

# MAX Sport Sales Policy

June 2023 – effective as of 01.07.2023

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  
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  
Mubadala World Championship

## Motor sports

MotoGP  
Nascar Sprint Cup  
V8 Supercars  
WRC

## American football

NFL (The National Football League)

## Basketball

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

## Volleyball

FIVB Volleyball Nations League (Men and Women)  
FIVB World Championships  
FIVB Club World Championship (Men and Women)  
FIVB World Cup

## MMA & Boxing

UFC  
Frank Warren Boxing  
Cage Warriors  
CEV European Championship (Men & Women)  
CEV Champions League (Men & Women)  
CEV Challenge Cup

## 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 2023/2024



|                                                                      |                   |
|----------------------------------------------------------------------|-------------------|
| <b>UEFA Champions League playoffs and group stage</b>                | <b>BGN 3 900</b>  |
| <b>UEFA Champions League playoffs and group stage BG team</b>        | <b>BGN 14 700</b> |
| <b>UEFA Champions League playoffs and group stage studio</b>         | <b>BGN 820</b>    |
| <b>UEFA Champions League playoffs and group stage studio BG team</b> | <b>BGN 3 250</b>  |
| <b>UEFA Champions League Last 16</b>                                 | <b>BGN 8 850</b>  |
| <b>UEFA Champions League Last 16 studio</b>                          | <b>BGN 1 490</b>  |
| <b>UEFA Champions League Quarterfinals</b>                           | <b>BGN 10 780</b> |
| <b>UEFA Champions League Quarterfinals studio</b>                    | <b>BGN 2 310</b>  |
| <b>UEFA Champions League Semifinals</b>                              | <b>BGN 12 850</b> |
| <b>UEFA Champions League Semifinals studio</b>                       | <b>BGN 2 750</b>  |
| <b>UEFA Champions League Final</b>                                   | <b>BGN 14 690</b> |
| <b>UEFA Champion League Final studio</b>                             | <b>BGN 3 190</b>  |
| <b>La Liga /Spanish football/</b>                                    | <b>BGN 2 000</b>  |
| <b>Serie A /Italian football/</b>                                    | <b>BGN 1 600</b>  |
| <b>Coupe de France</b>                                               | <b>BGN 1 330</b>  |
| <b>Turkish Cup</b>                                                   | <b>BGN 1 330</b>  |
| <b>Copa Libertadores</b>                                             | <b>BGN 970</b>    |
| <b>Copa Sudamericana</b>                                             | <b>BGN 670</b>    |
| <b>Eredivisie &amp; other football tournaments</b>                   | <b>BGN 670</b>    |
| <b>Tennis tournaments</b>                                            | <b>BGN 430</b>    |
| <b>Tennis tournaments with Bulgarian participation</b>               | <b>BGN 730</b>    |
| <b>Motor sports</b>                                                  | <b>BGN 310</b>    |
| <b>MMA*</b>                                                          | <b>BGN 230</b>    |
| <b>Volleyball*</b>                                                   | <b>BGN 180</b>    |
| <b>Basketball</b>                                                    | <b>BGN 140</b>    |
| <b>Golf</b>                                                          | <b>BGN 90</b>     |
| <b>Hockey on ice</b>                                                 | <b>BGN 90</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 2023/2024

**MAXSPORT**

|                                                             |                   |
|-------------------------------------------------------------|-------------------|
| <b>UEFA Europe League group stage</b>                       | <b>BGN 2 700</b>  |
| <b>UEFA Europe League group stage BG team</b>               | <b>BGN 12 220</b> |
| <b>UEFA Europe League group stage studio</b>                | <b>BGN 600</b>    |
| <b>UEFA Europe League group stage studio BG team</b>        | <b>BGN 2 900</b>  |
| <b>UEFA Europe League – knockout round play-offs</b>        | <b>BGN 5 850</b>  |
| <b>UEFA Europe League – knockout round play-offs студио</b> | <b>BGN 850лв</b>  |
| <b>UEFA Europe League Last 16</b>                           | <b>BGN 7 400</b>  |
| <b>UEFA Europe League Last 16 studio</b>                    | <b>BGN 1 200</b>  |
| <b>UEFA Europe League Quarterfinals</b>                     | <b>BGN 9 200</b>  |
| <b>UEFA Europe League Quarterfinals studio</b>              | <b>BGN 2050</b>   |
| <b>UEFA Europe League Semifinals</b>                        | <b>BGN 11 200</b> |
| <b>UEFA Europe League Semifinals studio</b>                 | <b>BGN 2 450</b>  |
| <b>UEFA Europe League Final</b>                             | <b>BGN 12 850</b> |
| <b>UEFA Europe League Finals studio</b>                     | <b>BGN 2 900</b>  |
| <b>Coppa Italia</b>                                         | <b>BGN 1 330</b>  |
| <b>FIVB Volleyball Nations League</b>                       | <b>BGN 160</b>    |
| <b>FIVB Volleyball Nations League BG team</b>               | <b>BGN 440</b>    |
| <b>FIVB Volleyball Club World Championship</b>              | <b>BGN 160</b>    |
| <b>FIVB Volleyball Club World Championship BG team</b>      | <b>BGN 440</b>    |
| <b>CEV Volleyball Challenge Cup</b>                         | <b>BGN 160</b>    |
| <b>CEV Volleyball Challenge Cup BG team</b>                 | <b>BGN 440</b>    |
| <b>CEV Champions League</b>                                 | <b>BGN 220</b>    |
| <b>CEV Champions League BG team</b>                         | <b>BGN 440</b>    |
| <b>CEV EuroVolley group stage</b>                           | <b>BGN 385</b>    |
| <b>CEV EuroVolley group stage BG team</b>                   | <b>BGN 660</b>    |
| <b>CEV EuroVolley knockout</b>                              | <b>BGN 440</b>    |
| <b>CEV EuroVolley knockout BG отбор</b>                     | <b>BGN 770</b>    |
| <b>Italian Volleyball SuperLega</b>                         | <b>BGN 650</b>    |

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NOVA BROADCASTING GROUP ЗАЕДНО СМЕ №1



# Rate Card season 2023/2024

|                                                                                                                 |                   |
|-----------------------------------------------------------------------------------------------------------------|-------------------|
| <b>UEFA Europe Conference League group stage</b>                                                                | <b>BGN 2 100</b>  |
| <b>UEFA Europe Conference League group stage BG team</b>                                                        | <b>BGN 11 600</b> |
| <b>UEFA Europe Conference League group stage studio</b>                                                         | <b>BGN 490</b>    |
| <b>UEFA Europe Conference League group stage studio BG team</b>                                                 | <b>BGN 2 660</b>  |
| <b>UEFA Europe Conference League - knockout round play-offs</b>                                                 | <b>BGN 5 200</b>  |
| <b>UEFA Europe Conference League - knockout round play-offs studio</b>                                          | <b>BGN 720</b>    |
| <b>UEFA Europe Conference League Last 16</b>                                                                    | <b>BGN 6 780</b>  |
| <b>UEFA Europe Conference League Last 16 studio</b>                                                             | <b>BGN 960</b>    |
| <b>UEFA Europe Conference League Quarterfinals</b>                                                              | <b>BGN 8 650</b>  |
| <b>UEFA Europe Conference League Quarterfinals studio</b>                                                       | <b>BGN 1 810</b>  |
| <b>UEFA Europe Conference League Semifinals</b>                                                                 | <b>BGN 10 560</b> |
| <b>UEFA Europe Conference League Semifinals studio</b>                                                          | <b>BGN 2 240</b>  |
| <b>UEFA Europe Conference League Final</b>                                                                      | <b>BGN 12 220</b> |
| <b>UEFA Europe Conference League Final studio</b>                                                               | <b>BGN 2 700</b>  |
| <b>NFL – regular season games</b>                                                                               | <b>BGN 550</b>    |
| <b>NFL – play-off games</b>                                                                                     | <b>BGN 880</b>    |
| <b>NFL – Superbowl</b>                                                                                          | <b>BGN 1 210</b>  |
| <b>„Pred Stadiona“ / „Break point“ / “Skorost na MAX” / “Calcio Mania” / “La Liga dnevnik” / „Sporna topka”</b> | <b>BGN 550</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:

|                      |     |
|----------------------|-----|
| Up to 15 000 BGN     | 25% |
| 15 001 - 30 000 BGN  | 30% |
| 30 001 - 50 000 BGN  | 35% |
| 50 001 - 100 000 BGN | 40% |
| Over 100 000 BGN     | 45% |

## Additional surcharges

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

*\*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.