



## Fiesta TV Rate Card

Valid for the period: January 1<sup>st</sup>, 2012 – December 31<sup>st</sup>, 2012

### Packages

<i>Standart Advertisement</i>			
	<i>Number of spots</i>	<i>Period</i>	<i>Price BGN</i>
Package A	40	4-6 weeks	900
Package B	80	4-6 weeks	1 500
Package C	120	4-6 weeks	2 000
Package D	160	4-6 weeks	2 500
Package Y	2 000	1 year	20 000

\* All prices are quoted for 30" spot length in BGN and excl. VAT.

### Discounts

#### 1. Agency discount

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

#### 2. Volume discount

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

<i>Net advertiser investment January – December 2012, (BGN)</i>	<i>Volume discount</i>
From 1,000 – 2,000	<b>2%</b>
From 2,001 – 5,000	<b>3%</b>
From 5,001 – 10,000	<b>5%</b>
From 10,001 – 20,000	<b>10%</b>
Above 20,001	<b>Subject to negotiation</b>

#### 3. Combined discount

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



## Other information

**1. Top and tail positioning** – Fiesta TV 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
90	90	100	110	110	100	100	90	100	110	110	100

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

<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

### 6. Penalty Policy

<i>Type of surcharge</i>	<i>Surcharge amount</i>
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 Fiesta TV 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.*