



AXN Rate Card

Valid for the period: January 1st, 2015 – December 31st, 2015

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>
Day time	06:30 – 17:29	32
Prime time	17:30 – 23:59	70
Night time	24:00 – 01:29	27
Late night	01:30 – 06:30	7

Discounts

1. Agency discount

Agencies that are members of the Association of Advertising Agencies (ARA) receive a **5%** discount from the rate card in effect at the time of each booking.

2. Volume discount

For investment on 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 2015, (BGN)</i>	<i>Volume discount</i>
From 5,000 – 10,000	10%
From 10,001 – 20,000	15%
From 20,001 – 40,000	20%
From 40,001 – 60,000	25%
Above 60,001	Subject to negotiation

3. Combined discount

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

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	5%
From 40,001 – 60,000	10%
From 40,001 – 60,000	15%
Above 60,001	20%

Packages

<i>Standart Advertisement</i>			
<i>Packages</i>	<i>Number of spots</i>	<i>Period</i>	<i>Price/package</i>
Package A	50	4 weeks	1520
Package B	80	4 weeks	2200
Package C	120	4 weeks	2900
Package D	180	4 weeks	3700
Package E	250	4 weeks	4250

* *The planning by rate card and packages is based on the day part split, not a program. Nova BG has the right to replace commercials aiming to keep the planned time zone and is not obligated to inform the clients for the changes.*

- * *Required week time split by planning packages and rate card: 70% Weekdays and 30% Weekends*
- * *Distribution split for the packages and rate card: 65% Day time, 35% Prime time & Night time*

*** For purchased packages applicable is only agency and combined discount!**

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.

