

THE WALT DISNEY COMPANY BULGARIA

TERRITORY: BULGARIA

2020 RATE CARD PRICING

Valid as of 1st of January 2020

NON SPOT PRICE FOR 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	86	80	76	76	76	90
Day Part	12:00-17:30	116	96	126	116	126	96
Prime Access	17:30-21:00	120	86	160	136	150	86
Prime Time	21:00-01:00	180	86	170	160	170	86
Night Time	01:00-07:00	36	36	36	36	36	36

COEFFICIENT SCALE:

Prices for non-spot formats based on 30" are calculated as follows:

Coefficient	Format	
50%	Halfscreen	up to 10"
	Sponsorship tag	up to 10"
	Promo tag	up to 10"
	Bug	up to 7"

75%	Expandable halfscreen	up to 15"
	Full screen	up to 15"

100%	Expandable halfscreen	up to 30"
	Premium spot	up to 30"
	Seasonal Integration	up to 20"
	Facts & tips	up to 18"
	Line up	up to 30"

150%	Mood video	up to 30"
	Brand Integration	up to 30"

200%	Vignettes	up to 60"
	Recipes for 24 Kitchen	up to 60"

* All creative and alternative forms should contain "advertisement" sign. (Except sponsorship elements)

LENGTH COEFFICIENT SCALE:

applied to expandable half screen, premium spot and brand integration

Price for spots with length different than 30" is calculated based on following length coefficient scale:

Length	Coeff		Length	Coeff
Up to 10"	50%		35" – 39"	120%
11" – 14"	60%		40" – 44"	140%
15" – 19"	75%		45" – 49"	160%
20" – 24"	90%		50" – 54"	180%
25" – 29"	95%		55" – 59"	190%
30" – 34"	100%		60"	200%

DEADLINE POLICY:

Description	Deadline
1. Placing an order	Seven work days prior to the first airing date
2. Submitting the advertising material	Seven work days prior to the first airing date
3. Authorization Letter	Two work days prior to the date of the campaign's first broadcast
4. Broadcasting schedule and form for an advertising material broadcasting	Two work days prior to the date of the campaign's first broadcast

SURCHARGES:

No additional surcharges based on the pricing scheme above.

ADDITIONAL CHARGES:

Reason	Charge
1. Urgent cancellation of commercial spots	10% of cancelled spots' gross value for a period shorter than 7 days
2. Delayed submitting of the advertising schedule	BGN 200 w/t VAT
3. Delayed submitting of the Advertising Materials	BGN 200 w/t VAT
4. Co-advertising	20%

- 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.

RATE CARD PRICING FOR WEB SALES:

FOX & NG sites

Format	CPM (price in BGN)
Web Banner 728x90	7
Web Banner 320x50	9
Web Banner 300x250	10
Rich Media	30
Video Pre-roll	20
Sponsorship Logo 120x60	5
Social Media Post	300

*100% bonus impressions are applied to each paid impressions.

24 Kitchen:

Format	PC & Laptop	Tablet	Mobile	CPM in BGN (price per 1000)
Half page 300x600	X	x	x	18,00
Web Banner 728x90	X	x	-	9,00
Web Banner 300x250	X	x	x	10,00
Web Banner 320x50	-	-	x	9,00
Web Banner 970x250	X	x	-	20,00
Rich Media 970x90	X	-	-	30,00
Video Pre-roll	X	x	x	30,00
Sponsor Logo 120x60	X	-	-	5,00
Sponsor Logo 240x120	-	x	x	10,00
Carousels and news article	X	x	-	Upon request
Shop section	x			Upon request
Social Media Post				300

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