RATE CARD PRICING

FOR BARTER DEALS

2024

The Walt Disney Company Bulgaria

1 BARTER PRICES

2 COEFFICIENT SCALE & DISCOUNTS

3 SURCHARGES & ADDITIONAL CHARGES

4 DEADLINE POLICY.

The Walt Disney Company Bulgaria

PRICE PER 30" SPOT

Day Part	Time Slot	TG A18-59						
		NATIONAL GEOGRAPHIC	NAT GEO WILD	STAR CHANNEL	STAR LIFE	STAR CRIME	24 Kitchen	Disney CHANNEL
Morning	07:00-12:00	59	55	51	51	51	61	75
Daytime	12:00-17:00	79	65	85	79	85	65	75
Prime Access	17:00-21:00	82	59	108	92	102	59	92
Prime Time	21:00-01:00	122	59	116	108	116	59	92
Nighttime	01:00-07:00	24	24	24	24	24	24	24

All prices are in EUR and VAT excluded. All prices are GROSS and do not include any applicable coefficients, discounts and surcharges listed in the present Rate Card.

LENGTH COEFFICIENT SCALE

The below length coefficient scale shall apply to Spots with length different than 30"

Length	Coeff	Length	Coeff
1"–7"	50%	33"–37"	120%
8" -12"	60%	38"–42"	140%
13"–17"	75%	43"–47"	160%
18"–22"	85%	48"–52"	180%
23"–27"	95%	53"–57"	190%
28"–32"	100%	58"–60"	200%

DISCOUNTS

up to

50%

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

SURCHARGES AND ADDITIONAL CHARGES

TYPE OF SURCHARGE	SURCHARGE AMOUNT
Top & Title position	25%
First position	20%
Last position	20%
First & Last Position	30%
Co-advertising – applied when another brand or advertiser is present for longer than 30% of the total spot length	Up to 30% increase in the Rate Card price for every additional brand or advertiser
Urgent cancellation of Barter campaign	10% of the cancelled Spot's gross value for a period shorter than 7 days
Delayed submitting of the advertising schedule	100 EUR w/t VAT
Delayed submitting of the advertising materials	100 EUR w/t VAT

DEADLINE POLICY

1	Placing an order	**3** workdays prior to the first airing date
2	Submitting the advertising material	**2** workdays prior to the first airing date
3	Broadcasting schedule and form for an advertising material broadcasting	**2** workdays prior to the first airing date
4	Except when the advertising material is created by the TWDC OnAir department	**5** workdays prior to the first airing date

CONTACTS

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