advertising formats

No discounts or bonuses apply to the prices for preparation of advertising formats. The price does not include commissions of potentially involved celebrities – such are agreed in addition, based on the interest of the advertiser.

Format	Net price
Product video, studio format	BGN 1,500
Product video, on-site format and participation of persons	BGN 3,500
Video coverage of an event with a script and editing, up to 2 hours	BGN 3,500
One-pager Landing Page	BGN 1,500
Preparation of a standard banner, concept and regular size	BGN 300
Preparation of a standard banner, resizing according to concept	BGN 80
Indexation on the concept and resizing for a Rich Media banner	30%
Preparation of text for an article	BGN 200

Advertising formats

- The formats are divided in the groups and types standardized by IAB (Interactive Advertising Bureau) and are in conformity with the recommendations of the Better Ads Coalition.
- Upon planning the Total rotation with a base price for 1,000 impressions, the respective combination of Desktop and Mobile formats is be submitted.
- • Detailed technical specifications of the formats are published at info.netinfocompany.bg

Price for 1,000 impressions

- The base price for 1,000 impressions refers to the respective format broadcast in its full rotation, on all sites, desktop and mobile traffic.
- The rotation does not guarantee allocation by site or traffic type.

Targeting indexation

- In case of Total rotation, desktop and mobile traffic, including all sites within the Net Info portfolio, there is no surcharge for fixing the daily frequency. For all other targeting criteria, surcharge applies to fixing the daily frequency for the duration of the campaign.
- In the event of a combination of two or more targeting criteria, the relevant indexes are added and then their sum is applied to the gross price for 1,000 impressions.

Inapplicability

With regard to the services Programmatic DSP purchasing, AdWise purchasing and professional digital services (described in part III), the discounts, indexation and other rules in the other sections of this rate card shall not apply, unless explicitly stated otherwise.

DISCOUNT TYPES

1. Agency volume discount

Amount of net investment 1 January – 31 December 2022 (BGN)	Discount
5,000 – 30,000	12%
30,001 – 50,000	13%
50,001 – 150,000	15%
150,001 – 300,000	17%
300,001 – 500,000	20%
500,001 – 800,000	22%
800,001 – 1,100,000	24%
Over 1,100,000	26%

2. Advertiser volume discount

Amount of net investment 1 January – 31 December 2022 (BGN)	Discount
1,000 – 10,000	12%
10,001 – 30,000	14%
30,001 – 60,000	15%
60,001 – 90,000	16%
90,001 – 150,000	19%
150,001 – 250,000	20%
250,001 – 400,000	21%
400,001 – 600,000	22%
Over 600,000	23%

3. Advertiser package discounts

3.1. Package discount for a combination of two types of standard advertising	1%
3.2. Package discount for a combination of (i) two types of standard advertising and (ii) integrated offerings, PR and branded content	2%
3.3. Package discount for a combination of (i) two types of standard Internet advertising, (ii) online advertising services, and (iii) integrated offerings, PR and branded content	3%

4. Advertiser growth incentive discount

Increase of investment in 2022 compared to 2021 (BGN)	Discount
1,000 – 15,000	2%
15,001 – 40,000	3%
40,001 – 60,000	5%
60,001 – 100,000	7%
Over 100,000	8%

5. Agency growth incentive discount

Increase of investment in 2022 compared to 2021 (BGN)	Discount
10,000 – 30,000	2%
30,001 – 50,000	3%
50,001 – 100,000	5%
100,001 – 150,000	7%
Over 150,000	8%

6. Agency/advertiser early agreement discount

6.1. by 14 January 2022	4%
6.2. by 15 February 2022	2%
6.3. by 8 March 2022	1%

I. GENERAL PROVISIONS

Advertising forms of Net Info EAD, UIC 202632567 (Net Info) can be purchased by advertising agencies and advertisers by signing a business agreement with a guarantee for investing a specific budget.

Internet advertising from Net Info can be purchased in the following formats: Video Formats, Standard Formats, Special Formats, Integrated Offerings (PR and branded content), Programmatic, AdWise and Professional Digital Services.

Net Info forms the price of its advertising inventory based on the data provided by the current Advertising Ad Server of Net Info.

If Net Info, at its own discretion, adds a new internet site to its portfolio, then this Rate card shall apply with regard to broadcasting advertising formats therein, which shall not affect the prices specified.

1. Sales methodology

The advertising inventory of Net Info shall be purchased based on the price of an impression for the respective internet site according to the official prices set by Net Info. All purchase conditions are published on the corporate site of Net Info info.netinfocompany.bg. Net Info offers the following options for targeting (positioning) of Standard Internet Advertising:

1.1. Standard positioning

Positioning of advertising formats in desktop and mobile versions of the internet sites managed by Net Info on a campaign by campaign basis, without pre-approved allocation of the impressions and without a guarantee for positioning on a particular site.

1.2. Desktop positioning

Positioning of advertising formats only in desktop versions of the internet sites managed by Net Info, without pre-approved allocation of the impression and without a guarantee for positioning on a particular site.

1.3. Mobile positioning

Positioning of advertising formats only on mobile versions of the Internet sites managed by Net Info, without pre-approved allocation of the impression and without a guarantee for positioning on a particular site.

1.4. Settlement-based positioning (geo-targeting)

Positioning of advertising formats depending on the settlement where the particular user is located.

1.5. Positioning based on gender

Positioning of advertising formats depending on the gender of the particular user. Applicable for purchasing of advertising on ABV.bg or in Total Rotation.

1.6. Positioning based on age

Positioning of advertising formats depending on the age of the particular user. Applicable for purchasing of advertising on ABV.bg or in Total Rotation.

1.7. Positioning based on time slot

Positioning of advertising formats at selected hours of the day.

1.8. Positioning based on repeatability (daily frequency)

Positioning of advertising formats based on a unique cookie per day, for a particular type of Standard Internet Advertising.

1.9. Content selection

Positioning of advertising formats based on a specific type of content – news, sports, etc., without pre-approved allocation of the impressions and without a guarantee for positioning on a particular site.

1.10. Selection of DMP audience

Positioning of advertising formats before users included in a specific behavioural segment, formed by DMP (data management platform) technologies used by Net Info. No pre-approved allocation of the impressions is applied and there is no guarantee for positioning on a particular site.

1.11. Re-targeting

Net Info allows for re-targeting through all advertising formats included in this Advertising Rate card. Re-targeting of users is ensured through different methods described in the Terms and Conditions for purchasing re-targeted advertising.

1.12. Selection of a particular site

Positioning of advertising formats in a particular site from the Net Info portfolio.

1.13. Viewability Rate

Net Info provides an option for purchasing advertising inventory with guaranteed Viewability. The standards of Internet Advertising Bureau (IAB) are applicable to the service. The conditions for implementation are described in the Terms and Conditions for purchasing guaranteed viewability.

1.14. Selection of operating system or device

Positioning of advertising formats depending on the type and/or operating system of the user's device. Positioning can be implemented in all advertising formats applicable to the respective device.

1.15. Joint advertising

Including more than one brand in the advertising formats – logo, product or mentioning another company.

1.16. Buying with Programmatic Direct

Purchasing of advertising inventory of Net Info through an automated purchasing system (DSP), managed by the advertiser through the infrastructure for programmatic sale managed by Net Info (SSP). Only deals of the Direct Deal type entered into directly between the two parties shall be recognised as implemented volume. In this type of deals the inventory is sold at prices according to the price list of Net Info.

2. Standard Internet Advertising

2.1. Video Formats

The video model constitutes broadcasting of video spots, whereas for the purposes of this Rate card the advertising agencies and advertisers can purchase any of the following forms:

- 2.1.1. Targeted video – broadcasting of pre-roll, post-roll and mid-roll (in the player Vbox7, *nova play* and the sites from the Net Info portfolio), aimed at a particular audience and differentiated in two ways:
 - 2.1.1.1. Targeting of target groups based on gender and age – Broadcast in Total Rotation in Net Info, without an option for selection of a particular site.
 - 2.1.1.2. Targeting based on a specific channel – includes broadcasting of video spots in a particular video platform and channel of Net Info and targeting of a specific audience.
- 2.1.2. Non-targeted video – Broadcasting of a standard video advertising not aimed at a particular audience.
- 2.1.3. The prices of video pre-roll, post-roll and mid-roll formats (in the player Vbox7, *nova play* and the sites from the Net Info portfolio) refers to video spot duration of up to 60 seconds.

2.2. Standard Formats

The model constitutes purchasing of standard desktop and mobile formats, part of the advertising formats of Net Info, as specified in this Rate card.

2.3. Rich Formats

The model constitutes purchasing of non-standard desktop and mobile formats, part of the advertising formats of Net Info, as specified in this Rate card.

3. Integrated offerings, PR and Branded Content

Net Info offers preparation of the following types of integrated offerings:

- 3.1.1. Paid publications: The content is presented by the advertiser or developed upon its request. Net Info shall not undertake a commitment or impose any position or presence.
- 3.1.2. Joint materials: Net Info undertakes a commitment for editorial presentation of a product, service, event, etc. The content is developed jointly with the advertiser.
- 3.1.3. Positioning within context: Positioning within specialized editorial content, based on a topic selected by the advertiser. The presence is in independent squares and other formats arranged within the material.

Net Info reserves the right, in the case of very specific projects that make the processes more difficult, to charge additional costs upon coordination with the advertising agency/advertiser.

4. Internet Advertising Services

4.1. Programmatic

Net Info offers automated purchasing of advertising inventory within the Net Info portfolio, as well as on the websites offered outside of it.

4.1.1. Programmatic Direct

Net Info provides an opportunity for programmatic purchasing of advertising inventory of the type Standard Display and Video under the conditions and at the prices in this rate card, through a direct deal technology – Programmatic Direct. The fees for Programmatic that the advertiser pays through their DSP system are calculated and paid separately, and shall not be reported as part of the advertising investment stipulated in the business agreement, and shall not be considered fulfilment of the commitment for a specific investment, as undertaken by the advertiser. The conditions for Programmatic Direct buying are described in the Programmatic Terms and Conditions.

4.1.2. Programmatic – DSP

If any advertiser does not have its own Demand-side platform (DSP), Net Info can organize Programmatic purchasing of inventory within and beyond the portfolio of Net Info on behalf of the advertiser. The conditions for Programmatic – DSP are described in the Programmatic Terms and Conditions.

4.2. AdWise purchasing

4.2.1. The AdWise platform offers the option for automated purchasing of advertising inventory within the Net Info portfolio. The platform is developed to ensure convenience and price efficiency. The advertisements are selected and positioned by the automatic system of AdWise depending on the identity of the users and the visualized content. The advertising is visualized free of charge, and the payment is made upon clicking.

4.2.2. The fees relating to AdWise purchasing are charged and paid separately, and shall not be reported as part of the advertising investment stipulated in the business agreement, and shall not be considered as fulfilment of the commitment for a specific investment, as undertaken by the advertising agency/advertiser.

4.3. Professional digital services (Services)

4.3.1. Net Info offers numerous professional digital services, considering its competence and technological development. The service value is in conformity with the scope and type of the particular customer assignment.

4.3.2. The fees for professional digital services are charged and paid separately, and shall not be considered part of the advertising investment stipulated in the Business Agreement, and shall not be considered part of the overall fulfilment of the investment commitment, as undertaken by the advertising agency/advertiser.

4.4. Discounts

The discounts specified in this Rate card do not refer and shall not apply with regard to Programmatic, AdWise and Professional Digital Services.

II. DISCOUNT TYPES

1. Agency volume discount

Net Info offers a volume discount based on the net invested budget of all customers of the advertising agency.

2. Advertiser volume discount

Net Info offers a volume discount based on the net invested budget of the advertiser.

3. Advertiser package discounts

- 3.1. Package discount for a combination of two types of standard internet advertising – Net Info offers a discount for a combination of two (2) types of Standard internet advertising, based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats.
- 3.2. Package discount for a combination of two types of standard internet advertising and integrated offerings (PR and branded content) – Net Info offers a discount for a combination of two (2) types of Standard internet advertising and integrated offerings (PR and branded content), based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats and Integrated offerings (PR and branded content).
- 3.3. Package discount for a combination of standard advertising, internet advertising services and integrated offerings (PR and branded content) – Net Info offers a discount for a combination of two (2) types of Standard internet advertising, internet advertising services and integrated offerings (PR and branded content), based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats, Internet advertising services and Integrated offerings (PR and branded content).
- 3.4. The discounts under Items 3.1, 3.2 and 3.3 above are mutually exclusive. If the advertiser meets the criteria for application of all three forms, they may choose the applicable form.
- 3.5. The package discounts shall apply in advance, following the signing of the Business Agreement, ensuring compliance with the respective criteria. If the guaranteed criteria change during the year, the respective higher discount can apply following the signing of a supplementary agreement to the already concluded Business Agreement. The new amount of the discount shall enter into force for the campaigns realized following the signing date of the supplementary Business Agreement.
- 3.6. If upon expiration of the Business Agreement the guaranteed criteria are not fulfilled, a lower level of the discount shall apply, corresponding to the criteria actually realized for the period of the Business Agreement.

4. Advertiser growth incentive discount

Net Info offers an incentive discount depending on the net increase of the advertiser's investment compared to the previous year.

5. Agency growth incentive discount

- 5.1. Net Info offers an incentive discount depending on the net increase of the advertising agency's investment compared to the previous year.
- 5.2. The incentive discounts specified above shall apply in advance, following the signing of the Business Agreement, ensuring the increase of the annual budget compared to the previous year. If the guaranteed level is increased during the year, the respective higher discount can apply following the signing of a supplementary agreement to the already concluded Business Agreement. The new amount of the discount shall enter into force for the campaigns realized following the signing date of the supplementary business agreement and the budget increase compared to the previous year shall be calculated per calendar year.
- 5.3. If upon expiration of the Business Agreement the guaranteed budget is not fulfilled, a lower level of the discount shall apply, corresponding to the investment actually realized for the period of the Business Agreement.

6. Early agreement discount

The discount shall be granted in case of conditions confirmed in writing (including by e-mail) on the part of the advertising agency/advertiser before the dates specified in the advertising rate card.

7. Other provisions

- 7.1. Net Info and the advertiser/advertising agency can negotiate additional discounts depending on the specific terms and conditions of the respective business agreement, in compliance with good commercial practices.
- 7.2. If the advertiser/advertising agency fails to comply with any of the terms and conditions for provision of discounts and based on the actual parameters of the transaction with Net Info it is entitled to receive a different level of any particular discount, Net Info shall re-calculate the discounts provided to the advertiser/advertising agency under the concluded Business Agreement in accordance with the actual parameters of the transaction.

III. ADWISE PURCHASING

1. Advertising agencies

Net Info provides commission remuneration up to the amount of 10% (ten percent) for advertising agencies that purchase advertising inventory for advertisers through the AdWise system with guaranteed minimum annual investment of BGN 10,000, excl. VAT. Commission remuneration shall be provided as a percentage of the investment spent through the AdWise system. The advertising agency shall not receive any commission remuneration if the minimum annual investment of BGN 10,000, excl. VAT is not realized in full.

2. Advertisers

Net Info provides additional charging, without payment of remuneration, to the profiles of direct advertisers that have invested no less than BGN 5,000, excl. VAT, in an amount constituting 5% (five percent) of the invested and spent budget of the advertiser. Direct advertisers are those that do not use the services of an advertising agency. Additional charging shall be provided following realization in full of the investment of the advertiser.

IV. ADDITIONAL CONDITIONS

1. Special events

- 1.1. For some of the special (e.g. sports, political, etc.) events broadcast on the websites of Net Info, special conditions and prices shall apply, as published on the website info.netinfocompany.bg. The special events will be announced on the corporate website of Net Info.
- 1.2. For some of the special events there shall be specific requirements/restrictions in force for advertising and sponsorship of specific products/services, in accordance with the terms and conditions of the agreements with the respective third parties. Net Info reserves the right to determine other events/projects, for which special rate cards and discounts shall apply, which shall be announced in advance on the website info.netinfocompany.bg/.

2. Deadlines for submission of orders and materials

- 2.1. Each correctly submitted order by 12:00 a.m. by any advertising agency/advertiser, including: media plan, banner forms in conformity with the technical requirements listed on the corporate site of Net Info, and tracking scripts, shall start broadcasting on the same day. In case of a correctly submitted order by 04:00 p.m., the broadcasting shall start by 01:00 p.m. on the following business day.
- 2.2. Upon submission of a media plan without all banner forms/scripts necessary for the start, the broadcasting shall start after submission of a correct order and the campaign shall be automatically extended by the period of delay.
- 2.3. In case of campaigns with non-standard forms or campaigns with advertising materials requiring correction on the part of Net Info, the materials must be submitted at least 3 days prior to the start of the respective broadcasting.

3. Miscellaneous

- 3.1. If Net Info is unable to deliver any ordered campaign in accordance with the agreed conditions, Net Info shall be entitled to offer alternative variants for its implementation, but no later than 90 days, in accordance with the goals of the advertising agency/advertiser. The period of media planning shall include week days and off-days. If

the ordered campaign is not delivered within the specified period, the advertising agency/advertiser shall additionally negotiate the implementation with Net Info.

- 3.2. In case of serving of advertising formats through codes (third party scripts) provided by the advertising agency/advertiser, the advertising agency/advertiser shall provide daily access to the accumulated statistics. Otherwise, the data provided by the current Advertising Ad Server of Net Info shall be considered correct.
- 3.3. All prices listed in this Rate card shall be in Bulgarian leva, excluding VAT, unless explicitly stated otherwise.
- 3.4. The advertising rate card of Net Info for 2022 shall regulate the terms and conditions for advertising formats broadcast after 12:00 p.m. on 31 December 2021.
- 3.5. This Rate card shall be subject to change with a 10-day advance notice, which shall be published on info.netinfocompany.bg, and such change shall not affect the commercial terms and conditions of advertising forms already ordered as at its effective date.
- 3.6. The general conditions for broadcasting of advertising and information forms listed on the internet pages of Net Info EAD shall apply to any matters not settled in this Advertising Rate card.