



NOVA BROADCASTING GROUP



Rate Card of Nova Broadcasting Group EOOD *effective as of 1 January 2020*

Packages with audience guarantee *(Amnd. on 06.01.2020)*

Number of channels	Sold-out advertising inventory	Package	Gross price per rating point /BGN/					
			A18-49	A18-34	A18-49U	A25-54	W25-54	M25-54
NOVA + 15 niche channels	Up to 60%	Package 1	580	752	562	517	446	629
NOVA + 10 niche channels	Up to 60%	Package 2	627	812	607	559	481	680
NOVA + 15 niche channels	Over 60%	Package 1	609	790	591	543	468	661
NOVA + 10 niche channels	Over 60%	Package 2	659	853	638	587	505	714

Gross price per spot Nova Sport, Magic TV *(Amnd. on 06.01.2020)*

Time zone

Time zone for spirits

Time zone	Gross price per spot 30" /BGN/
Prime time	100
Out of prime time	50

Time zone	Monday - Sunday
Prime time	17:30 - 23:59
Out of prime time	00:00 - 17:29

Time zone	Monday - Sunday
Prime time	22:00 - 00:59
Out of prime time	01:00 - 05:59

Seasonal indexes

Spot length coefficient

Prime time coefficient

Month	Index
January	100%
February	115%
March	115%
April	130%
May	130%
June	130%
July	115%
August	100%
September	115%
October	130%
November	130%
December	120%

Length in sec and 0 frames	Coefficient
≤ 12	0.60
13-17	0.80
18-22	0.85
23-27	0.95
28-32	1.00
33-37	1.20
38-42	1.40
43-47	1.60
48-52	1.80
53-57	1.90
58-62	2.20
63-67	2.38

Prime time %	Coefficient
50%	0.90
55%	0.95
60%	1.00
65%	1.05
70%	1.10
75%	1.15
80%	1.20
85%	1.25
90%	1.30
95%	1.35
100%	1.40

For lengths more than specified above please contact NOVA's Sales department



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Types of discounts

1. Agency discount – 5%

2. Volume discount

Net investment 1 January - 31 December 2020 /BGN/	Discount
10,000 – 49,999	17%
50,000 – 99,999	22%
100,000 – 199,999	24%
200,000 – 299,999	25%
300,000 – 399,999	26%
400,000 – 499,999	27%
500,000 – 599,999	28%
600,000 – 699,999	29%
700,000 – 799,999	30%
800,000 – 899,999	31%
900,000 – 1,199,999	32%
1,200,000 – 1,799,999	33%
1,800,000 – 2,499,999	34%
2,500,000 – 2,999,999	35%
Over 2,999,999	36%

3. Incentive discount

Budget growth* by percentage points in 2020 compared to 2019	Discount
Up to 4%	4%
+5 - 7%	6%
+8 - 11%	7%
Over 11%	10%

* no less than BGN 20,000, VAT excluded

4. Discounts for budget split guarantee

4.1. Discount for budget split guarantee by quarters – 3%

4.2. Discount for budget split guarantee by months – 5%

5. Discount for increase of the investment in Alternative Advertising Forms - subject to negotiations but no more than 5%

6. Run by Station (RBS) – subject to negotiations but no more than 10% (considering the volume of the campaigns positioned by NOVA)

7. Combined package discount for advertising on TV and Internet – subject to negotiations but no more than 6% of the net budget allocated for TV advertising

Additional surcharges and fees

(Amnd. on 06.01.2020)

1. Two commercials in the same break	20% surcharge on the second commercial
2. Co-advertising /additional brands/	Up to 40% surcharge
3. Combo advertising	80% surcharge
4. Fixed first or last position in a commercial break	30% surcharge
5. Fixed second or penultimate position in a commercial break	15% surcharge
6. Fixed first and last position in a commercial break	35% surcharge on both spots
7. Fixed commercial break	15% surcharge
8. Fixed commercial break and first/second/penultimate/last position	45% surcharge
9. Cancellation of booked spots for closed days	100% of their total net value to be paid
10. Ordering a campaign for closed days (if possible)	30% surcharge on all spots planned in closed days
11. Delay in delivering the advertising materials	Fixed surcharge of BGN 500
12. Incorrect spot length for closed days	Fixed surcharge of BGN 500
13. Time zone selection by advertiser/ advertising agency	50% surcharge
14. Golden Break	100% surcharge



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Advertising air time from Nova Broadcasting Group EOOD, UIC 205738443 (NOVA) may be purchased by advertising agencies and advertisers by signing a Business agreement with a guarantee for a certain budget investment.

I. GENERAL PRINCIPLES

(Amnd. on 09.04.2020, effective as of 01.05.2020) NOVA prices its advertising air time based on the forecast data for advertising inventory provided by People metric agency GARB Audience Measurement Bulgaria AD, UIC 203346598, reported by NOVA's internal information system. NOVA invoices the advertising agencies/advertisers for the actually delivered rating points.

1. Methodology of selling

(Amnd. on 06.01.2020) Advertising air time may be purchased in one of the following two ways, depending on the methodology of planning for the offered television channels - Nova, Diema, Kino Nova, Diema Family, Nova Sport, Disney, Fox, Fox Crime, Fox Life, 24 Kitchen, National Geographic, Nat Geo Wild, AXN, City TV, The Voice TV, Magic TV:

- 1) (Amnd. on 06.01.2020) **Packages with audience guarantee** based on TRP 30 (target rating points for a 30" spot) – for the group of channels as a whole or for a package of channels defined by NOVA according to the advertiser's target group. Adherence to the announced channel split is obligatory for all advertisers. Audience delivery shall be guaranteed for campaigns on the channels Nova, Diema, Kino Nova, Diema Family, Disney, Fox, Fox Crime, Fox Life, 24 Kitchen, National Geographic, Nat Geo Wild, AXN, City TV, The Voice TV. For Nova Sport and Magic TV the budget shall be distributed on a monthly basis with a fixed price per spot.
- 2) **Separately for each channel by the monthly rate cards** – at spot price per program without audience guarantee. There is no limit to the number of channels, which may be purchased this way.

Along with the above two ways of selling, the following types of advertising may be purchased:

- 3) **Advertising and sponsorship** on the channels DIEMA SPORT and DIEMA SPORT 2, which are regulated separately in Section III below, and **Alternative advertising forms** (for the channels in which they are available) – separately in Section IV below, and/or
- 4) **Advertising in MAX SPORT 1, MAX SPORT 2, MAX SPORT 3 and MAX SPORT 4 channels**, which is offered by NOVA and regulated in a separate rate card published on NOVA's website.

2. Packages with audience guarantee

The advertiser/advertising agency plans, and NOVA positions the campaigns in order for the budget stipulated in the Business agreement to be achieved.

If a certain campaign delivers more or less than the planned number of target rating points, NOVA will respectively remove or add spots within the period of the Business agreement. NOVA has the right to move (without prior approval of the advertiser or the advertising agency) up to 15% of the total number of ordered spots according to the parameters agreed by the parties. If the monthly channel distribution provided by NOVA is not adhered to, NOVA has the right to move spots in order to attain it.

NOVA determines the cost per rating point with audience guarantee for the advertiser/advertising agency, depending on the number of television channels included in the package, as well as on NOVA's available advertising inventory at the time of signing a Business agreement with the advertiser/advertising agency.

When a certain percentage of advertising inventory is sold out, NOVA shall have the right, but not the obligation, to change the cost, notifying the advertisers/advertising agencies thereof by an announcement on NOVA's website, and the new price shall come into effect two working days after the announcement's publishing. A condition for applying the respective cost per rating point is the signing of a Business agreement within the period in which the respective inventory is available (before its sold-out).

The advertiser/advertising agency may buy packages with audience guarantee for the specified target groups.

The packages with audience guarantee include the television channels specified in the table below:

Package	Television channels (Amnd. on 06.01.2020)
Package 1	Nova, Diema, Kino Nova, Diema Family, Nova Sport, Disney, Fox, Fox Crime, Fox Life, 24 Kitchen, National Geographic, Nat Geo Wild, AXN, City TV, The Voice TV, Magic TV.
Package 2	Television channels according to the standard monthly split announced by NOVA for each target group, but no less than nine television channels. The package is individual and taking into account the advertiser's target group.

The costs per point (CPPs) (applicable for a 30" spot) are based on the natural budget distribution by time zones, as follows: 60% in prime time (PT) and 40% - out of prime time. In case of a different split, the respective prime time coefficient shall be applied.

Bonuses provided according to a Business agreement (if any) shall be positioned by NOVA, unless explicitly specified otherwise.

3. Time zones

The standard time zones distribution, valid for all channels, is:

- 60% of the budget - in prime time;
- 40% of the budget - out of prime time.



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Any deviation of 5% in this distribution is subject to a respective 5% increase or decrease of the CPP by applying the respective prime time coefficient. The budget share for advertising materials in prime time cannot be less than 50%.

The budget split by television channels of the group shall be applied to all advertising campaigns, except in the cases of separate channel(s) buying. The distribution by channels shall be communicated by NOVA to the advertiser/advertising agency.

4. Spot length coefficient

When determining the price of every advertising material its length is taken into consideration by applying a spot length coefficient.

5. Seasonal index

When determining the price of the advertising material, the respective month is taken into consideration. The seasonal index is applicable to all channels of NOVA's group. When campaigns are realized in two or more months, the seasonal index is applied to the planned number of rating points/spots in the corresponding month.

II. TYPES OF DISCOUNTS

1. Agency discount

All advertising agencies who purchase advertising air time from NOVA receive a 5% discount from the prices in the current Rate Card.

2. Volume discount

NOVA offers a volume discount based on the advertiser's net budget investment.

3. Incentive discount

NOVA offers an incentive discount to each advertiser according to his net budget increase compared to the previous year, in case the increase is no less than BGN 20,000, VAT excluded.

The incentive discount shall be applied in advance, after signing a Business agreement guaranteeing the annual budget growth of minimum BGN 20,000, VAT excluded compared to the previous year. If the guaranteed growth level is increased during the year, the respective higher discount may be granted after signing an amendment to the already signed Business agreement. The new discount shall come into force for the advertising campaigns realized after the date the amendment is concluded, while the budget growth compared to the previous year is calculated for the whole year.

In case at the end of the Business agreement's term the guaranteed budget is not fulfilled, a lower discount level corresponding to the growth actually realized within the term of the Business agreement shall be applied.

4. Discounts for budget split guarantee

4.1. Discount for budget split guarantee by quarters –

NOVA offers a discount for advertisers/advertising agencies who, by signing a Business agreement, guarantee a quarterly budget split with a permissible deviation as specified below. The present discount shall be applied on a quarterly basis. If at the end of the respective quarter the advertiser/advertising agency has not adhered to the guaranteed budget split, the discount shall not be applied and the cost of the target rating points or spots aired in the respective quarter shall be recalculated accordingly and paid by the advertiser/advertising agency. The permissible deviation per quarter is defined according to advertiser's budget under the signed Business agreement, as follows:

Permissible deviation*	Total net investment under the Business agreement /BGN/**
20%	Up to 250,000
10%	250,001 – 900,000
7%	900,001 – 1,800,000
5%	Over 1,800,000

* Percentage of the net investment ordered for the respective quarter

** The net investment shall not include the investment in alternative advertising forms

4.2. Discount for budget split guarantee by months –

NOVA offers a discount for advertisers/advertising agencies who, by signing a Business agreement, guarantee a monthly budget split with a permissible deviation as specified below. The present discount shall be applied on a monthly basis. If at the end of the respective month the advertiser/advertising agency has not adhered to the guaranteed budget split, the discount shall not be applied and the cost of the target rating points or spots aired in the respective month shall be recalculated accordingly and paid by the advertiser/advertising agency. The permissible deviation per month is defined according to advertiser's budget under the signed Business agreement, as follows:

Permissible deviation*	Total net investment under the Business agreement /BGN/**
20%	Up to 250,000
12%	250,001 – 900,000
9%	900,001 – 1,800,000
7%	Over 1,800,000

* Percentage of the net investment ordered for the respective month

** The net investment shall not include the investment in alternative advertising forms

The discounts under Art. 4.1. and 4.2. are mutually exclusive. A discount chosen by the advertiser/advertising agency shall be applied, in accordance with the budget split guarantee.



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5. Discount for increase of the investment in Alternative Advertising Forms – Advertisers who guarantee a minimum 10% increase of their investment in Alternative Advertising Forms in 2020 compared to 2019 shall be granted a discount subject to negotiations with reference to the volume of the increase and the investment, but no more than 5%.

6. Run by Station (RBS) – NOVA grants a RBS discount for campaigns positioned by NOVA, without prior approval of a media plan and without a commitment for airing in specific programs in all channels with audience guarantee and under the following conditions:

A) defined by the advertising agency/advertiser period of the campaign, target group and budget;

B) defined by NOVA rating points distribution by channels at the chosen target group and for a period, no shorter than four consecutive weeks.

7. Combined package discount for advertising on TV and in Internet

Advertisers who guarantee advertising investment in the websites specified by NOVA shall be granted a discount, subject to negotiations with reference to the volume of the campaigns. The present discount shall be applied only to the TV budget in NOVA.

NOVA and the advertiser/advertising agency may negotiate additional discounts in accordance with agreed specific requirements, which are to be included in the Business agreements, observing the good commercial practices. The discounts under the current Rate Card are calculated as a sum total (sum of all applicable discounts), unless otherwise specified. In case during the year the advertiser starts using another advertising agency's services for its campaign management, the conditions granted by NOVA under the annual Business agreement shall remain valid and in full force for the advertiser, not for the advertising agency.

The discounts for advertising and sponsorship on the television channels DIEMA SPORT and DIEMA SPORT 2, sponsorship, product placement and other alternative advertising forms are defined separately and are listed below.

In case the advertiser/advertising agency does not comply with any of the conditions for granting a discount or due to the actual parameters of the deal with NOVA, should be granted a lower level of a certain discount, NOVA recalculates the discounts granted to the advertiser/advertising agency under a concluded Business agreement, with effect from the commencement of its term.

In case of change in the portfolio of channels, specified in this Rate Card, NOVA notifies the advertisers/advertising agencies on its website, 10 days prior to the respective change's coming into effect.

III. ADVERTISING AND SPONSORSHIP IN THE TV CHANNELS DIEMA SPORT and DIEMA SPORT 2

NOVA offers advertising and sponsorship in the TV channels DIEMA SPORT and DIEMA SPORT 2 under the following conditions:

1. Gross prices for a spot in an advertising break* and sponsorship (sponsorship tags) in the following championships/races:

Sports event	Advertising spot up to 7"	Advertising spot 8-17"	Advertising spot 18-32"
efbet League, Bulgarian cup	1,740	2,320	2,900
Premier League, FA Cup, Carabao Cup	1,740	2,320	2,900
Formula 1	1,380	1,840	2,300
NBA	900	1,200	1,500

Sports event	Gross price for sponsorship tags 2x7" /BGN/
Premier League, FA Cup, Carabao Cup	2,900
Formula 1	2,300
NBA	1,500

* Advertising breaks in a championship/race are considered to be all advertising breaks aired up to 15 minutes before the beginning, during, and 15 minutes after the end of the respective championship/race.

2. The maximum length of an advertising break is 256 (two hundred and fifty-six) seconds.

3. No discounts under the current Rate Card shall be applied to the prices specified in the table in Section III, Art. 1, except for the 5% agency discount.

4. NOVA does not guarantee rating points delivery for the advertising and sponsorship in the current section.

5. For all other sports programs, different from the ones listed in Section III, Art. 1, as well as for programs, aired on TV channels different from DIEMA SPORT and DIEMA SPORT 2, special rates and discounts shall be applied and they shall be published on the website www.nova.bg.

In 2020, all or some of the following sports forums' editions shall be aired on NOVA's channels:

- efbet League/ Second Professional League/ Bulgarian Cup/ Bulgarian Super Cup;
- Premier League;
- EFL Championship;
- The FA Cup, Carabao Cup, FA Community Shield;
- NBA;
- Formula 1;
- Boxing events.

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



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conditions with the respective licensors. NOVA reserves its right to determine other programs for which special rates and discounts shall apply.

IV. ALTERNATIVE ADVERTISING FORMS

NOVA offers for the programs of Nova, Diema, Kino Nova, Diema Family, Nova Sport all or some of the following alternative advertising forms:

- 1) **Sponsorship tags** – form of sponsorship, up to 7 seconds long, aired before and after the program’s separate parts. Sponsorship tags are sold in pairs – opening and closing one;
- 2) **Branded promo** – promotes a certain program and contains a sponsorship or an advertising part with a maximum duration of 12 seconds and a promotional part of up to 10 seconds;
- 3) **Branded Break ID** – an advertising spot, 5 seconds long, marked with a caption “Advertisement”, opening and closing the advertising break. Branded break IDs are always sold in pairs – opening and closing one;
- 4) **Branded bug/cut-in** – a short static or dynamic advertising form, up to 7 seconds long. It is aired during the program’s content;
- 5) **Branded menu** – an advertising form, integrating the advertiser’s graphic elements into the channels’ program menus. The total duration of the form is up to 15 seconds.

Advertising form	Price to 30" spot	Price to 30" spot *	Maximum duration in seconds
2 x 7" sponsorship tags	100%	80%	14"
Branded promo	70%		Up to 12" of the advertising/ sponsorship part
2 x 5" break IDs	120%	100%	10"
Branded bug/ cut-in	60%		7"
Branded menu	120%		15"

*For the time period between 12:30 and 17:30 from Monday to Friday (excluding national holidays).

NOVA prices alternative advertising forms as described in the table above, in accordance with the current monthly rate card for the channels Nova, Diema, Kino Nova, Diema Family and Nova Sport.

Alternative advertising forms are offered without rating points guarantee. Upon request and for an additional payment, NOVA may offer the production of each of the alternative advertising forms listed above.

NOVA reserves its right to determine programs for which special rates and discounts for alternative advertising forms shall apply.

Discounts for campaigns containing alternative advertising forms on Nova, Diema, Kino Nova, Diema Family & Nova Sport

1. Agency discount

All advertising agencies who purchase alternative advertising forms from NOVA are granted a 5% discount from the Rate Card.

2. Volume discount

NOVA offers a volume discount based on the advertiser’s net investment in alternative forms for each separate campaign. If during the year a net investment corresponding to a higher level of volume discount is reached, the respective higher discount may be granted after signing an amendment to the already concluded Business agreement. The new discount comes into force for the advertising campaigns realized after the date the amendment is signed.

Net investment 1 January - 31 December 2020 /BGN/	Volume discount
Up to 15,000	25%
15,001 - 30,000	30%
30,001 - 50,000	35%
50,001 - 100,000	40%
Over 100,000	45%

Additional surcharges and fees

Every month NOVA announces the deadlines for placing orders and sending advertising materials for each separate channel.

“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 to the Business agreement 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. The Exclusive License Agreement shall be considered an evidence, only if it is duly registered with the State register to the Patent Office of Republic of Bulgaria. The surcharge applies to every additionally included good, service and/or trademark.

“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 to the Business agreement 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. The Exclusive License Agreement shall be



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considered an evidence, only if it is duly registered with the State register to the Patent Office of Republic of Bulgaria. The surcharge applies to every additionally included good, service and/or trademark.

(New 06.01.2020) “Golden Break” means commercial break positioned by NOVA in prime time which includes only one advertising spot.

Every deviation from the spot length indicated in the media plan is considered an incorrect length.

All amounts specified in the current Rate Card, as well as in a Business agreement with NOVA, are in BGN, VAT excluded, unless explicitly specified otherwise.

NOVA’s Rate Card for 2020 was approved for publishing on 30 October 2019 and last amended on 09 April 2020. It is subject to change with a 20-days’ notice and it regulates the terms for commercial communications aired after 24:00 on 31 December 2019.

In case of discrepancy between the English and Bulgarian versions of the present Rate Card, the Bulgarian version shall prevail.