



The **WALT DISNEY** Company (Podružnica Slovenija)

PRICE LIST SLOVENIA 2021

Valid from January 1st 2021



AD SALES CHANNELS

Fox, Fox Life, Fox Crime, National Geographic, 24Kitchen, Fox Movies

SPOT PRICES FOR 30" IN EUR

Valid for day part

Day part	Fox	Fox Life/Fox Crime/National Geographic/Fox Movies	24 kitchen
07:00-12:00	45.00 €	30.00 €	20.00 €
12:00-17:00	90.00 €	60.00 €	30.00 €
17:00-21:00	120.00 €	80.00 €	40.00 €
21:00-01:00	180.00 €	120.00 €	70.00 €
01:00-02:00	45.00 €	30.00 €	20.00 €

COEFFICIENT SCALE

Prices for commercials different from 30" are calculated as follows:

Lenght	Coefficient
to 5"	30%
5"-10"	40%
11"-15"	60%
16"-20"	80%
21"-25"	90%
26"-30"	100%

Price for spots longer than 30" is calculated linearly.



DISCOUNTS

Discounts below are based on an advertiser gross investment (without VAT) in Fox, Fox Life, Fox Crime, Fox Movies, National Geographic and 24 kitchen for the period from January 01 to December 31, 2021.

- Agency discount 8%

- Multi-channel discount
 - 2 channels 7%
 - 3 or more channels 12%

- Seasonal discount
 - January, February 15%
 - July, August 20%

- New client discount* 10%

Discounts are calculated successively.

In case of GRP buying, the discounts are already included in net agreed CPP. Discounts are applied only in case of spot or package buying.

*New client discount applies only to first client's campaign on Ad Sales channels.

SPONSORSHIP AND ALTERNATIVE AD FORMS

Besides spot advertising, media offers also sponsorship and other alternative ad forms. Sales Department prepares custom made integrated proposals, including alternative ad forms of exposure, which are built to support and improve the effectiveness of the client's campaign.



EVALUATION OF 0.0 RATING SPOTS

In case of GRP buying 0.00 rating spots are evaluated as following:

Channel	All 18-49 with Guests	F18-49 with Guests	All 18-54 with Guests	Female 18-54 with Guests
Fox	0.02	0.02	0.01	0.01
Fox Life	0.02	0.02	0.01	0.01
Fox Crime	0.02	0.02	0.01	0.01
National Geographic	0.02	0.02	0.01	0.01
24 Kitchen	0.00	0.00	0.00	0.00
Fox Movies	0.02	0.02	0.01	0.01

GUARANTEE OF DELIVERY

In case of GRP buying delivery of GRPs is guaranteed in buying target group achieved either by live or delayed viewing in the period of the campaign.

DEADLINE POLICY

Description	Deadline
1. Placing an order	Three working days prior to the first airing date
2. Submitting the Advertising Materials	Three working days prior to the first airing date
3. Submitting the Advertising Materials	Two working days prior to the date of the campaign's first broadcast
4. Broadcasting schedule and form for an Advertising Material broadcasting	Two full working days prior to the campaign's first broadcast. The form accompanies each cassette containing Advertising Materials



SURCHARGES

Type of Surcharge	Surcharge Amount
1. Top & Tail position in a commercial break	40% increase of the rate card price of every spot (before any discounting)
2. Top position in a commercial break	30% increase of the rate card price
3. Tail position in a commercial break	30% increase of the rate card price
4. Selection of a commercial break	10% increase of the rate card price
5. Selection of a commercial break and top or tail position	40% increase of the rate card price
6. Co-advertising	Up to 30% increase of the rate card price for every additional Advertiser (before any discounting)

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 the advertising schedule *	EUR 100 w/t VAT
3. Delayed submitting of the Advertising Materials *	EUR 100 w/t VAT

* Media can not be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.



TECHNICAL SPECIFICATION

For a commercial material

File with specification below:

MXF Wrapped XDCAM 1080/50

VIDEO	AUDIO
<ul style="list-style-type: none">• Codec : XDCAM 422• Container : MXF• Profile : MPEG-2 422P@HL• Bitrate : 50Mb/s CBR• Chroma Subsample : 4:2:2• Interlacing : Upper/TFF• GOP Structure : Long GOP• Frame Size : 1920x1080• Frame Rate : 25 FPS• Aspect Ratio : 16:9	<ul style="list-style-type: none">• Codec : PCM (Big/Little Endian)• Sample Rate : 48kHz• Sample Size : 24bit• Channels : Stereo

For any additional questions connected to the advertising please refer to Slovene ad sales team:

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Media reserves the right to do the changes in the price list.