



**TERRITORY: BULGARIA**

Valid as of 1<sup>st</sup> of January 2018

**2018 RATE CARD PRICING FOR BARTER DEALS:**

**SPOT price per 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	70	70	70	70	70	70
Day Part	12:00-17:30	120	99	120	140	110	85
Prime Access	17:30-21:00	160	88	155	180	145	70
Prime Time	21:00-01:00	175	77	175	250	175	80
Night Time	01:00-07:00	35	35	35	35	35	35

**LENGTH COEFFICIENT SCALE:**

Length	Coeff	Length	Coeff
5"	40%	35"	120%
10"	60%	40"	140%
15"	75%	45"	160%
20"	90%	50"	180%
25"	95%	55"	190%
30"	100%	60"	200%

**DISCOUNTS:**

For each barter deal the discount b/n the parties must be equal and not higher than 50%.



**SURCHARGES:**

Type of Surcharge	Price increase
Top & Tile position	25%
First position	20%
Last position	20%
First & Last position	30%
Co-advertising	Up to 20%

**ADDITIONAL CHARGES:**

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