



a SONY PICTURES ENTERTAINMENT company

## AXN Rate Card

Valid for the period: January 1<sup>st</sup>, 2018 – December 31<sup>st</sup>, 2018

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	<b>39</b>
PT	17:30 – 23:59	<b>85</b>

### 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 AXN 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 2018, (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>8%</b>
From 40,001 – 60,000	<b>10%</b>
Above 60,001	<b>Subject to negotiation</b>

#### 3. Combined discount

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



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#### 4. Incentive Discount

AXN offers an incentive discount for each advertiser according to its net share or budget increase from the previous year.

<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>

#### 5. Seasonal indices

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
100	115	115	130	130	130	115	100	115	130	130	115

### Packages

<b><i>Standard Advertisement</i></b>			
<b><i>Packages</i></b>	<b><i>Number of spots</i></b>	<b><i>Period</i></b>	<b><i>Price/package</i></b>
Package A	50	4 weeks	<b>1 950</b>
Package B	80	4 weeks	<b>3 000</b>
Package C	120	4 weeks	<b>4 200</b>
Package D	180	4 weeks	<b>5 500</b>
Package E	250	4 weeks	<b>7 000</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, including sponsorship tags, promo announce, branded ad bumper, etc.



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## 6. 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	33-37 sec	38-42 sec	43-47 sec	48-52 sec	53-57 sec	58-62 sec	Over 62
Co-efficient	0.60	0.80	0.85	0.95	1.00	1.20	1.40	1.60	1.80	1.90	2.00	Proportion

## 7. Deadline policy

<b>Description</b>	
Placing an order (MP)	5 (five) working days prior to the first airing
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

## 8. Penalty Policy

<b>Type of surcharge</b>	<b>Surcharge amount</b>
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

*\* Neither NBG nor AXN 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.*