



The *WALT DISNEY* Company

Advertising Rate Card

2020

FOX

FOXlife

FOXCRIME

FOX
MOVIES

 NATIONAL
GEOGRAPHIC

 **WILD**  **24KITCHEN**

30" Spot Prices in HRK



DAYPART	TIME SLOT	FOX NATIONAL GEOGRAPHIC	FOXlife WILD	FOX MOVIES	FOXCRIME 24KITCHEN
Morning	07:00-12:00				148.9 kn
Daytime	12:00-17:00				227.6 kn
Prime Access	17:00-21:00				301.6 kn
Prime time	21:00-01:00				535.2 kn
Late night	01:00-02:00				148.9 kn

30" Spot Prices in EUR



DAYPART	TIME SLOT	FOX NATIONAL GEOGRAPHIC	FOXlife WILD	FOX MOVIES	FOXCRIME 24 KITCHEN
Morning	07:00-12:00				19.70 €
Daytime	12:00-17:00				30.10 €
Prime Access	17:00-21:00				39.90 €
Prime time	21:00-01:00				70.80 €
Late night	01:00-02:00				19.70 €

Discounts

8%

Agency discount

Up to 20%

New client discount

Up to 15%

Volume discount

Up to 15%

Channel combinations

- TWDC Representative Office Zagreb offers the above discounts based on advertiser's gross investment (without VAT) on FOX, FOX Life, FOX Crime, FOX Movies, National Geographic, National Geographic Wild and 24 Kitchen for the period January 1 - December 31, 2020.
- Discounts are calculated successively.
- In CPP buying model the above discounts are already included in net agreed CPP

Coefficient Scale








LENGTH	COEFFICIENT
up to 9"	30%
10" - 14"	50%
15" - 19"	70%
20" - 24"	85%
25" - 29"	90%
30"	100%
Spots longer than 30"	Calculated proportionally

*Note:

- 1) Coefficient scale is valid only for CPP buying model
- 2) Prices for spots longer than 30' will be calculated linearly for every additional second

Seasonal index



	MONTH	INDEX
	January	75
	February	90
	March	110
	April	120
	May	120
	June	125
	July	90
	August	75
	September	105
	October	120
	November	120
	December	120



*Note:

- 1) Seasonal indexation is applicable only for CPP buying model
- 2) Target audiences sold: All 18-49 with Guests (including delayed viewing data)

Reconciliation of zero-rating spots



In CPP buying model (target audience: All 18-49 with Guests), spots delivering zero-rating (reported in Arianna, AGB Nielsen) on both live and delayed viewing data are reconciled and charged as follows:

CHANNEL	REPORTED VALUE Target All 18-49 with Guests	CHARGED VALUE Target All 18-49 with Guests
FOX	0-0,04	0,05
FOXlife	0-0,04	0,05
FOXCRIME	0-0,01	0,02
FOX MOVIES	0-0,04	0,05
 NATIONAL GEOGRAPHIC	0-0,04	0,05
 WILD	0-0,04	0,05
24 KITCHEN	0-0,04	0,05

Deadline Policy



DESCRIPTION

DEADLINE

Placing an order	Three working days prior to the first airing date
Submitting the advertising material	Three working days prior to the first airing date
Confirmation of Broadcasting schedule	Three working days prior to the date of the campaign's first broadcast

Surcharges



TYPE OF SURCHARGES

SURCHARGES AMOUNT

Premium positioning in a commercial break (first, second, penultimate, last)	20-30% increase of the rate card spot
Selection of a commercial break	10% increase of the rate card spot
Selection of daypart mix	up to 20% increase of the rate card spot
Selection of a commercial break and top or tail position	40% increase of the rate card spot
Co-advertising - Presence of the other advertiser is more than 30% of the total spot length.	25% increase of the rate card price for every additional advertiser.

Additional surcharges



TYPE OF SURCHARGES

SURCHARGES AMOUNT

Urgent cancellation of commercial spots	10% of cancelled spots' gross value for a period shorter than 7 days
Delayed submitting of the advertising schedule	700 kn w/t VAT
Delayed submitting of the Advertising Materials	700 kn w/t VAT

Technical specification



MATERIAL DELIVERY ADDRESS:

<https://sa.foxinc.com/aspera/user>

user: tvc_croatia

pass: TVC#Cr0\$165!Cr

Files with specification below:

VIDEO

Format/Codec: XDCAM HD422
Picture Size: 1920x1080
Chroma Sampling: 4:2:2
File Extension: .mxf
MIME Type: MPEG-2 4:2:2 @HL Long GOP
Video rate: 50i
Compressor: 50 Mbps (CBR)
Field Dominance: Interlaced Upper Field First
Aspect Ratio: 16:9
Video Level Signal: 100% Luminance; 75% Chrominance
Embedded start TC 23:00:00:00

AUDIO

Compliant with ITU-R.BS1770 and Target Loudness level:
- (minus) 23LUFS
Audio recording: 8 ch
CH1&CH2 Full Original Mix (Stereo)
CH3&CH4 Full Original Mix (Stereo)
CH 5 to 8 silence
Audio Sample 48 kHz
Audio Sample size: 24 bit integer

Contact:



In case you have questions regarding advertising on **THE WALT DISNEY COMPANY** portfolio do not hesitate to contact TWDC Representative Office Zagreb **AD SALES TEAM:**



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