

# MAX Sport Sales Policy

January 2019

NOVA BROADCASTING GROUP

ЗАЕДНО СМЕ №1



# Sport Content

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**MAX SPORT**

## **Football**

UEFA Champions League / all Tuesday games +  
UEFA Champions League Final game/  
Spanish Football Championship – La Liga  
Italian Football Championship - Serie A  
Dutch League - Eredivisie  
Beach Soccer

## **Tennis**

ATP World Tour 1000 Masters series  
ATP World Tour 500 series  
ATP World Tour 250 series  
ATP Next Gen (2019)  
WTA International Events  
Mubadala World Championship

## **Motor sports**

MotoGP  
Nascar Sprint Cup  
FIM Speedway World Championship  
FIA World Rallycross Championship  
V8 Supercars

## **Volleyball**

FIVB World Cup (2019)  
FIVB Volleyball Nations League

## **Basketball**

Euroleague  
EuroCup

## **MMA & Boxing**

UFC  
Frank Warren Boxing

## **Golf**

PGA European Tour  
The Open Championship  
US Open Championship  
PGA Championship

## **Hockey**

National Hockey League - NHL

## **Athletics**

Diamond League

# Rate Card



<b>UEFA Champions League playoffs and group stage*</b>	<b>BGN 2 400</b>
<b>UEFA Champions League Last 16*</b>	<b>BGN 5 500</b>
<b>UEFA Champions League Last 16 studio*</b>	<b>BGN 900</b>
<b>UEFA Champions League Quarterfinals*</b>	<b>BGN 6 750</b>
<b>UEFA Champions League Quarterfinals studio*</b>	<b>BGN 1 400</b>
<b>UEFA Champions League Semifinals*</b>	<b>BGN 8 000</b>
<b>UEFA Champions League Semifinals studio*</b>	<b>BGN 1 700</b>
<b>UEFA Champions League Final</b>	<b>BGN 9 000</b>
<b>UEFA Champion League Final studio</b>	<b>BGN 2 000</b>
<b>La Liga /Spanish football/ - Barcelona and Real Madrid games</b>	<b>BGN 1 600</b>
<b>La Liga /Spanish football/</b>	<b>BGN 800</b>
<b>Serie A /Italian football/</b>	<b>BGN 800</b>
<b>Eredivisie &amp; other football tournaments</b>	<b>BGN 400</b>
<b>Tennis tournaments</b>	<b>BGN 250</b>
<b>Tennis tournaments with Bulgarian participation</b>	<b>BGN 450</b>
<b>Motor sports</b>	<b>BGN 180</b>
<b>MMA**</b>	<b>BGN 140</b>
<b>Volleyball</b>	<b>BGN 100</b>
<b>Basketball</b>	<b>BGN 80</b>
<b>Golf</b>	<b>BGN 50</b>
<b>Hockey on ice</b>	<b>BGN 50</b>

In case of purchasing the broadcasting rights for championships/events different from the listed above, the corresponding conditions will be further added in the present Rate Card.

Validity: 01.08.2018 - 01.06.2019

All indicated prices are for 30-second (thirty-second) spots in BGN, VAT excluded.

For advertising spots with length different from 30 (thirty) seconds, spot length coefficients according to Nova Broadcasting Group's rate card shall be applied.

Advertising spots in the channels MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4 are without guaranteed audience reach.

Some of the sports events are subject to specific requirements/limitations for sponsorship and advertising of certain products and services, according to the contracted conditions with the respective licensors.

The present rate card is a subject to change with a 30-days notice.

\*All Tuesday games for which MAX Sport has acquired broadcasting rights.

\*\* In case of Bulgarian participation in any of the tournaments, the indicated price may be indexed



# Discounts and surcharges for buying advertising time in MAX Sport 1, MAX Sport 2, MAX Sport 3 and MAX Sport 4

## Agency discount

All advertising agencies who purchase advertising time are granted a 5% discount from the Rate Card prices.

## Volume discount

Discount for annual net investment as it follows:

Up to 15 000 BGN	25%
15 001 - 30 000 BGN	30%
30 001 - 50 000 BGN	35%
50 001 - 100 000 BGN	40%
Over 100 000 BGN	45%

## Additional surcharges

Two commercials in the same break	20% surcharge is applied to the second commercial
Co-advertising /additional brands/	Up to 40% surcharge
Combo advertising	80% surcharge
Fixed first or last position in a commercial break*	25% surcharge
Fixed second or penultimate position in a commercial break*	15% surcharge

*\*NB! In all sport events, for premium positions are considered only those first/last and second/penultimate positions, that are closest to the live content. For example, in the advertising break before the first half of a football match, premium positions are only the penultimate and the last before the match. In the advertising break after the first half of a football match, premium positions are only the first and second after the match.*

The investments of agencies and/or advertisers in the channels MAX Sport 1, MAX Sport, MAX Sport 3 and MAX Sport 4 are not and cannot be a part of their investments in Nova Broadcasting Group AD's TV channels.