

# MAX Sport Sales Policy

June 2022 – effective as of 01.07.2022

NOVA BROADCASTING GROUP

ЗАЕДНО СМЕ №1



[www.piero97.com](http://www.piero97.com)

# Sport Content

**MAXSPORT**

## Football

UEFA Champions League /all Tuesday games + Final/  
UEFA Europe League  
UEFA Europe Conference League  
Spanish Football Championship – La Liga  
Italian Football Championship - Serie A  
Coppa Italia  
Coupe de France  
Turkish Cup  
Copa Libertadores / Copa Sudamericana  
Dutch League - Eredivisie  
Beach Soccer  
MLS (американска сокър лига)  
International Champion's Cup

## Tennis

ATP World Tour 1000 Masters series  
ATP World Tour 500 series  
ATP World Tour 250 series  
ATP Finals  
ATP Next Gen  
ATP Cup  
Mubadala World Championship

## Motor sports

MotoGP  
Nascar Sprint Cup  
FIM Speedway World Championship  
V8 Supercars  
WRC

## American football

NFL (The National Football League)

## Basketball

National Basketball League (Bulgaria)  
Bulgarian Cup  
Bulgarian Supercup  
Euroleague  
EuroCup

## Volleyball

Volleyball Nations League (Men and Women)  
CEV European Championships (Men & Women)  
FIVB Women's World Championships  
FIVB Club World Championships  
FIVB Men's World Championship  
FIVB World Cup

## MMA & Boxing

UFC  
Frank Warren Boxing  
Cage Warriors

## Golf

PGA European Tour  
The Open Championship  
US Open Championship  
PGA Championship

## Hockey

National Hockey League - NHL

## Athletics

Diamond League

## TV programs (proposal can be prepared upon request)

„Pred Stadiona“ / „Break point“ / „Skorost na MAX“ / „Calcio Mania“ / „La Liga dnevnik“ / „Sporna topka“

# Rate Card season 2022/2023



<b>UEFA Champions League playoffs and group stage</b>	<b>BGN 3 550</b>
<b>UEFA Champions League playoffs and group stage BG team</b>	<b>BGN 13 350</b>
<b>UEFA Champions League playoffs and group stage studio</b>	<b>BGN 750</b>
<b>UEFA Champions League playoffs and group stage studio BG team</b>	<b>BGN 2 950</b>
<b>UEFA Champions League Last 16</b>	<b>BGN 8 050</b>
<b>UEFA Champions League Last 16 studio</b>	<b>BGN 1 350</b>
<b>UEFA Champions League Quarterfinals</b>	<b>BGN 9 800</b>
<b>UEFA Champions League Quarterfinals studio</b>	<b>BGN 2 100</b>
<b>UEFA Champions League Semifinals</b>	<b>BGN 11 650</b>
<b>UEFA Champions League Semifinals studio</b>	<b>BGN 2 500</b>
<b>UEFA Champions League Final</b>	<b>BGN 13 350</b>
<b>UEFA Champion League Final studio</b>	<b>BGN 2 900</b>
<b>La Liga /Spanish football/</b>	<b>BGN 1 780</b>
<b>Serie A /Italian football/</b>	<b>BGN 1 450</b>
<b>Coupe de France</b>	<b>BGN 1 210</b>
<b>Turkish Cup</b>	<b>BGN 1 210</b>
<b>Copa Libertadores</b>	<b>BGN 880</b>
<b>Copa Sudamericana</b>	<b>BGN 610</b>
<b>Eredivisie &amp; other football tournaments</b>	<b>BGN 610</b>
<b>Tennis tournaments</b>	<b>BGN 390</b>
<b>Tennis tournaments with Bulgarian participation</b>	<b>BGN 660</b>
<b>Motor sports</b>	<b>BGN 280</b>
<b>MMA*</b>	<b>BGN 210</b>
<b>Volleyball*</b>	<b>BGN 160</b>
<b>Basketball</b>	<b>BGN 120</b>
<b>Golf</b>	<b>BGN 80</b>
<b>Hockey on ice</b>	<b>BGN 80</b>

\* In case of Bulgarian participation in any of the tournaments, the indicated price may be indexed

In case of purchasing the broadcasting rights for championships/events different from the listed above, the corresponding conditions will be further added in the present Rate Card.

All indicated prices are for 30-second (thirty-second) spots in BGN, VAT excluded.

For advertising spots with length different from 30 (thirty) seconds, spot length coefficients according to Nova Broadcasting Group's rate card shall be applied.

Advertising spots in the channels MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4 are without guaranteed audience reach.

Some of the sports events are subject to specific requirements/limitations for sponsorship and advertising of certain products and services, according to the contracted conditions with the respective licensors.

Gross price for sponsorship (2 x 7 sec sponsorship tags) is equal to the gross prices of 30-second (thirty-second) spot in the respective championship/race, whereas the availability of sponsorship in any championship/race must be confirmed additionally by the respective licensor.

The present rate card is a subject to change with a 30-days notice.



# Rate Card season 2022/2023



<b>UEFA Europe League group stage</b>	<b>2 450 BGN</b>
<b>UEFA Europe League group stage BG team</b>	<b>11 110 BGN</b>
<b>UEFA Europe League group stage studio</b>	<b>550 BGN</b>
<b>UEFA Europe League group stage studio BG team</b>	<b>2 640 BGN</b>
<b>UEFA Europe League – knockout round play-offs</b>	<b>5 300 BGN</b>
<b>UEFA Europe League – knockout round play-offs студио</b>	<b>770 BGN</b>
<b>UEFA Europe League Last 16</b>	<b>6 700 BGN</b>
<b>UEFA Europe League Last 16 studio</b>	<b>1 100 BGN</b>
<b>UEFA Europe League Quarterfinals</b>	<b>8 350 BGN</b>
<b>UEFA Europe League Quarterfinals studio</b>	<b>1 870 BGN</b>
<b>UEFA Europe League Semifinals</b>	<b>10 150 BGN</b>
<b>UEFA Europe League Semifinals studio</b>	<b>2 260 BGN</b>
<b>UEFA Europe League Final</b>	<b>11 650 BGN</b>
<b>UEFA Europe League Finals studio</b>	<b>2 684 BGN</b>
<b>Coppa Italia</b>	<b>1 210 BGN</b>

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# Rate Card season 2022/2023

**MAXSPORT**

<b>UEFA Europe Conference League group stage</b>	<b>1 900 BGN</b>
<b>UEFA Europe Conference League group stage BG team</b>	<b>10 550 BGN</b>
<b>UEFA Europe Conference League group stage studio</b>	<b>440 BGN</b>
<b>UEFA Europe Conference League group stage studio BG team</b>	<b>2 420 BGN</b>
<b>UEFA Europe Conference League - knockout round play-offs</b>	<b>4 750 BGN</b>
<b>UEFA Europe Conference League - knockout round play-offs студио</b>	<b>660 BGN</b>
<b>UEFA Europe Conference League Last 16</b>	<b>6 150 BGN</b>
<b>UEFA Europe Conference League Last 16 studio</b>	<b>880 BGN</b>
<b>UEFA Europe Conference League Quarterfinals</b>	<b>7 850 BGN</b>
<b>UEFA Europe Conference League Quarterfinals studio</b>	<b>1 650 BGN</b>
<b>UEFA Europe Conference League Semifinals</b>	<b>9 600 BGN</b>
<b>UEFA Europe Conference League Semifinals studio</b>	<b>2 040 BGN</b>
<b>UEFA Europe Conference League Final</b>	<b>11 110 BGN</b>
<b>UEFA Europe Conference League Final studio</b>	<b>2 465 BGN</b>
<b>NFL – regular season games</b>	<b>500 BGN</b>
<b>NFL – play-off games</b>	<b>800 BGN</b>
<b>NFL – Superbowl</b>	<b>1 100 BGN</b>

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# Discounts and surcharges for buying advertising time in MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4



## Agency discount

All advertising agencies who purchase advertising time are granted a 5% discount from the Rate Card prices.

## Volume discount

Discount for annual net investment as it follows:

<b>Up to 15 000 BGN</b>	<b>25%</b>
<b>15 001 - 30 000 BGN</b>	<b>30%</b>
<b>30 001 - 50 000 BGN</b>	<b>35%</b>
<b>50 001 - 100 000 BGN</b>	<b>40%</b>
<b>Over 100 000 BGN</b>	<b>45%</b>

## Additional surcharges

<b>Two commercials in the same break</b>	<b>20% surcharge is applied to the second commercial</b>
<b>Co-advertising /additional brands/</b>	<b>Up to 40% surcharge</b>
<b>Combo advertising</b>	<b>80% surcharge</b>
<b>Fixed first or last position in a commercial break*</b>	<b>40% surcharge</b>
<b>Fixed second or penultimate position in a commercial break*</b>	<b>20% surcharge</b>

*\*NB! In all sport events, for premium positions are considered only those first/last and second/penultimate positions, that are closest to the live content. For example, in the advertising break before the first half of a football match, premium positions are only the penultimate and the last before the match. In the advertising break after the first half of a football match, premium positions are only the first and second after the match.*

The investments of agencies and/or advertisers in the channels MAX Sport 1, MAX Sport, MAX Sport 3 and MAX Sport 4 are not and cannot be a part of their investments in Nova Broadcasting Group EOOD's TV channels.