



City TV Rate Card

Valid for the period: January 1st, 2017 – December 31st, 2017

All prices are quoted for 30" spot length in BGN and excl. VAT.

Spot Prices by day part slots

<i>Day Part</i>	<i>Hours</i>	<i>Price/spot</i>
OPT	24:00 – 17:29	35
PT	17:30 – 23:59	77

Discounts

1. Agency discount

Advertising agencies receive a **5%** discount from the rate card in effect at the time of each booking.

2. Volume discount

For investment in City TV the Advertiser/Advertising agency gets a volume discount based on an advertiser net volume (excl. VAT) in accordance with the table below.

<i>Net advertiser investment January – December 2017 (BGN)</i>	<i>Volume discount</i>
From 5,000 – 10,000	2%
From 10,001 – 20,000	5%
From 20,001 – 40,000	10%
From 40,001 – 60,000	15%
Above 60,001	Subject to negotiation

3. Combined discount

City TV offers a combined discount of **5%** for each advertiser who is placing advertisement on Nova and on City TV.

Packages

Standard Advertisement			
Packages	Number of spots	Period	Price/package
Package A	50	4 weeks	1 750
Package B	80	4 weeks	2 750
Package C	120	4 weeks	3 900
Package D	180	4 weeks	5 000
Package E	250	4 weeks	6 250

- * The only applicable discount for the offered packages is the **5%-agency discount**
- * Any seasonal promotions are **not** applicable to the packages
- * The **seasonal** and **spot length** indices are **valid** for the package buying
- * The planning by packages is based on the day part split, not a program. NBG has the right to replace commercials aiming to keep the planned time zone and is not obligated to inform the clients for the changes.
 - * Distribution split for the packages: 60% Off Prime time and 40% Prime time
 - * Period – 4 week

4. Seasonal indices

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
100	115	115	125	125	125	115	100	115	125	125	115

5. Spot length index

The following scale is used to determine the prices for commercials of different lengths.

Length	<12 sec	13-17 sec	18-22 sec	23-27 sec	28-32 sec	Over 32 sec
Co-efficient	0.60	0.80	0.85	0.95	1.00	Pro rata to 30 sec

6. Deadline policy

Description	Deadline
Placing an order (MP)	5 (five) working days prior to the first airing date
Submitting the advertising material (commercial)	5 (five) working days prior to the first airing date
Business agreement	One working week after the date of the campaign's first broadcast

* Neither NBG nor City TV can be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed, erroneous or incomplete.

* This rate card is subject to change given thirty days advance notice.