



The **WALT DISNEY** Company  
Central Eastern Europe

**TERRITORY: BULGARIA**

Valid as of 1<sup>st</sup> of January 2022

**2022 RATE CARD PRICING FOR BARTER DEALS:**

**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"-7"	40%	33"-37"	120%
8"-12"	60%	38"-42"	140%
13"-17"	75%	43"-47"	160%
18"-22"	90%	48"-52"	180%
23"-27"	95%	53"-57"	190%
28"-32"	100%	58"-60"	200%

**DISCOUNTS:**



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

**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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