



The **WALT DISNEY** Company
Central Eastern Europe

TERRITORY: BULGARIA

2021 RATE CARD PRICING FOR NON- SPOT SALES

Valid as of 1st of January 2021

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	Disney Channel
Morning	07:00-12:00	95	88	84	84	84	99	120
Day Part	12:00-17:30	128	106	139	127	139	106	120
Prime Access	17:30-21:00	132	95	176	150	165	95	150
Prime Time	21:00-01:00	198	95	187	176	187	95	150
Night Time	01:00-07:00	40	40	40	40	40	40	40

All prices are VAT excluded



COEFFICIENT SCALE:

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

Coefficient	Format	
50%	Halfscreen	up to 12"
	Sponsorship tag	up to 12"
	Promo tag	up to 12"
	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 Intergration	up to 20"
	Facts & tips	up to 18"
	Line up	up to 30"

upon request	Vinettes	up to 60"
	Mood video	up to 30"
	Brand Integration	up to 30"
	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

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%



The **WALT DISNEY** Company
Central Eastern Europe

DEADLINE POLICY:

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

SURCHARGES:

Co-advertising | Up to 20%

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

CONTACTS:

Vanya Gergova, Ad Sales Director

Vanya.Gergova@disney.com



The **WALT DISNEY** Company
Central Eastern Europe