



## Discovery Channel, TLC & IDx Rate Card

Valid for the period: January 1<sup>st</sup>, 2017 – December 31<sup>st</sup>, 2017.  
All prices are quoted for 30" spot length in BGN and excl. VAT.

### Spot Prices by day part slots of Discovery Channel, TLC & IDx

<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 on Discovery, TLC or IDx 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	<b>2%</b>
From 10,001 – 20,000	<b>5%</b>
From 20,001 – 40,000	<b>10%</b>
From 40,001 – 60,000	<b>15%</b>
Above 60,001	<b>Subject to negotiation</b>

#### 3. Combined discount

A combined discount of **5%** is offered to each advertiser who is placing advertisement on Nova and on Discovery, TLC or IDx.

#### 4. Incentive Discount



An incentive discount is offered to each advertiser according to the net share or budget increase from the previous year. The advertiser is able to choose only one which is the most appropriate of the two noted.

<i>Growth of budget, (BGN)</i>	<i>Incentive discount</i>
From 20,000 – 40,000	<b>3%</b>
From 40,001 – 60,000	<b>5%</b>
Above 60,001	<b>10%</b>

### Packages for Discovery Channel, TLC & IDx

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

- \* *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*

### Alternative forms of advertising

According to the clients' needs and the program schedule a special proposal can be made by the Sales Department with the cooperation of Discovery Networks for a brand partnership campaign that incorporates creative ad forms produced by Discovery Networks.



## Other information

1. **Top and tail positioning** – Discovery channels offer “Top and Tail” positioning where two commercials with related creative content are included in the same break. The spots will be priced as per their individual spot lengths and an additional surcharge of 15% will apply to both.

2. **Two party advertisers** – Are subject up to 40% surcharge.

3. **Fixed breaks and fixed positions** – Are subject to an additional charge.

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



## 5. Deadline policy

<i>Description</i>	<i>Deadline</i>
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

## 6. Penalty Policy

<i>Type of surcharge</i>	<i>Surcharge amount</i>
Urgent cancellation of commercials spots	10% of the cancelled spots
Delayed submitting of the advertising schedule	BGN 100, excl. VAT



Delayed submitting of the advertising materials	BGN 100, excl. VAT
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*\* Neither NBG nor Discovery Networks 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.*