

FOX International Channels 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.

Advertising airtime for the respective period can be purchased for the whole group of channels part of Nova Broadcasting Group as one unit where the channel split is strictly obligatory for all advertisers As well, advertising airtime in the Fox International Channels group can be purchased on spots/packages basis.

| <i>Day Part</i> | <i>Hours</i> | <i>FOX Crime, FOX Life, FOX & National Geographic Price/30 sec</i> | <i>24 Kitchen Price/30 sec</i> |
|-----------------|---------------|--|--------------------------------|
| Day time | 06:30 – 17:30 | 50 | 32 |
| Prime time | 17:30 – 00:00 | 110 | 70 |
| Night time | 00:00 – 01:30 | 33 | 27 |
| Late night | 01:30 – 06:30 | 11 | 7 |

Packages

| FOXlife | | |
|-----------------|------------------------|----------------------|
| <i>Packages</i> | <i>Number of spots</i> | <i>Price/package</i> |
| Package A | 50 | 3 600 |
| Package B | 80 | 5 450 |
| Package C | 120 | 7 790 |
| Package D | 180 | 10 900 |
| Package E | 250 | 14 163 |

| FOXCRIME | | |
|-----------------|------------------------|----------------------|
| <i>Packages</i> | <i>Number of spots</i> | <i>Price/package</i> |
| Package A | 50 | 1 800 |
| Package B | 80 | 2 800 |
| Package C | 120 | 3 900 |
| Package D | 180 | 5 450 |
| Package E | 250 | 7 035 |

| Packages | Number of spots | Price/package |
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| Package A | 50 | 1 800 |
| Package B | 80 | 2 800 |
| Package C | 120 | 3 900 |
| Package D | 180 | 5 450 |
| Package E | 250 | 7 035 |

| Packages | Number of spots | Price/package |
|-----------------|------------------------|----------------------|
| Package A | 50 | 1 520 |
| Package B | 80 | 2 200 |
| Package C | 120 | 2 900 |
| Package D | 180 | 3 700 |
| Package E | 250 | 4 250 |

| Packages | Number of spots | Price/package |
|-----------------|------------------------|----------------------|
| Package A | 50 | 1 520 |
| Package B | 80 | 2 200 |
| Package C | 120 | 2 900 |
| Package D | 180 | 3 700 |
| Package E | 250 | 4 250 |

* The planning by 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: 70% Weekdays and 30% Weekends

* Distribution split for the packages: 65% Day time, 35% Prime time & Night time

* Period – 4 week

Discounts

Agency discount

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

Other information

1. Top and tail positioning – FOX offers “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 | 100 | 110 | 120 | 120 | 110 | 100 | 100 | 110 | 120 | 120 | 110 |

* Seasonal indices will be applied to all packages according to campaign month.

5. Spot length index

The following scale is used to determine the prices for commercials of different lengths.

| Length | <10 sec | 11-15 sec | 16-20 sec | 21-25 sec | 26-30 sec | Over 30 sec |
|--------------|---------|-----------|-----------|-----------|-----------|--------------------|
| Co-efficient | 0.50 | 0.75 | 0.85 | 0.95 | 1.00 | Pro rata to 30 sec |

6. 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 |

7. Penalty Policy

| <i>Type of surcharge</i> | <i>Surcharge amount</i> |
|--------------------------|-------------------------|
|--------------------------|-------------------------|



FOXlife

FOXCRIME



| | |
|---|----------------------------|
| 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 Nova BG nor FOX 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.*