

# Advertising Rate Card

## of Net Info

### 2023

REACH

PREMIUM  
CONTENT

# 85%

## REACH

3.5M Real Users

### EVERY DAY SERVICE



SINOPTIK.bg

vbox7

### NEWS



VESTI



Телеграф

### INTERESTS

Edna.bg



### INTENT

Oh, na mama!

Дневноклет  
на мама  
u mamko



Mate Kitchen

CARMARKET.BG

dogsandcats.bg

PARITENI.bg

ADVANCED  
AD TECH

# 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	BG 11.00
Half page	300x600	300x600	BG 16.00
Horizontal	970x250, 728x90	970x250 Responsive, 320x100	BG 12.00

### Rich Media

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Transition	980x620	320x480	BG 40.00
Take Over Banner	Take Over Banner	Take Over Banner	BG 33.00
Wallpaper/Backdrop Ad	Wallpaper	Backdrop Ad	BG 30.00
Video Wallpaper	Video Wallpaper	Not available	BG 30.00
Video Background	Video Background	Not available	BG 50.00
Mobile Sticky Ad	Not available	450x225, Responsive	BG 27.00
Mobile Sticky Ad Dynamic	Not available	Mobile Sticky Ad	BG 33.00
Parallax	Parallax	Parallax	BG 18.00
Expandable	Standard Display	Adhesion	BG 18.00
Scratch Ad	Standard Display	Standard Display	BG 18.00
Spin Cube	300x300, 300x600	300x300, 300x600	BG 18.00
Video Banner	Standard Display	Standard Display	BG 18.00
Native Banner	300x600	300x600	BG 15.00

Format	Desktop	Mobile	Gross price 1,000 impressions
ABV Home Page Desktop Skin Ad	Skin Ad	Not available	BG 55.00
ABV Home Page Mobile Skin Ad*	Not available	Skin Ad	BG 40.00
Play Nova Player Skin Ad	Skin Ad	Not available	BG 55.00
ABV Inbox Branding	Inbox Branding	Not available	BG 35.00

\* 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.	BG 22.00
Skippable Pre-Roll, Mid-Roll, Post-Roll	Skippable up to 15 seconds	Skippable up to 15 seconds	BG 23.00
Skippable Pre-Roll, Mid-Roll, Post-Roll	Skippable up to 60 seconds.	Skippable up to 60 seconds	BG 31.00
Unskippable Pre-Roll, Mid-Roll в Play Nova	Unskippable up to 30 seconds	Unskippable up to 30 seconds	BG 40.00
Inread Video	InRead Video	InRead Video	BG 18.00

## Targeted advertising on the ABV.bg website

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

Format	Desktop	Mobile	Gross price 1,000 impressions *
ABV Home Page Desktop Skin Ad	Skin Ad	Not available	BG 60.00
Square	300x250	Not available	BG 11.00
Half page	300x600	Not available	BG 16.00
Horizontal	Not available	320x100	BG 4.00
Abv Inbox Branding	Inbox Branding	Not available	BG 38.00
Direct Mailing	Base price per contact		BG 0.12

\* Gross prices includes targeting by gender and age

## Advertisement in the websites *Oh na mama!* ([ohnamama.bg](http://ohnamama.bg)) and *Dnevnikat na mama i tatko* ([namama.bg](http://namama.bg)), [carmarket.bg](http://carmarket.bg) and [dogsandcats.bg](http://dogsandcats.bg)

The advertisement on the websites [ohnamama.bg](http://ohnamama.bg), [namama.bg](http://namama.bg), [carmarket.bg](http://carmarket.bg) and [dogsandcats.bg](http://dogsandcats.bg) is not part of the Total Rotation.

The banner advertisement on *Oh na mama!* and *Dnevnikat na mama i tatko* is offered in combination, and a choice between the two websites is not possible, nor is an allocation of the ratio of impressions between them.

The banner advertisement in the abovementioned websites is supplied in a combined manner. For this purpose, the free rotation in the abovementioned website is occupied and coverage in the whole portfolio of NetInfo is added. The transmissions outside the chosen website are targeted to users who have visited the website. Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Desktop	Mobile	Gross price 1,000 impressions
Square	300x250	300x250	BG 15.00
Half Page	300x600	300x600	BG 22.00
Horizontal	970x250	970x250 Responsive	BG 15.00
Transition	980x620	320x480	BG 40.00
Mobile Sticky Ad	Not available	450x225 Responsive	BG 30.00

## Advertising on the website Mate Kitchen ([matekitchen.com](http://matekitchen.com)) and the culinary section *Vkusno* of *Edna.bg* ([edna.bg](http://edna.bg)).

The advertisement on the culinary website Mate Kitchen is not part of the Total rotation.

The banner advertisement is offered in combination with the culinary section *Vkusno* of *Edna.bg*, and a choice between the two websites is not available, neither is an allocation of the ratio of impressions between them.

The banner advertisement is supplied in a combined manner. For this purpose the free rotation in Mate Kitchen and the culinary section of *Vkusno* of *Edna.bg* is occupied and coverage in the whole website portfolio of NetInfo is added. The transmissions outside the chosen website are targeted to users who have visited the website. Additional opportunities for targeting are not available such as gender, age, location, etc.

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

## Additional opportunities for advertising in the culinary website Mate Kitchen ([matekitchen.com](http://matekitchen.com))

Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Price
Video Recipe (1–2 recipes)	BG 2 100 Per item*
Video Recipe (3–6 recipes)	BG 1 740 Per item*
Video Recipe (7–15 recipe)	BG 1 500 Per item*
Video Recipe (над 15 recipe)	BG 1 375 Per item*
Unboxing Video	BG 2 450 Per Item*
Branding of the Weekly Menu for a period of 1 month	BG 14 500
Branding of the Weekly Menu for a period of 2 month	BG 22 000
Branding of the Weekly Menu for a period of 3 months	BG 28 000
Branding of a published recipe for a period of 30 days (not less than 10 recipes)	BG 300 Per item
Game Facebook/Instagram, 7 day period	BG 2 000
Facebook или Instagram post	BG 1 000

\* Not subject to discount

## Additional opportunities for distribution of branded content in the culinary Mate Kitchen ([matekitchen.com](http://matekitchen.com))

Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Gross price
Recipe of the day - 7 days in a slider on the front page	BG 950
Inclusion in the Weekly Menu	BG 950
Inclusion in a newsletter sent to 50,000 MateKitchen and Edna.bg subscribers	BG 650

## 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	300x250
Half page	300x600	300x600
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	Без оскъпяване
Selection of a particular site	25%
Targeting by gender*	25%
Targeting by age*	25%
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%
Collaborative ads. Additional trademarks.	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	Gross price
Writing and publishing collaborative material on a site of your choice.	BG 1 250
Publish a paid post, on a site of your choice.	BG 480
Write and publish a paid post on a site of your choice.	BG 1 000
Editing of collaborative material or paid publication*	BG 100
Distribution of paid publication or joint material, free planning, cost per 1000 impressions.	BG 6.00
Joint test **	BG 4 000
A cooperative game ***	BG 5 500

\* Not subject to discount

\*\* The price is a package and includes the creation and publication of a Joint Test with 5,500 clicks included and guaranteed distribution

\*\*\* The price is bundled and includes the creation and publication of a Joint Material to announce the terms of the game with an entry form included, 10,000 clicks guaranteed distribution and 200,000 impressions of Co-branded (between the relevant site and the advertiser) Transition (Desktop & Mobile) to announce the game. It is possible to create an additional Landing Page of the game, adding to the price the cost for creation according to the current Advertising Tariff.

## 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	Gros Price
5 500	14 consecutive days	BG 3 300
10 000	14 consecutive days	BG 4 800
15 000	21 consecutive days	BG 5 500
20 000	21 consecutive days	BG 6 000

## 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	Gros Price
Facebook and Instagram post	BG 1 000
Branding of Collaborative Material or Paid Post	BG 300

## Package – Shared content on 5 websites

Shared material proofread by NetInfo in the style of the relevant website and published simultaneously in the following 5 websites: vesti.bg, dariknews.bg, telegraph.bg, edna.bg, gong.bg placed on the first page of each website, in the panel “Top news”, for a period of 1, 3 or 5 consecutive days (depending on the purchased package).

Format	Gros Price
Shared content on 5 websites also featured in the panel “Top news” for a period of 1 day	BG 3 750
Shared content on 5 websites also featured in the panel “Top news” for a period of 3 day	BG 9 300
Shared content on 5 websites also featured in the panel “Top news” for a period of 5 day	BG 12 300

## Shared content with a guaranteed distribution on the websites *Oh na mama!* ([ohnamama.bg](http://ohnamama.bg)), [carmarket.bg](http://carmarket.bg) and [dogsandcats.bg](http://dogsandcats.bg) and Mate Kitchen ([matekitchen.com](http://matekitchen.com))

Shared content prepared by the reviewers of NetInfo and published in any of the abovementioned websites. The guaranteed distribution is executed with Native Ads, included in the portfolio of the websites of Net Info and is reported as clicks in Google Ads Manager. The copywriting of the text is included in the price. The packages with guaranteed distribution may be purchased alongside the content that has already been prepared.

Guaranteed clicks	Implementation period	Gros Price
8 250	14 consecutive days	BG 3 300
15 000	14 consecutive days	BG 4 800
22 500	21 consecutive days	BG 5 500
30 000	21 consecutive days	BG 6 000



## 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	BG 1 500
Product video, on-site format and participation of persons	BG 3 500*
Video coverage of an event with script and editing, up to 2 hours	BG 2 500
Production of One-page Landing Page	BG 1 500
Product of Landing Page with specific mechanics	BG 2 500
Standard banner design, concept and basic size	BG 300
Making a standard banner, resizing by concept	BG 80
Indexing on Concept and Sizing for Rich Media Banner	30%

\* The price includes a guaranteed distribution of 10,000 clicks through Net Info's Native Ads network.

### 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 to be submitted.
- Detailed technical specifications of the formats are published at [info.netinfocompany.bg](http://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, 2023 (in BGN)	Discount
1 000 – 5 000	10%
5 001 – 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 2023 compared to 2022 (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 2023 compared to 2022 (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. within 16.01.2023	4%
6.2. within 15.02.2023	2%
6.3. within 10.03.2023	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](http://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. 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.

### 2.2. Rich Formats ( Special 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.

### 2.3. 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:

- 2.3.1. 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:
- 2.3.2. 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.
- 2.3.3. 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.
- 2.3.4. Non-targeted video – Broadcasting of a standard video advertising not aimed at a particular audience.
- 2.3.5. 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.

## 3. Targeted advertisement on the website Mate Kitchen (matekitchen.com) and the culinary section *Vkusno* of Edna.bg (edna.bg)

### 3.1. Video recipe

Video recipe with a placement of advertiser's products and full branding with the brand (logo) of the advertiser. It includes the concept, shooting, processing and publishing in MateKitchen.com and the section *Vkusno* in Edna.bg. The copyright of video recipe is settled for use in the digital media (advertiser's website, blog and social networks) and will remain on the websites indefinitely. The following distribution is included in the price of the video recipe:

- 7 days on the first page of the chosen recipe category in Mate Kitchen
- Publishing in the video channels of Mate Kitchen – You Tube, Vbox 7 and Facebook
- Publishing of the recipe and video in the section *Vkusno* of Edna.bg
- Facebook post linking to the recipe on the Mate Kitchen and Edna.bg websites.
- 10,000 clicks guaranteed distribution through Native Ads in the network of NetInfo, executed within 30 calendar days

### 3.2. Branding of a weekly menu

Branding of all elements of the weekly menu – special placement on the first page of the website Mate Kitchen, recipes, budget, etc.

### 3.3. Branding of published recipes

Branding of recipes that have already been published in the website MateKitchen.com. The advertiser chooses the appropriate recipes that they would like to brand. The advertisement is purchased on an itemised basis, and the minimal amount is 10 recipes for a period of 30 days. Only the video and the text of the recipe underneath are branded.

## 4. Integrated offerings, PR and Branded Content

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

- 4.1.1. 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.
- 4.1.2. Joint materials: Net Info undertakes a commitment for editorial presentation of a product, service, event, etc. The content is developed jointly with the advertiser.
- 4.1.3. Joint Quiz: A concept quiz on an interesting and intriguing topic, prepared by Net Info. The theme is coordinated with guidelines set by the advertiser and is in tune with their overall advertising communication. The brand is positioned in the final answers by keywords, link or other appropriate way. The joint test is applicable to edna.bg and vesti.bg.
- 4.1.4. Collaborative Game: Announced through Collaborative Material with participant responses collected via editorial email or through an integrated registration form. Before the start of the game and together with the submission of a task by the advertiser, a bilateral model agreement is signed. After the end of the game period, Net Info only provides the contact details of the winners. Prizes are provided and distributed by the advertiser. After the winners are pulled, the collaborative material announcing the game is marked as out of date. Net Info is the organizer of the game.
- 4.1.5. Positioning in context. Positioning in specialized editorial content, on a topic chosen by the advertiser. The presence is in separate boxes and other formats located in 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

## 5. Internet Advertising Services

### 5.1. Programmatic

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

#### 5.1.1. 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.

#### 5.1.2. 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.

## 5.2. AdWise purchasing

- 5.2.1. 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.
- 5.2.2. 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.

## 5.3. Professional digital services (Services)

- 5.3.1. 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.
- 5.3.2. 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.

## 5.4. 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](http://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/](http://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 2023 shall regulate the terms and conditions for advertising formats broadcast after 12:00 p.m. on 31 December 2022.
- 3.5. This Rate card shall be subject to change with a 10-day advance notice, which shall be published on [info.netinfocompany.bg](http://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.