

# ADVERTISING RATE CARD OF NET INFO EAD 2021

80%

Reach on Bulgarian internet audience  
Gemius Bulgaria Jan-Oct 2020

9% YoY Growth

REACH

PREMIUM  
CONTENT

ADVANCED  
AD TECH

# ADVERTISING RATE CARD OF NET INFO EAD

## PRICES FOR INTERNET ADVERTISING

### Standard Display

Total rotation	Desktop	Mobile	Gross price 1000 impressions
Square	300x250	300x250	10.00 BGN
Half page	300x600	300x600	15.00 BGN
Horizontal	970x250, 728x90	970x250 Responsive, 320x100	13.00 BGN

### Rich Media

Total rotation	Desktop	Mobile	Gross price 1000 impressions
Backdrop Ad Wallpaper	Backdrop Ad	Backdrop Ad	27.00 BGN
Transition	Desktop Transition	Mobile Transition	35.00 BGN
Parallax	Parallax	Parallax	18.00 BGN
Expandable	In all Standard Display	Adhesion, Spincube	18.00 BGN
Mobile Sticky Ad	N/A	Mobile Sticky Ad	25.00 BGN

### Video

Total rotation	Desktop	Mobile	Gross price 1000 impressions
Unskippable Pre-Roll, Mid-Roll, Post-Roll	6 seconds Unskippable	6 seconds Unskippable	18.00 BGN
Skippable Pre-Roll, Mid-Roll, Post-Roll	Up to 60 seconds video 6 seconds Unskippable	Up to 60 seconds video 6 seconds Unskippable	25.00 BGN
Unskippable Pre-Roll, Mid-Roll, Post-Roll в Nova Play	Up to 30 seconds Unskippable	Up to 30 seconds Unskippable	35.00 BGN
Inread Video	Inread Video	Inread Video	30.00 BGN
Video Banner	In all Standard Display	In all Standard Display	25.00 BGN
Video Backdrop	Video Backdrop Ad	N/A	35.00 BGN

## Special Formats

Total rotation	Desktop	Mobile	Gross price 1000 impressions
Abv.bg Home Page Skin Ad	Skin Ad	N/A	50.00 BGN
Nova Play Player Skin Ad	Skin Ad	N/A	50.00 BGN
Direct Mailing	Base price for one contact without additional targeting		0.10 BGN

## Targeted advertising in the website ABV.bg

The targeted advertising in the website ABV.bg includes targeting by gender and age.

Total rotation	Desktop	Mobile	Gross price 1000 impressions*
Half Page	300x600	N/A	15.00 BGN
Square	300x250	N/A	10.00 BGN
Horizontal	N/A	320x100	5.00 BGN

\* Gross prices include targeting by gender and age.

## Targeted advertising in the website Oh, na Mama! ([ohnamama.bg](http://ohnamama.bg))

Advertising in the website Oh, na Mama! ([ohnamama.bg](http://ohnamama.bg)) is not part of total rotation and is sold at the following gross prices per 1000 impressions:

Position	Desktop	Mobile	Gross price 1000 impressions
All pages	790x250	790x250 Responsive	18.00 BGN
All pages	300x250	300x250	18.00 BGN
All pages	300x600	300x600	25.00 BGN

## Alternative advertising formats, part of Standard internet advertising

Format	Price
Passive product placement	2 800 BGN
Active product placement	4 000 BGN
Product video, with participations and directing	7 500 BGN
Product video, studio format	3 500 BGN
Sponsor inserts – opening and closing (7" + 7")	1 200 BGN
Integrated branding	1 500 BGN
Co-branded video frame (Thumbnail)	1 400 BGN

## Internet advertising targeting indexation

Indexations are applied on the base gross price per 1000 impressions

Indexation criteria	Index**
Selection of Desktop	25%
Selection of Mobile	No surcharge
Site selection	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%
Joint advertising. Additional brands.	20%
Purchasing with Programmatic Direct, Guaranteed or Preferred Deals	-5%

\* Possible only in Total Rotation

\*\* Over the gross price for 1 000 impressions

## Advertising in Advise

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

Total rotation	Desktop	Mobile
Square	300x250	300x250
Half page	300x600	300x600
Horizontal	728x90	320x100
Text Box	Text	Text
Remarketing	All formats	All formats
Dynamic Remarketing	All formats	All formats
Advise Mail Boost	Title (Subject) of the message at the top position in the Inbox	

## Integrated offerings, PR and branded content

Format	Price
Publishing of paid publications in a selected website	400.00 BGN
Paid publication writing*	200.00 BGN
Paid publication material editing*	100.00 BGN
Joint materials (writing, editing and publishing)	800.00 BGN
Native Ads, free planning, price for 1 000 impressions	6.00 BGN

\* Not subject to discounts

## 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	2 000 BGN
Article branding	150 BGN
Questionnaire in any materials	500 BGN
Joint gallery	600 BGN
Joint test	800 BGN
Joint game	1 500 BGN
Photo session	1500.00 BGN

## Guaranteed clicks to Joint materials

Purchased only as an addition to the Joint material format from Integrated offerings, PR and branded content. Cannot be purchased independently.

Guaranteed clicks	Period for realization	Price
5 000	10 consecutive days	1 500 BGN
10 000	10 consecutive days	3 000 BGN
15 000	15 consecutive days	4 000 BGN
20 000	15 consecutive days	5 000 BGN
30 000	20 consecutive days	7 000 BGN

**Advertising formats**

- The formats are united in the groups and types standardized by IAB (Interactive Advertising Bureau) and are in conformity with the recommendations of Better Ads Coalition.
- Upon planning the Total rotation with a base price for 1 000 impressions, the respective combination of Desktop and Mobile formats should 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, in 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 case of a combination of two or more targeting criteria, the respective indexes are added up, following which the total 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 2021 (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 2021 (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%
Over 400 000	22%

### 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 or Alternative advertising formats	2%
3.3. Package discount for a combination of (i) two types of standard advertising, (ii) internet advertising services and (iii) integrated offerings, PR and branded content or Alternative advertising formats	3%

#### 4. Advertiser growth incentive discount

Increase of investment in 2021 compared to 2020 (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 2021 compared to 2020 (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 15.02.2021	2%
6.2. within 08.03.2021	1%

#### 7. Discount for guaranteed allocation of the budget

Allocation of 65% of the budget within the period January - September 2021	3%
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# 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 of Net Info can be purchased in the following formats: Video Formats, Standard Formats, Special Formats, Alternative 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 basis, without pre-approved allocation of the impressions and without a guarantee for positioning in 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 in a particular site.

### 1.3 Mobile positioning

Positioning of advertising formats only in mobile versions of the internet sites, managed by Net Info, without pre-approved allocation of the impression and without a guarantee for positioning in 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 in 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 in 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 Verticals based on content**

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 in 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 in 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 Purchasing 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 realized volume. In this type of deals the inventory is sold at the 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.

### 2.4 Alternative Formats

Net Info offers the following alternative advertising formats:

#### 2.4.1 Forms of presence in video content in 7Talents productions:

- 2.4.1.1. Product placement (PP) – form of non-traditional business communication, whereby the product/brand/service is naturally included in the storyline of the production and forms a part of the planned program schedule. The presence can have various degrees of intensity – audio or visual, background or interacting with the environment, where it is placed. The listed prices are valid for duration up to 30", and cover product/brand/service integration in an already developed scene/episode, in the volume and scope that is ordinary for the respective production. The listed prices do not include any remuneration for performers.
- 2.4.1.2. Product video (PV) – extraordinary (beyond the ordinary programming) episode, where in a suitable themed channel the qualities and properties of the product/service are explained. Depending on the case, this may be a demo, review, unboxing or other action that objectively reveals the advantages of

the product/service. The ordinary duration of PV is around 4 minutes. The price listed for PV includes the development of a storyline and production costs in a scope not exceeding the ordinary scope for the respective channel. The listed prices do not include any remuneration for performers.

2.4.2 Forms of presence with graphical branding of video content in 7Talents productions: The forms described in this section are offered for sale as part of a package with a minimum amount of BGN 10,000 (after discounts) and must include product placement, product videos or other form of presence in the content:

2.4.2.1. Sponsor insert – a brief video form with duration up to 7 seconds, at the discretion of the sponsor, which shall be placed at the end and/or at the start and end of the video and become an integral part thereof.

2.4.2.2 Integrated branding in the graphical package of the production – integration of an element (logo, color, key word) from the identity of the advertiser/product in the package (only “entrance” or “entrance and intermedia”) of a series, whereas this shall not divert the emphasis away from the product, but rather supplement the intimation created by the graphical package.

2.4.2.3. Co-branded frame of a video – Thumbnail – branding through a frame/logo in stop-frame, which illustrates the video before it is played – this is the picture that is visualized wherever the video is uploaded or shared, regardless of the platform, and becomes an integral part of it.

### 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 the present 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 as fulfilment of the commitment for a specific investment, as undertaken by the advertiser. The conditions for Programmatic Direct purchasing 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, as 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 as part of the advertising investment stipulated in the business agreement, and shall not be considered as 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. Types of discounts

### 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 of 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) or Alternative advertising formats – Net Info offers a discount for a combination of

two (2) types of Standard internet advertising and integrated offerings (PR and branded content) or Alternative advertising formats, based on the annual investment of each advertiser. The allocation of the combination is possible within the following types of Standard internet advertising: Video formats, Standard formats, Special formats and Integrated offerings (PR and branded content) or Alternative advertising formats.

3.3. Package discount for a combination of standard advertising, internet advertising services and integrated offerings (PR and branded content) or Alternative advertising formats – 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) or Alternative advertising formats, based on the annual investment of each advertiser. ~~The allocation of the combination~~ can be within the following types of Standard internet advertising: Video formats, Standard formats, Special formats, Internet advertising services and Integrated offerings (branded content) or Alternative advertising formats.

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, it 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 an additional 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 additional business agreement.

3.6. If upon expiration of the business agreement the guaranteed criteria are not met, a lower level of the discount shall apply, corresponding to the criteria actually met in the course 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 an additional 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 additional 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. Discount for guaranteed budget allocation**

Net Info offers a discount for guaranteed allocation of 65% of the value of the annual business agreement for the period from January to September 2021.

## **8. Other provisions**

8.1. 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 the good commercial practices.

8.2. 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 should 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 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 by 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 hrs. 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 16:00 hrs. – the broadcasting shall start by 13:00 hrs. 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 levs, excluding VAT, unless explicitly stated otherwise.
- 3.4. The advertising rate card of Net Info for 2021 shall regulate the terms and conditions for advertising formats broadcast after 24:00 hrs. on 31 December 2020.
- 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), whereas such change shall not affect the commercial terms and conditions of advertising forms already ordered as at the date of its entry into effect.
- 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.