Disney Channel Rate Card

Valid for the period: 1st January 2012 – 31st December 2012

Advertising airtime on Disney Channel can be purchased in 3 different ways:

1. Spot prices by day part slots

Day Part	*Hours*	*Price/30 sec*
Morning prime time	06:30 – 12:00	**145**
Day time	12:00 – 17:00	**170**
Prime time	17:00 – 22:00	**205**
After prime time	22:00 – 24:00	**145**

2. Packages

Package	*Numer of spots*	*Period*	*Price*
Package S	80	4 weeks	**8 000**
Package M	120	4 weeks	**11 500**
Package L	180	4 weeks	**14 900**
Package XL	250	4 weeks	**17 200**
Package XXL	350	4 weeks	**19 800**

* *Advertising airtime can be purchased in individual programs without a guaranteed total campaign audience delivery.*
* *The planning by rate card and packages is based on the day part split not program. Nova Television has the right to replace commercials aiming to keep the planned time zone and is not obligated to inform the clients for the changes.*
* *All prices are quoted for 30" spot length in BGN and excl. VAT.*
* *Required week time split by planning packages and rate card: 70% Weekdays*
  30% Weekends
* *Distribution split for the packages and rate card: 30% Morning prime time*
  30% Day time
  30% Prime time
  10% After prime time or Day time

3. Alternative forms of advertising

According to the clients needs and the programme schedule a special proposal can be made by the Sales Department, including sponsorship tags, promo announce, branded ad bumper, etc.

Discounts

1. Agency discount

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

2. Volume discount

Disney Channel offers advertisers/advertising agencies a volume discount based on an advertiser net volume (excl. VAT) in accordance with the table below.

Net advertiser investment January – December 2012, (BGN)	*Volume discount*
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

Disney Channel offers a combined discount of **5%** for each advertiser who is placing advertisement both on Nova BG and Disney Channel.

4. Incentive Discount

Disney Channel offers an incentive discount for each advertiser according to its net share or budget increase from the previous year. The advertiser is able to choose only one which is the most appropriate of the two noted.

Growth of budget, (BGN)	*Incentive discount*
From 20,000 – 40,000	**5%**
From 40,001 – 60,000	**10%**
From 40,001 – 60,000	**15%**
Above 60,001	**20%**

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

Other information

1. **Top and tail positioning** – Disney Channel 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 to a 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
70	70	100	100	100	100	100	70	100	100	**130**	**130**

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

5. **Deadline policy**

Description	***Deadline***
Placing an order	5 (five) working days prior to the first airing date
Submitting the advertising material	10 (ten) working days prior to the first airing date
Business agreement	One working week after the date of the campaign's first broadcast
Broadcasting schedule and form for an advertising material broadcasting	7 (seven) full working days prior to the campaign's first broadcast. The form accompanies each cassette containing advertising materials

6. **Penalty Policy**

Type of surcharge	***Surcharge amount***
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 Disney Channel 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.*