



TERRITORY: BULGARIA

Valid as of 1st of January 2019

2019 RATE CARD PRICING FOR NON- SPOT SALES:

NON SPOT PRICE FOR 30" in BGN Valid for time slots:

Day Part	Time slot	National Geographic	NG Wild	FOX	Fox Life	Fox Crime	24Kitchen
Morning	07:00-12:00	80	75	70	70	70	85
Day Part	12:00-17:30	110	90	120	100	110	85
Prime Access	17:30-21:00	115	80	155	120	130	70
Prime Time	21:00-01:00	160	80	170	150	160	80
Night Time	01:00-07:00	35	35	35	35	35	35

FNG reserves the right to determine programs for which it offers special prices.



COEFFICIENT SCALE:

*Prices for non-spot formats * based on 30" are calculated as follows:*

Coefficient	Format	
50%	Halfscreen **	up to 10"
	Sponsorship tag	up to 10"
	Promo tag	up to 10"
	Bug ***	up to 7"

75%	Expandable halfscreen	up to 15"
	Full screen	up to 15"

100%	Expandable halfscreen	up to 30"
	Premium spot	up to 30"
	Seasonal Integration	up to 20"
	Facts & tips	up to 18"
	Line up	up to 30"

150%	Mood video	up to 30"
	Brand Integration	up to 30"

200%	Vinettes	up to 60"
	Recipes for 24 Kitchen	up to 60"

*All creative and alternative forms should contain "advertisement" sign. (Except sponsorship elements)

** The bonus airings will be close up the advertisement break.

*** No bonuses will be provided.

DEADLINE POLICY:

Description	Deadline
1. Placing an order	Seven work days prior to the first airing date
2. Submitting the advertising material	Seven work days prior to the first airing date
3. Broadcasting schedule and form for an advertising material broadcasting	Two work days prior to the date of the campaign's first broadcast



ADDITIONAL CHARGES:

Reason	Charge
1. Urgent cancellation of commercial spots	10% of cancelled spots' gross value for a period shorter than 7 days
2. Delayed submitting of the advertising schedule *	BGN 200 w/t VAT
3. Delayed submitting of the Advertising Materials *	BGN 200 w/t VAT

- Fox Networks Group cannot be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed.
- All prices are VAT excluded.