



a SONY PICTURES ENTERTAINMENT company

## AXN channel Rate Card

### I. VALIDITY

This Rate Card incorporates and governs the commercial conditions for individual purchasing of advertising air time on AXN channel without audience guarantee. In case of package purchasing of advertising air time for the whole group of channels of Nova Broadcasting Group with audience guarantee, this Rate Card shall not apply.

This Rate Card shall be valid for the period between January 1<sup>st</sup>, 2020 and December 31<sup>st</sup>, 2020.

### II. METHODOLOGY OF PURCHASING

Advertising air time on AXN channel may be purchased in one of the following methods:

1. Purchase of individual advertising spot(s) according to the following table:

<i>Day Part</i>	<i>Hours</i>	<i>Gross Price per spot*</i>
Out of Prime time	00:00 – 17:29	<b>49</b>
Prime time	17:30 – 23:59	<b>105</b>

\* Gross Price for 30" spot in BGN, VAT excluded

2. Purchase of package of advertising spots and committing the corresponding minimum net investment for the respective package according to the following table:

<i>Standard Advertisement</i>			
<i>Packages</i>	<i>Gross Price per spot*</i>	<i>Period</i>	<i>Minimum Net Investment per package**</i>
Package A	<b>49</b>	4 weeks	<b>2,450</b>
Package B	<b>46</b>	4 weeks	<b>3,700</b>
Package C	<b>43</b>	4 weeks	<b>5,200</b>
Package D	<b>38</b>	4 weeks	<b>6,800</b>
Package E	<b>35</b>	4 weeks	<b>8,650</b>

\* Gross Price for 30" spots in BGN, VAT excluded

\*\* Net amount in BGN, VAT excluded

- 2.1. Gross Price per spot as specified above shall apply upon committing and actually investing the corresponding Minimum Net Investment;
- 2.2. The only applicable discount for the offered packages is agency discount;
- 2.3. Seasonal promotions, if any, shall not apply to package purchasing;
- 2.4. The seasonal and spot length indices shall apply for package purchasing;
- 2.5. Day Part split for package purchasing shall be 60% Out of Prime time and 40% in Prime time;
- 2.6. The planning by packages is based on the Day Part split. Commercials may be replaced and/or removed in order for the package to adhere to the Day Part split. Advertisers/advertising agencies may not be informed thereof.



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### III. DISCOUNTS

#### 1. Agency discount

All advertising agencies who purchase advertising air time in AXN channel according to this Rate Card receive a 5% agency discount, which Agency discount, for the avoidance of doubt, shall be applicable to the respective Gross price per spot.

#### 2. Volume discount

Advertisers/advertising agencies receive volume discount based on advertiser's net budget (VAT excluded) invested in AXN channel according to the table below. The Volume discount shall be applicable to the Purchase of individual advertising spot(s) and shall not apply to Purchase of package of advertising spots.

<i>Net investment 1 January 2020 - 31 December 2020*</i>	<i>Discount</i>
5,000 – 9,999	2%
10,000 – 19,999	5%
20,000 – 39,999	8%
40,000 – 59,999	10%
Over 59,999	Subject to negotiations**

\* Net Investment in BGN, VAT excluded

\*\* equal conditions with reference to the total net investment shall apply to all advertisers

#### 3. Incentive Discount

Advertisers/advertising agencies receive incentive discount based on advertiser's budget increase in AXN channel in 2020 (if any) compared to the previous year according to the table below. The Incentive discount shall be applicable to the Purchase of individual advertising spot(s) and shall not apply to Purchase of package of advertising spots.

<i>Budget growth in 2020 compared to 2019*</i>	<i>Discount</i>
20,000 – 39,999	3%
40,000 – 59,999	5%
Over 59,999	10%

\* Growth in BGN, VAT excluded

### IV. ALTERNATIVE ADVERTISING FORMS

Upon request and according to advertiser's needs and the program schedule of AXN channel a special proposal may be made by the Sales Department, including sponsorship tags, promo announce, branded ad bumper etc.

### V. SEASONAL INDICES

When determining the price of the advertising spot, the respective month is taken into consideration according to the following table. In case campaigns are realized in two or more months, the seasonal index is applied to the planned number spots in the corresponding month.



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<i>Month</i>	<i>Index</i>
January	100%
February	115%
March	115%
April	130%
May	130%
June	130%

<i>Month</i>	<i>Index</i>
July	115%
August	100%
September	115%
October	130%
November	130%
December	120%

## VI. SPOT LENGTH COEFFICIENT

When determining the price of the advertising spot its length is taken into consideration by applying a spot length coefficient according to the following table:

<i>Length*</i>	<i>Coefficient</i>
≤ 12	0.60
13 – 17	0.80
18 – 22	0.85
23 – 27	0.95
28 - 32	1.00
33 - 37	1.20

<i>Length*</i>	<i>Coefficient</i>
38 – 42	1.40
43 – 47	1.60
48 – 52	1.80
53 – 57	1.90
58 – 62	2.20
Over 62	Please contact NBG sales department

\* In seconds and 0 frames

## VII. SURCHARGES AND PENALTIES

<i>Description</i>	<i>Surcharge</i>
Two spots in the same commercial break	20% surcharge on the second commercial
Co-advertising /additional brands/	Up to 40% surcharge
Combo advertising	80% surcharge
Fixed first or last position in a commercial break	30% surcharge
Fixed second or penultimate position in a commercial break	15% surcharge
Fixed first and last position in a commercial break	35% surcharge on both spots
Fixed commercial break	15% surcharge
Fixed commercial break and first/ second/penultimate/last position	45% surcharge
Cancellation of booked spots for closed days	100% of their total net value to be paid
Ordering a campaign for closed days (if possible)	30% surcharge on all spots planned in closed days
Delay in delivering the advertising materials	Fixed surcharge of BGN 500
Incorrect spot length for closed days	Fixed surcharge of BGN 500
Time zone selection by advertiser/ advertising agency	50% surcharge

\* Neither Nova Broadcasting Group nor AXN may be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed, erroneous or incomplete



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Co-advertising/additional brand exists when up to 30% of the total length of the advertising message feature goods and/or services and/or trademarks, which are not property of the advertiser or which the advertiser is not licensed to use under an Exclusive License Agreement according to the Trademarks and Geographical Indications Act by virtue of which agreement no person or entity including the IP holder has the right to use the licensed trademark/s.

Combo advertising exists when more than 30% of the total length of the advertising message feature goods and/or services and/or trademarks which are not property of the advertiser or which the advertiser is not licensed to use under an Exclusive License Agreement according to the Trademarks and Geographical Indications Act by virtue of which agreement no person or entity including the IP holder has the right to use the licensed trademark/s.

#### **VIII. DEADLINE POLICY**

<i><b>Description</b></i>	<i><b>Deadline</b></i>
Placing an order (MP)	5 (five) working days prior to the first airing date
Submitting an advertising material (commercial)	5 (five) working days prior to the first airing date
Conclusion of Business agreement	Last day prior to the first airing date

#### **IX. MISCELLANEOUS**

This Rate Card is subject to changes with 30-days' prior notice, including by publishing of the amended Rate Card on the website of Nova Broadcasting Group, whereby all third parties shall be deemed notified. General terms for realization of commercial messages (advertisement, sponsorship and other advertising forms) by Nova Broadcasting Group EOOD shall apply to all advertising materials under this Rate Card.