

Appendix №1
To Addendum to
the
RATE CARD for broadcasting advertising forms during FIFA World Cup Qatar 2022™

Purchasing single advertising spots

Single Advertising spot		
	Advertising break	Special advertising break (only for Advertising Agencies/Advertisers who purchased Premium Package)
Live games	30" spot	10" spot
Opening game / simultaneously on the channels of both media	10 129.35 BGN	6 367.02 BGN
Group stage / incl. 1 game simultaneously on the channels of both media	5 498.85 BGN	3 456.42 BGN
Last 16	6 512.10 BGN	4 093.32 BGN
Quarterfinals	8 682.45 BGN	5 457.54 BGN
Semifinals	13 776.00 BGN	8 659.20 BGN
Play-off for third place / simultaneously on the channels of both media	14 464.80 BGN	9 092.16 BGN
Final / simultaneously on the channels of both media	15 280.65 BGN	9 604.98 BGN
Official FIFA Studio		
	30" spot	
Opening game / simultaneously on the channels of both media	10 129.35 BGN	
Group stage / incl. 1 game simultaneously on the channels of both media	5 498.85 BGN	
Last 16	6 512.10 BGN	
Quarterfinals	8 682.45 BGN	
Semifinals	13 776.00 BGN	
Play-off for third place / simultaneously on the channels of both media	14 464.80 BGN	
Final / simultaneously on the channels of both media	15 280.65 BGN	
Highlights programmes at the end of each game day		
	30" spot	
Studio	2 170.35 BGN	

NB:

Four of the football matches, respectively the purchased advertising spots in them, will be broadcasted **simultaneously** by both channels **BNT** and **Nova BG** : Opening game **20.11.2022 / Qatar - Ecuador**, group phase game **27.11.2022 / Spain - Germany**, Final **3rd place 17.12.2022** and **FINAL of FIFA World Cup Qatar 2022™ on 18.12.2022**.
 So the prices of the advertising spots in those 4 games should be calculated **with 30% overcharge**.