



TLC Rate Card

Valid for the period: April 1st, 2011 – December 31st, 2011

Spot Prices by day part slots

Day Part	Hours	Price/30 sec (BGN) WD	Price/30 sec (BGN) WE
Morning time	06:00 – 10:00	20	50
Day time	10:00 – 16:00	45	60
Prime access	16:00 – 20:00	60	60
Prime time	20:00 – 01:00	70	45
Night time	01:00 – 06:00	15	15

Packages

Standart Advertisement			
	Number of spots	Period	Price BGN
Package A	50	4 weeks	2000
Package B	80	4 weeks	2900
Package C	120	4 weeks	3800
Package D	180	4 weeks	4900
Package E	250	4 weeks	5600

Advertisement of products under special regulations			
	Number of spots	Period	Price BGN
Package A	50	4 weeks	2200
Package B	80	4 weeks	3200
Package C	120	4 weeks	4200
Package D	180	4 weeks	5400

* 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 and 30% Weekends

* Distribution split for the packages and rate card: 70% Morning time, Day time & Prime access (06:00 - 20:00), 30% Prime time & Night time (20:00 – 06:00).

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 TLC's rate card in effect at the time of each booking.

2. Volume discount

TLC 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 2011, (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

TLC offers a combined discount of **5%** for each advertiser who is placing advertisement both on Nova/Diema and TLC.

4. Incentive Discount

TLC 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.

<i>Growth of budget, (BGN)</i>	<i>Incentive discount</i>
From 20,000 – 40,000	5%
From 40,001 – 60,000	10%
From 60,001 – 80,000	15%
Above 80,001	20%

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



Other information

1. Top and tail positioning – TLC 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	110	120	120	100	90	90	110	120	120	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

Description	Deadline
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

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/Diema nor TLC 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.*