

NEW AGE MEDIA

RATE CARD
FOR ADVERTISING
IN CINEMA CITY

VALID AS OF 01/03/2022



ON SCREEN

On screen advertising / spot before movies

GROSS PRICE PER 1000 CONTACTS	SURCHARGE FOR FIXED POSITION	POSITION IN AD BREAK	TANDEM SPOTS IN A BREAK	3D SPOT
130 € FOR 30" SPOT	+50% +25% IF ANNUAL GUARANTEE IN LAST AD BREAK IMMEDIATELY BEFORE THE MOVIE	+20% FIRST / LAST IN BREAK	+15% TO THE SECOND SPOT	+20% IN A SPECIAL AD BREAK

SPOT LENGTH COEFFICIENTS:

5-11" => 0.45; 12-21" => 0.65; 22-29" => 0.85; 30-39" => 1.00; 40-49" => 1.33; 50-59" => 1.67; 60" => 2.00

maximum length of advertising spot is 4 minutes.

particular time slots/ day parts/ days of the week are not available for booking. minimum booking period is 1 week.

MEGA HIT OFFER:

1 selected movie / all cinemas / 4 weeks / fixed price = 6 000 € net / no discounts / no admissions guarantee



OFF SCREEN

Cash desk, cinema lobby and cinema hall

POSTERS	
Location	DIGITAL POSTER - SOFIA, PLOVDIV, VARNA => 5 POSITIONS PER CINEMA
	PAPER POSTER (LIGHT BOX) - BURGAS, STARA ZAGORA, RUSE => 5 POSITIONS PER CINEMA
Price per week	140 €
Price per month	360 €
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT

ADVERTISING DISPLAY / STANDY	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
	PRICE PER MONTH
up to 2 sq.m.	450 / 270 / 180 €
from 2 sq.m. to 4 sq.m.	680 / 400 / 270 €
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT



OFF SCREEN

Cash desk, cinema lobby and cinema hall

FLIERS / LEAFLETS DISTRIBUTION	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
Price per weekend	250 / 150 / 100 €
Price per week	400 / 240 / 160 €
Price per month	1200 / 720 / 480 €
Restrictions	UP TO 2 CAMPAIGNS SIMULTANEOUSLY IN ONE CINEMA

BRANDED TICKET CASES DISTRIBUTION		
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA	
	ALL MOVIES	1 MOVIE
Price per week	400 / 240 / 160 €	240 / 140 / 90 €
Price per month	1 000 / 600 / 400 €	720 / 420 / 270 €
	UP TO 1 RUNNING CAMPAIGN PER CINEMA	UP TO 2 RUNNING CAMPAIGNS PER CINEMA
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT	



OFF SCREEN

Cash desk, cinema lobby and cinema hall

SAMPLING	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
Price per weekend	300 / 180 / 120 €
Price per week	450 / 270 / 180 €
Restrictions	UP TO 1 RUNNING CAMPAIGN PER CINEMA

Samples are distributed in the Cinema City halls / lobby and IMAX (after the main entrance) by the advertisers' personnel. Possibilities also on Box office with cinema tickets or at the cinema gate - please contact NAM team for information.

SAMPLING WITH PROMO STALL (IN CINEMA LOBBY)	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
Price per weekend	420 / 250 / 170 €
Price per week	630 / 380 / 260 €
Restrictions	UP TO 1 RUNNING CAMPAIGN PER CINEMA

Positioning of the promo stall in cinema lobby (after the gate), samples are distributed by the advertisers' personnel/hostesses.



OFF SCREEN

FLOOR STICKERS	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
	PRICE PER MONTH
2-4 sq.m.	600 / 360 / 240 €
4-6 sq.m.	960 / 570 / 380 €
6-10 sq.m.	1 300 / 800 / 540 €
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT

BRANDING SEATS	
Price per 1 for 1 month	1,5 €
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT



OFF SCREEN

MIRROR STICKERS (PRICE PER ROOM)		
	STICKERS 60/20 CM	SPECIAL PROJECTS
Price per month	35 €	80 €
Restrictions	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT	

BIG LED SCREENS		
Location	PARADISE CENTER SOFIA	DELTA PLANET VARNA
Price per month	10000 €	4500 €
Dimensions, position, active time	34.50M WIDTH X 1M HEIGHT; ABOVE THE CASH DESKS FOR TICKETS; WORKING TIME: FROM 10 A.M. TO 12 P.M. EVERY DAY; 2 MIN. AD VIDEO MATERIAL, HIGH ROTATION	2M WIDTH X 2M HEIGHT; NEXT TO CASH DESKS FOR TICKETS; WORKING TIME: FROM 10 A.M. TO 12 P.M. EVERY DAY; 2 MIN. AD VIDEO MATERIAL, HIGH ROTATION
Restrictions	SOURCE MATERIALS SHOULD BE DELIVERED 3 WEEKS PRIOR THE CAMPAIGN START. THE VIDEO MATERIAL IS MADE BY THE CINEMA CITY CREATIVE STUDIO IN COORDINATION WITH THE CLIENT/AGENCY. PLEASE CONTACT NAM TEAM FOR DETAILS.	
	ONLY WITH ON SCREEN CAMPAIGN/COMMITMENT	

AUDIO ADVERTISING IN THE HALLS	
Location	SOFIA / PLOVDIV, VARNA, BURGAS / RUSE, STARA ZAGORA
Period	PRICE PER WEEK
168 airings / 1 hall (24 per day)	150 / 90 / 60 €



DISCOUNTS AND SURCHARGES

AGENCY DISCOUNT:

=> 5%, GRANTED TO ALL AGENCIES WHO PURCHASE ADVERTISING AIRTIME OR FORMATS IN CINEMA CITY

DISCOUNT FOR ANNUAL NET CLIENT VOLUME 2022

from	to	%
	2500 €	2%
2500 €	5000 €	4%
5000 €	7500 €	5%
7500 €	10 000 €	6%
10 000 €	15 000 €	8%
15 000 €	20 000 €	9%
20 000 €	25 000 €	10%
25 000 €	32 500 €	12%
32 500 €	40 000 €	13%
40 000 €	50 000 €	15%
over	50 000 €	TBD

SEASONAL DISCOUNT	
PERIOD	%
JANUARY-FEBRUARY	25%
JULY-AUGUST	20%

PACKAGE DISCOUNT			
%	ON SCREEN		OFF SCREEN
5%	MINIMUM 3 CINEMAS	and/or	MINIMUM 2 FORMATS
6%	MINIMUM 5 CINEMAS		MINIMUM 3 FORMATS
7%	MINIMUM 7 CINEMAS		MINIMUM 4 FORMATS



DISCOUNTS AND SURCHARGES

INCENTIVE DISCOUNT FOR GROWTH IN NET CLIENT INVESTMENT 2022:

GROWTH IN NET BUDGET	DISCOUNT
new client	5%
20%	7%
35%	8%
50%	9%
80%	12%

Granted to clients who generate growth in net investment during 2022 compared to the previous contract period/year. In case of achieving/guaranteeing a higher growth, the respective discount is granted from the month of ordering/guaranteeing in written without recalculation of previous orders. If the guaranteed increase is not reached at the end of the year/contract, the discount will be recalculated in accordance with the real achieved growth.

DISCOUNT FOR EARLY SIGNED AGREEMENT:

- => 12% if sign an annual agreement until mid of December 2021
- => 9% if sign an annual agreement until end of December 2021
- => 5% if sign an annual agreement until end of January 2022

DISCOUNTS FOR ADVANCED PAYMENT:

- => 5% for 100% prepayment of the annual guaranteed budget up to 2 working days before the campaign start
 - => 2% for 100% prepayment of a campaign up to 2 working days before the campaign start
- In case of previous delayed payments the discount cannot be applied, even if the prepayment is done punctually.
*New clients/agencies should pay 100% in advance.



- * All prices are in EUR, without VAT.
- * Production cost is not included.
- * All the advertising materials have to be approved by NAM/Cinema City.
- * NAM/Cinema City reserves the right to make changes in the rate card conditions and to announce them in advance.

