

NEW AGE MEDIA

ADVERTISING RATE CARD

IN CINEMA CITY

VALID FROM

02.02.2026 YEAR



ON-SCREEN ADVERTISING / SPOT BROADCAST BEFORE MOVIES



Package	Mix of movies	Price for 30" spot for 1 000 contacts
Standard	40% hit / 60% standard	138 €
Balanced	50% hit / 50% standard	141 €
Premium	60% hit / 40% standard	144 €

Contact us for a personalized package.

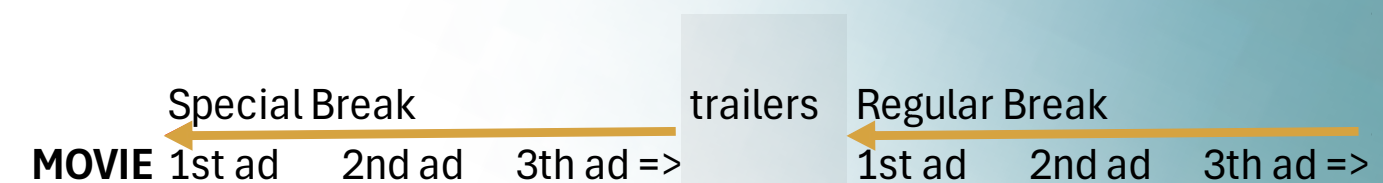
We offer special conditions for advertising Educational institutions:

kindergartens, schools, colleges, universities, vocational training centers (Centers providing training in programs for acquiring a professional qualification degree)

Coefficient scale for spot length:

Length in sec	Coefficient
5 - 11"	0,50
12 - 17"	0,70
18 - 22"	0,80
23 - 27"	0,90
28 - 32"	1,00
33 - 37"	1,10
38 - 42"	1,23
43 - 47"	1,33
48 - 52"	1,47
53 - 59"	1,67
over 60"	contact us

Surcharge for Special break the commercial block immediately following the film	+50%
Fixed position in Special break	+20% next to movie +15% 2nd before movie +10% 3rd before movie
Fixed position in Regular break	+10% last before trailers 5% second to last
Tandem spots in one ad break	+15% for the 2nd spot
3D spot placement fee in a separate ad block before the movie	+20%
Co-branded ads (additional trademarks)	up to 20% surcharge



OFF-SCREEN ADVERTISING

Posters:

Locations / Specifications	Digital posters – Sofia, Plovdiv, Varna => 7-9 positions per cinema	Paper posters (internally illuminated) – Burgas, Ruse, Stara Zagora => 5 positions per cinema
Price for 1 week per cinema	160 €	
Price for 1 month per cinema	410 €	200 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment	

Stop City

Locations / Specifications	Digital posters – Sofia, Plovdiv, Varna => simultaneously all positions in the cinema
Price for 1 week per cinema	420 €
Price for 2 weeks per cinema	710 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment

Plasma screens:

Locations / Specifications	Sofia, Plovdiv, Burgas, Ruse, Stara Zagora => 6-18 positions per cinema
Price for 1 week per cinema	350 €
Price for 2 weeks per cinema	525 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment

Advertising display/standy:

Locations	Sofia, Plovdiv / Varna, Burgas, Ruse, Stara Zagora
Period	Price for 1 month per cinema
up to 2 sq.m. per cinema	480 € / 300 €
from 2 to 4 sq.m. per cinema	720 € / 440 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment

Distribution of branded ticket cases:

Locations	Sofia, Plovdiv / Varna, Burgas, Ruse, Stara Zagora	
Specifications	selected movie	all movies
Price for 1 week per cinema	460 / 300 €	360 / 260 €
Restrictions	up to 1 ongoing campaign per cinema	
	Only in a package with on screen advertising / other advertising format or annual commitment	

Distribution of leaflets/flyers:

Locations	Sofia, Plovdiv	Varna, Burgas, Ruse, Stara Zagora
Price for 1 weekend per cinema	600 €	350 €
Price for 1 week per cinema	1 000 €	750 €
Restrictions	up to 2 simultaneous campaigns per cinema	
	Only in a package with on screen advertising / other advertising format or annual commitment	

OFF-SCREEN ADVERTISING

Video Wall:

Locations	Delta Planet Varna
Price for 1 month	2 600 €
Dimensions, position, active time	2m wide x 2m high; next to the cinema entrance; active: from 10am to midnight every day; 2 min. advertising video material; high rotation ~10-12 min.; high visibility from the mall's Food Court
Restrictions	The source materials are submitted 3 weeks before the start of the campaign. The video material is produced by the client/agency. Please contact the NAM team for details.
	Only in a package with on screen advertising / other advertising format or annual commitment

LED columns:

Locations	Delta Planet Varna
Price for 1 month	2 000 €
Dimensions, position, active time	5 columns; w240 x h840; on 2 of the walls of each column; active: from 11 a.m. to midnight every day; 1 min. advertising video material; high rotation every 6-8 min.; high visibility from the entire cinema and from the mall's Food Court
Restrictions	The source materials are submitted 3 weeks before the start of the campaign. The video material is produced by the client/agency. Please contact the NAM team for details.
	Only in a package with on screen advertising / other advertising format or annual commitment

Panaflex:

Locations / Specifications	Sofia, Varna=> 1 to 2 positions per cinema; 4 -8 sq m; vinyl print; positions near the cinema entrance; high visibility throughout the period. Contact us for available positions and details.
Price for 1 month per cinema / position	480 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment

Branded seats:

Price per seat for 1 month	3,00 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment

OFF-SCREEN ADVERTISING

Sampling:

Contact us to check the possibilities. There are requirements and restrictions when sampling food and beverages.

Locations	Sofia, Plovdiv	Varna, Burgas, Ruse, Stara Zagora
Specifications	with hostesses of the client	
Price for 1 weekend per cinema	380 €	240 €
Price for 1 week per cinema	560 €	420 €
	with Cinema City staff (contact us to check availability)	
Price for 1 weekend per cinema	600 €	460 €
Price for 1 week per cinema	780 €	660 €
other periods	negotiable	
Restrictions	up to 2 simultaneous campaigns per cinema Only in a package with on screen advertising / other advertising format or annual commitment	

Sampling with a promo stand (in the cinema lobby):

Contact us to check the possibilities. There are requirements and restrictions when sampling food and beverages.

Locations	Sofia, Plovdiv	Varna, Burgas, Ruse, Stara Zagora
Specifications	with hostesses of the client	with hostesses of the client
Price for 1 weekend per cinema	460 €	300 €
other periods	negotiable	
Restrictions	up to 2 simultaneous campaigns per cinema Only in a package with on screen advertising / other advertising format or annual commitment	

Floor stickers:

Locations	Sofia, Plovdiv	Varna, Burgas, Ruse, Stara Zagora
Period	Price for 1 month per cinema	
for 2-4 sq.m.	600 €	360 €
for 4-6 sq.m.	860 €	620 €
for 6-10 sq.m.	1 120 €	880 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment	

Mirror stickers (price per room):

Specifications	Mirror stickers 60/20 cm.	Mirror stickers – special projects
Price for 1 month per cinema	50 €	100 €
Restrictions	Only in a package with on screen advertising / other advertising format or annual commitment	

Rotunda:

Locations	Paradise Center Sofia
Price for 1 month	6 500 €
Dimensions, position, active time	28m wide x 1m high; above the cinema entrance; active: from 10am to midnight every day; 2 min. advertising video material; high rotation per each 10-15 min.; high visibility from the entire Food Court of the mall, from SEC and Orange
Restrictions	The source materials are submitted 3 weeks before the campaign launch. The video material is produced by Cinema City's creative studio in coordination with the advertiser/agency. Please contact the NAM team for details. Only in a package with on screen advertising / other advertising format or annual commitment

DISCOUNTS

AGENCY COMMISSION: 5%

Granted to all agencies purchasing advertising time and formats in Cinema City.

DISCOUNT FOR ANNUAL NET CLIENT VOLUME

It is provided to an advertiser for a guaranteed annual net budget and/or for an accumulated net budget during a calendar year in Cinema City theaters

from	to	%
up to	5 000,00 €	5%
5 000,01 €	7 500,00 €	6%
7 500,01 €	10 000,00 €	7%
10 000,01 €	12 500,00 €	8%
12 500,01 €	18 000,00 €	10%
18 000,01 €	25 000,00 €	11%
25 000,01 €	32 000,00 €	12%
32 000,01 €	40 000,00 €	14%
40 000,01 €	50 000,00 €	16%
50 000,01 €	60 000,00 €	18%
over	60 000,00 €	negotiable

SEASONAL DISCOUNT: 20%

Price reduction for January and August.

EARLY BOOKING DISCOUNT:

- **12%** when signing an annual agreement for the following year by mid-December of the current year
- **9%** upon signing an annual agreement for the following year by the end of December of the current year
- **5%** when signing an annual agreement for the year until January 31

ADVANCE PAYMENT DISCOUNT:

- **5%** for 100% prepayment of the annual guaranteed budget
- **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 Euro, excluding VAT.

* Prices do not include production of advertising materials.

* All advertising materials must be pre-approved by NAM/Cinema City.

* NAM/Cinema City reserves the right to change the advertising rate card and announce changes in advance.