



**TERRITORY: BULGARIA**

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

**2022 RATE CARD PRICING FOR NON- SPOT SALES:**

**NON SPOT PRICE FOR 30" in BGN. Valid for time slots:**

<b>Day Part</b>	<b>Time slot</b>	<b>National Geographic</b>	<b>NG Wild</b>	<b>FOX</b>	<b>Fox Life</b>	<b>Fox Crime</b>	<b>24Kitchen</b>	<b>Disney Channel</b>
Morning	07:00-12:00	<b>95</b>	<b>88</b>	<b>84</b>	<b>84</b>	<b>84</b>	<b>99</b>	<b>120</b>
Day Part	12:00-17:30	<b>128</b>	<b>106</b>	<b>139</b>	<b>127</b>	<b>139</b>	<b>106</b>	<b>120</b>
Prime Access	17:30-21:00	<b>132</b>	<b>95</b>	<b>176</b>	<b>150</b>	<b>165</b>	<b>95</b>	<b>150</b>
Prime Time	21:00-01:00	<b>198</b>	<b>95</b>	<b>187</b>	<b>176</b>	<b>187</b>	<b>95</b>	<b>150</b>
Night Time	01:00-07:00	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>

*All prices are VAT excluded.*

*TWDC has the right to determine programs for which it offers special prices.*



The **WALT DISNEY** Company  
Central Eastern Europe

**COEFFICIENT SCALE:**

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

Coefficient	Format	
based on coefficient scale	Halfscreen (all bonuses are only closed up)	up to 10"
	Expandable halfscreen	up to 30"
	Premium spot	up to 30"
	ID Integration	up to 30"
	Brand Integration /facts & tips/ Line Up	up to 30"
	Recipes for 24 Kitchen	up to 60"
	Promo tag	up to 10"
75%	bug (without bonuses)	up to 7"
	Program tag	up to 10"
	Full screen	up to 15"
200%	Vignettes	up to 60"
	Mood video	up to 30"

\* All creative and alternative forms should contain "advertisement" sign except sponsorship elements.

**LENGTH COEFFICIENT SCALE:**

Applied to expandable half screen, premium spot, all integrations and recipes.

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

Length	Coeff.	Length	Coeff.
Up to 10"	50%	33" – 37"	120%
11" – 14"	60%	38" – 42"	140%
15" – 19"	75%	43" – 47"	160%
20" – 24"	90%	48" – 52"	180%
25" – 29"	95%	53" – 57"	190%
30" – 32"	100%	58-62"	200%

**SURCHARGES:**

Co-advertising | Up to 20%



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

**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](mailto:Vanya.Gergova@disney.com)