



RATE CARD

Effective as of 1 January 2016

Advertising air time from Nova Broadcasting Group AD, UIC 832093629 (the Television) may be purchased by advertising agencies and advertisers by signing a Business agreement with a guarantee for a certain budget and/or share.

I. GENERAL PRINCIPLES

If not otherwise specified in the Business agreement, the Television prices its advertising time based on data provided by Peplemetric agency Nielsen Admosphere Bulgaria EAD, UIC 201937832, or other peplemetric agency specified by the Television (*the change takes effect with a one-month prior notice*), and Smart Ad Server for the websites listed in Net Info AD's Rate card.

1. Methodology of planning

Advertising airtime for the respective period may be purchased in one of the following three ways, depending on the methodology of planning for the offered channels – Nova, Diema, Kino Nova, Diema Family, Nova Sport, Discovery Channel, TLC, IDx, Disney, Fox, Fox Crime, Fox Life, 24 Kitchen, National Geographic, AXN and City TV:

- 1) **With audience guarantee** based on TRP 30" (target rating points for a 30" spot) – for the group of channels as a whole. Compliance with the channel split announced by the Television is obligatory for all advertisers. Audience delivery will be guaranteed for campaigns on Nova, Diema, Diema Family, Kino Nova, Discovery Channel, TLC, Disney, National Geographic Channel, Fox, Fox Crime, Fox Life and AXN. For Nova Sport, 24 Kitchen, City TV and IDx the budget will be distributed on a monthly basis with a fixed spot price;
- 2) **Separately for each channel by its monthly rate cards** - Nova, Diema, Kino Nova, Diema Family, Nova Sport, Discovery Channel, TLC, IDx, Disney, Fox, Fox Crime, Fox Life, 24 Kitchen, National Geographic Channel, AXN and City TV - at spot price per program without audience guarantee (there is no limit to the number of channels, which may be purchased this way);
- 3) **"Run by Station" (RBS)** – campaigns positioned by the Television, with no preliminary approval of a media plan and without guarantee for specific programs, on one of the following conditions:
 - 3.1. campaign dates, target groups, budget and rating points (TRPs), stipulated by the advertiser;
 - 3.2. TRP channel split, stipulated by the Television and corresponding to the natural delivery of ratings for the chosen target group, for a four-week period minimum.

If the Television adds a new channel to its portfolio, the Television is entitled to include this channel to the package

of the existing group, according to the terms already noted in this Rate card.

2. Guaranteed audience packages

The advertiser/advertising agency plans and positions the campaigns so as to achieve an agreed number of rating points (with the exception of Nova Sport, 24 Kitchen, IDx and City TV, for which the Television does not guarantee ratings and sells its advertising time by fixed spot prices).

If the campaign delivers more or less than the agreed number of rating points, the Television will add or remove spots within the overall channel split and day-part split in the period of the Business agreement.

The Television has the right to move (without prior approval by the advertiser or the advertising agency) up to 15% of the total number of ordered spots according to the parameters agreed by the parties. If the officially announced monthly channel split is not observed, the Television has the right to move spots as to attain it.

The guaranteed audience packages offered by the Television are based on the standard annual cost per point for the following target groups listed below:

3. Target groups and prices in BGN for TV campaigns

Target Groups	Gross CPP for 60% PT	Gross CPP* for 70% PT
A18-34	485	534
A18-49	390	429
A25-54	338	372
W18-49	355	391
W25-54	295	325
M18-49	490	539
M25-54	413	454
A18-49 Urban	375	413
W18-49 Urban	330	363

*Example for 70% PT.

The costs per point (CPP) listed above (applicable for a 30" spot) are based on the natural budget split of 60% in prime time (PT) and 40% - out of prime time (OPT). Any deviation of up to 5% in this split is subject to 5% increase or decrease of the CPP.

The prices for 30" spots stated above may be changed with up to +/- 15% within the calendar 2016.

The gross spot rates in BGN for the channels without audience guarantee - **Nova Sport, 24 Kitchen, City TV and IDx** - are as follows:

Time Zone	Gross Spot Rate for a 30" Spot
Day time 06:30-17:29	32 BGN
Prime time 17:30-23:59	70 BGN
Late night 24:00-01:29	27 BGN
Night time 01:30-06:29	7 BGN

4. Special programs

Special programs may be programs (reality formats and others) not only on Nova TV, but also on all other channels represented by the Television. They will be surcharged by an index between 110% and 130%. All negotiated discounts remain valid. The Television announces the names of the specials, the channels on which they are aired, as well as the surcharge (index) for the respective program on its website together with its monthly rate cards and the guaranteed ratings of these programs.

5. Campaign delivery

All underdelivered rating points from a certain campaign may be aired in a current or a subsequent campaign of the advertiser. If a campaign is longer than one month, its delivery will be adjusted for the whole period, recalculated according to the monthly index. All campaigns, as well as the compensations for underdelivered TRPs, will be reported based on TRP 30". The due compensations will be transferred to a following month based on their BGN value. If the undelivered rating points are more than 10% in a concrete campaign, the Television has the right to prolong it for not more than 14 (fourteen) days after coordinating this with the advertiser/advertising agency.

Compensations for undelivered rating points will be aired based on an advertiser, not on a specific product. All compensation spots are planned by the Television and they are granted through the whole package of channels - Nova, Diema, Kino Nova, Diema Family, Disney, Discovery, TLC, National Geographic, Fox, Fox Crime, Fox Life and AXN.

If the campaign reaches more or less than the agreed target rating points, the Television will add or remove spots according to the channel and time zones split in the period of the Business agreement.

Claims regarding the parameters of an aired campaign are accepted no later than the 15th day of the month following the one in which the respective advertising forms have been aired. In case the Television does not receive any claims within the required deadline, this right is precluded for the advertising agency/advertiser. The Television reserves its right to fulfil the campaigns' parameters by common consent within the Business agreement's time period, but not more than three months after the campaign's end date.

6. Time zones

The standard time zones distribution, valid for all channels, is:

- 60% of the budget - in prime time;
- 40% of the budget - out of prime time.

The Television defines the time slots as described below:

Time zone	Mon - Sun
Day time	06:00-17:29
Prime Time	17:30-23:59
Night time	24:00-05:59

For alcoholic beverages the time zones are as follows:

Time zone	Mon - Sun
Prime Time	22:00-24:59
Night time	25:00-05:59

The standard split of the advertising materials on the different channels of the group is applied to all advertising campaigns, except when the channels are purchased separately. It is published at least 10 (ten) days prior to the first day of the relevant month on the Television's website. It is defined according to the audience by target groups for the respective channels.

7. Spot length coefficient

In defining the price of every advertising material its length is taken into consideration by using a coefficient as follows:

Length	Coefficient
≤ 12 sec	0.60
13-17 sec	0.80
18-22 sec	0.85
23-27 sec	0.95
28-32 sec	1.00
> 32 sec	Linear

8. Seasonal index

When defining the price of the advertising material, the respective month of the year is taken into consideration. The seasonal index is valid for all channels of the group, as follows:

Month	Index	Month	Index
January	90%	July	110%
February	110%	August	90%
March	110%	September	110%
April	120%	October	120%
May	120%	November	120%
June	120%	December	110%

- The above noted seasonal indexes may be changed by the Television within the range of +/- 15% in 2016, without this change to affect the conditions of already concluded agreements.

When campaigns run across two or more months, the seasonal index is applied to the planned number of TRPs in the corresponding month.

II. TYPES OF DISCOUNTS

1. Agency discount

All advertising agencies who purchase advertising air time from the Television receive a 5% discount from the prices under the current Rate card.

2. Volume discount

The Television offers a volume discount based on the advertiser's budget investment, as follows:

Advertiser's Net Investment January - December 2016	Volume Discount
10,001 - 100,000 BGN	1%
100,001 - 200,000 BGN	2%
200,001 - 300,000 BGN	3%
300,001 - 400,000 BGN	4%
400,001 - 625,000 BGN	5%
625,001 - 750,000 BGN	6%
750,001 - 1,000,000 BGN	7%
1,000,001 - 1,250,000 BGN	8%
1,250,001 - 1,625,000 BGN	9%
1,625,001 - 2,000,000 BGN	10%
2,000,001 - 2,500,000 BGN	12%
Over 2,500,001 BGN	Subject to negotiation but not more than 15%

For avoidance of any doubt in the negotiations of the volume discounts based on net investment of over 2,500,001 BGN (without VAT), the Television applies equal conditions to similar volumes.

3. Incentive discount

The Television offers an incentive discount for each advertiser according to its net share or budget increase compared to the previous year. The two options of incentive discounts are mutually exclusive and the advertiser may choose only one of them, depending on which is the most appropriate.

Budget Growth 2015/2016	Discount %
100,000 - 200,000 BGN	3%
200,001 - 400,000 BGN	5%
400,001 - 600,000 BGN	8%
600,001 - 800,000 BGN	9%
Over 800,001 BGN	10%

Share Growth by % points 2015/2016	Discount %
For +10	3%
For +20	5%
For +30	8%
For +40	9%
For over 50	10%

The above mentioned incentive discount for advertisers may be requested in advance after signing a business agreement which guarantees the annual budget or share growth compared to the previous year. If the guaranteed growth level is increased during the year, the respective higher discount may be obtained after signing an amendment to the already signed Business agreement. The new discount comes into effect for the advertising

campaigns realized after the date the appendix is concluded but the share or budget growth compared to the previous year shall be calculated for the whole year.

In case at the end of the business agreement's validity period the guaranteed share or budget is not fulfilled, the lower discount rate corresponding to the actually realized growth level shall be applied.

4. Special discount

The Television offers different levels of special discount, depending on the budget share invested in TV advertising, as follows:

Share in the Television 2015-2016	Discount %
At least two consecutive years 50%	8%
At least two consecutive years 60%	10%
At least two consecutive years 70%	12%
At least two consecutive years above 80%	16%

Share in the Television 2014-2016	Discount %
At least three consecutive years above 75%	Subject to negotiation but not more than 20%

In order to avoid any doubt in the negotiations of the volume discount for an invested share of the budget for at least three consecutive years, the Television applies equal conditions to similar volumes and duration.

The two types of special discount are mutually exclusive. In case the advertiser fits the criteria for both discounts, the one chosen by him is applied. The special discount is valid for advertisers with a minimum investment of 50 000 BGN in each of the years.

5. Preference discount

The preference discount is offered to advertisers according to:

- the budget share invested in advertising air time, purchased from the Television in 2016, as follows:

Share in the Television 2016	Discount %
At least 50%	8%
At least 60%	9%
At least 70%	10%
Over 80%	Subject to negotiation but not more than 12%.

- or the net investment in the Television's channels in 2016 at the levels described below:

Net Investment 1 January -31 December 2016 /BGN/	Discount %
300,000 – 400,000	4%
400,001– 600,000	6%
600,001 – 1,000,000	8%
1,000,001 – 2,000,000	10%
Over 2,000,001	Subject to negotiation but not more than 12%

The two forms of preference discount are mutually exclusive. In case the advertiser fits the criteria for both discounts, the one chosen by him is applied.

For avoidance of any doubt in the negotiations of the preference discounts based on share over 80% or net investment over 2,000,001 BGN, the Television applies equal conditions to similar volumes.

6. Discount for an early signed annual Business agreement

- Signing before 23 December 2015 – 12% for advertisers who keep or increase the volume and share of their advertising budget from the previous year.
- Signing before 31 January 2016 – 8% for advertisers who increase the volume and share of their advertising budget from the previous year by minimum 10%.
- Signing before 31 January 2016 – 5% for advertisers who keep the volume and share of their advertising budget from the previous year.

7. Package discounts

7.1. Standard package discount

The Television offers a package discount according to certain planning criteria, defined by it, including the day part split at specific investment levels.

Share in PT	Net Investment 1 January – 31 December 2016 /BGN/				
	Up to 300 000	Up to 600 000	Up to 1 000 000	Up to 1 500 000	over 1 500 001
40%	7%	8%	9%	10%	Subject to negotiation but not more than 10%.
50%	6%	7%	8%	9%	
60%	5%	5%	5%	5%	6%
70%	2%	2%	3%	3%	4%

7.2. Run by Station (RBS) discount

The Television grants a RBS discount for campaigns positioned by the Television, without prior approval of a media plan and a commitment for specific programs, with guaranteed audience for Nova, Diema, Kino Nova, Diema

Family, Discovery, TLC, Disney, Fox, National Geographic, Fox Crime, Fox Life and AXN, based on the standard annual cost per rating point with up to 5% discount (subject to negotiation with reference to the volume of campaigns, positioned by the Television).

7.3. Combined package discount for advertising on TV and in internet

Advertisers who guarantee growth and realization of the volume of the net investment in advertising in the websites listed in Net Info AD's Rate card, compared to the previous year, will be granted one of the following discounts:

- in case of 10% growth and realization of the total investment in internet advertising compared to the previous year, and a budget split of 65% in DISPLAY and 35% in IVIDEO – 1% discount;
- in case of 25% growth and realization of the total investment in internet advertising compared to the previous year, and a budget split of 65% in DISPLAY and 35% in IVIDEO – 2% discount;
- in case of 40% growth and realization of the total investment in internet advertising compared to the previous year, and a budget split of 65% in DISPLAY and 35% in IVIDEO – 5% discount.

The discount is valid for advertisers with 20 000 BGN minimum net investment in the Net Info's websites in 2015, or for those, whose net internet investment is no less than 10% over their TV budget for 2016.

The above mentioned three options of **Combined package discount for advertising on TV and in internet** are mutually exclusive and valid for advertisers, whose TV and internet investment in the Television and in Net Info AD is not decreased in 2016 compared to 2015.

Net Info AD's websites are listed in its Rate card.

The discounts in the current Rate card are calculated as a sum total (sum of all applicable discounts), except if otherwise stated.

III. ALTERNATIVE ADVERTISING FORMS

The Television offers for the programs of Nova, Diema, Kino Nova, Diema Family, Nova Sport, Discovery Channel, TLC, IDx, Disney, AXN and City TV all or some of the following alternative advertising forms:

- 1) **Sponsorship tags** – form of sponsorship, 7 seconds long, aired before and after the program's separate parts. The sponsorship tags are always sold in pairs – opening and closing one;
- 2) **Sponsored promo** – promotes a certain program and contains a sponsorship tag with a maximum duration of 7 seconds;
- 3) **Branded Break ID** – an advertising spot, 5 seconds long, marked with a caption "Advertisement", opening and closing the advertising break. The branded break IDs are always sold in pairs – opening and closing one;

- 4) **“Premium position” spot** – an advertising spot integrated through its graphic elements into the opening break ID;
- 5) **Branded bug/cut-in** – a short static or dynamic advertising form, up to 7 seconds long, aired during the program’s content;
- 6) **Branded menu** – an advertising form, integrating the advertiser’s graphic elements into the channels’ program menus. The total duration of the form is up to 15 seconds.

Advertising Form	Price by 30” spot	Maximum Duration in Seconds
2 x 7” Sponsorship tags	100%	14”
Sponsored promo	50%	20”
2 x 5” Break IDs	100%	10”
Premium position spot	140%	30”
Branded bug/cut-in	50%	7”
Branded menu	120%	15”

The Television prices alternative advertising forms as described in the table above, in accordance with the current monthly rate card for Nova, Diema, Kino Nova, Diema Family, Disney, Discovery, TLC, IDx, City and AXN.

Alternative advertising forms are offered without rating points guarantee.

Upon request and for an additional payment, the Television may offer the production of each of the alternative ad forms listed above.

Discounts for campaigns containing alternative advertising forms on Nova, Diema, Kino Nova, Diema Family, Disney, Discovery, TLC, IDx, City and AXN.

1. Agency discount

All advertising agencies who purchase alternative advertising forms from the Television are granted a 5% discount from the Rate card.

2. Volume discount

The Television offers a volume discount based on the advertiser’s net investment in alternative forms for each separate campaign.

If within the year a net investment corresponding to a higher level of volume discount is reached, the respective higher discount may be granted after signing an amendment to the already concluded business agreement. The new discount comes into effect for the advertising campaigns realized after the date the amendment is signed.

Advertiser’s Net Investment 1 January-31 December 2016	Volume Discount
Up to 30,000 BGN	30%
30,000-50,000 BGN	35%
50,001 - 100,000 BGN	40%
Over 100,001 BGN	48%

3. Combined package discount

The Television offers:

- a 5% discount for each individual campaign, in case it is aired on Nova TV and on at least one of the following channels: Diema, Kino Nova, Diema Family, Nova Sport, Disney, Discovery, TLC, IDx, City and AXN. The discount is applicable, provided that the net investment in the channels listed in the previous sentence is minimum 10% of the total net budget for each individual campaign of the advertiser.
- a 10% discount, in case the campaign does not include Nova and it is aired on at least two of the following channels: Diema, Kino Nova, Diema Family, Nova Sport, Disney, Discovery, TLC, IDx, City and AXN.

The two combined package discounts for alternative advertising forms are mutually exclusive.

Special rate cards and discounts are applied for all sports programs in the different channels and they are published on <http://www.novatv.bg>. In 2016, all or some of the following sports forums’ editions will be aired on the Television’s channels:

- UEFA Euro 2016;
- A PFG / Bulgarian Cup / Bulgarian Super Cup;
- Barclays Premier League;
- SkyBet Championship;
- Emirates FA Cup, Capital One Cup;
- Ligue 1;
- NBA;
- Formula 1;
- Sauerland Boxing Events 2016, Matchroom Boxing Events 2016;
- Golf - PGA Tour, Darts – Masters.

The Television reserves its right to determine other sports events, for which to offer special rate cards and discounts. Some of the sports events are subject to specific requirements for sponsorship and advertising, according to the contracted conditions with the respective licensors.

Deadlines for placing orders and advertising materials

Day	No Later Than	Campaign’s Start Date
Monday	11:00h	Wednesday
Tuesday	11:00h	Thursday
Wednesday	11:00h	Friday and Saturday
Thursday	11:00h	Sunday and Monday
Friday	11:00h	Tuesday

Additional surcharges and fees

1. Two commercials in the same break	20% surcharge is applied to the second commercial
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2. Co-advertising (additional brands)	40% surcharge
3. Fixed first or last position in a commercial break	25% surcharge
4. Fixed first and last position in a commercial break	30% surcharge for both spots
5. Fixed advertising break	15% surcharge
6. Fixed advertising break and first/last position	40% surcharge
7. Cancellation of booked spots for closed days	100% of their total net value is to be paid
8. Ordering a campaign for closed days (if possible)	30% surcharge for all spots planned in the closed days
9. Delay in delivering the advertising materials	Fixed surcharge of 500 BGN

10. Incorrect spot length for closed days*	Fixed surcharge of 500 BGN
11. Time zone selection by advertiser / advertising agency	50% surcharge

**Every deviation from the spot length indicated in the media plan is considered an incorrect length.*

All amounts stated in the current Rate card, as well as in a business agreement with the Television are without VAT, except if explicitly specified otherwise.

In case of discrepancy between the English and Bulgarian versions of the present Rate card, the Bulgarian version shall prevail.

The Television's Rate card for 2016 is approved for publishing on 27 November 2015 and is subject to change with a 20-day notice.