

# THE WALT DISNEY COMPANY BULGARIA

## TERRITORY: BULGARIA

### 2020 RATE CARD PRICING FOR BARTER DEALS

Valid as of 1<sup>st</sup> of January 2020

SPOT price per 30" in BGN. Valid for time slots:

Day Part	Time slot	National Geographic	NG Wild	FOX	Fox Life	Fox Crime	24Kitchen
Morning	07:00-12:00	99	92	87	87	87	104
Day Part	12:00-17:30	133	110	145	133	145	110
Prime Access	17:30-21:00	138	99	184	156	173	99
Prime Time	21:00-01:00	196	99	196	184	196	99
Night Time	01:00-07:00	41	41	41	41	41	41

#### LENGTH COEFFICIENT SCALE:

Length	Coeff	Length	Coeff
5"	40%	35"	120%
10"	60%	40"	140%
15"	75%	45"	160%
20"	90%	50"	180%
25"	95%	55"	190%
30"	100%	60"	200%

#### DISCOUNTS:

For each barter deal the discount between the parties must be equal and not higher than 50%.

**SURCHARGES:**

<b>Type of Surcharge</b>	<b>Price increase</b>
Top & Tile position	25%
First position	20%
Last position	20%
First & Last position	30%
Co-advertising	20%

**ADDITIONAL CHARGES:**

<b>Reason</b>	<b>Charge</b>
1. Urgent cancellation of commercial spots	10% of the cancelled spots' gross value for a period shorter than 7 days
2. Delayed submitting of advertising schedule	BGN 200 w/t VAT
3. Delayed submitting of Advertising Materials	BGN 200 w/t VAT

- The Walt Disney Company Bulgaria cannot be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed.
- All prices are in BGN and VAT excluded.

