



TERRITORY: BULGARIA

2021 RATE CARD PRICING FOR BARTER DEALS

Valid as of 1st of January 2021

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

Day Part	Time slot	National Geographic	NG Wild	FOX	Fox Life	Fox Crime	24Kitchen	Disney Channel
Morning	07:00-12:00	109	101	96	96	96	114	138
Day Part	12:00-17:30	147	121	159	146	159	121	138
Prime Access	17:30-21:00	152	109	202	172	190	109	173
Prime Time	21:00-01:00	228	109	215	202	215	109	173
Night Time	01:00-07:00	46	46	46	46	46	46	46

All prices are VAT excluded

LENGTH COEFFICIENT SCALE:

Length	Coeff	Length	Coeff
1"- 5"	40%	31"-35"	120%
6" -10"	60%	36"-40"	140%
11"-15"	75%	41"-45"	160%
16"-20"	90%	46"-50"	180%
21"-25"	95%	51"-55"	190%
26"-30"	100%	56"-60"	200%

DISCOUNTS:

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



The **WALT DISNEY** Company
Central Eastern Europe

SURCHARGES:

Type of Surcharge	Price increase
Top & Tile position	25%
First position	20%
Last position	20%
First & Last position	30%
Co-advertising	Up to 20%

ADDITIONAL CHARGES:

Reason	Charge
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

CONTACTS:

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