

MAX Sport Sales Policy

December 2021 – effective as of 01.01.2022

NOVA BROADCASTING GROUP

ЗАЕДНО СМЕ №1



Sport Content

MAXSPORT

Football

UEFA Champions League /all Tuesday games + Final/
UEFA Europe League
UEFA Europe Conference League
Spanish Football Championship – La Liga
Italian Football Championship - Serie A
Coppa Italia
Coupe de France
Turkish Cup
Copa Libertadores / Copa Sudamericana
Dutch League - Eredivisie
Beach Soccer
MLS (американска сокър лига)
International Champion's Cup

Tennis

ATP World Tour 1000 Masters series
ATP World Tour 500 series
ATP World Tour 250 series
ATP Finals
ATP Next Gen
ATP Cup
Mubadala World Championship

Motor sports

MotoGP
Nascar Sprint Cup
FIM Speedway World Championship
V8 Supercars
WRC

American football

NFL (The National Football League)

Basketball

National Basketball League (Bulgaria)
Bulgarian Cup
Bulgarian Supercup
Euroleague
EuroCup

Volleyball

Volleyball Nations League (Men and Women)
CEV European Championships (Men & Women)
FIVB Women's World Championships
FIVB Club World Championships
FIVB Men's World Championship
FIVB World Cup

MMA & Boxing

UFC
Frank Warren Boxing
Cage Warriors

Golf

PGA European Tour
The Open Championship
US Open Championship
PGA Championship

Hockey

National Hockey League - NHL

Athletics

Diamond League

TV programs (proposal can be prepared upon request)

„Pred Stadiona“ / „Break point“ / „Skorost na MAX“ / „Calcio Mania“ / „La Liga dnevnik“ / „Sporna topka“

Rate Card season 2021/2022



UEFA Champions League playoffs and group stage	BGN 3 200
UEFA Champions League playoffs and group stage BG team	BGN 12 100
UEFA Champions League playoffs and group stage studio	BGN 650
UEFA Champions League playoffs and group stage studio BG team	BGN 2 650
UEFA Champions League Last 16	BGN 7 300
UEFA Champions League Last 16 studio	BGN 1 200
UEFA Champions League Quarterfinals	BGN 8 900
UEFA Champions League Quarterfinals studio	BGN 1 900
UEFA Champions League Semifinals	BGN 10 600
UEFA Champions League Semifinals studio	BGN 2 255
UEFA Champions League Final	BGN 12 100
UEFA Champion League Final studio	BGN 2 640
La Liga /Spanish football/	BGN 1 600
Serie A /Italian football/	BGN 1 300
Coupe de France	BGN 1 100
Turkish Cup	BGN 1 100
Copa Libertadores	BGN 800
Copa Sudamericana	BGN 550
Eredivisie & other football tournaments	BGN 550
Tennis tournaments	BGN 350
Tennis tournaments with Bulgarian participation	BGN 600
Motor sports	BGN 250
MMA*	BGN 190
Volleyball*	BGN 140
Basketball	BGN 110
Golf	BGN 70
Hockey on ice	BGN 70

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

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.

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.

Gross price for sponsorship (2 x 7 sec sponsorship tags) is equal to the gross prices of 30-second (thirty-second) spot in the respective championship/race, whereas the availability of sponsorship in any championship/race must be confirmed additionally by the respective licensor.

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

Rate Card season 2021/2022



UEFA Europe League group stage	2 200 BGN
UEFA Europe League group stage BG team	10 100 BGN
UEFA Europe League group stage studio	500 BGN
UEFA Europe League group stage studio BG team	2 400 BGN
UEFA Europe League – knockout round play-offs	4 800 BGN
UEFA Europe League – knockout round play-offs студио	700 BGN
UEFA Europe League Last 16	6 100 BGN
UEFA Europe League Last 16 studio	1 000 BGN
UEFA Europe League Quarterfinals	7 600 BGN
UEFA Europe League Quarterfinals studio	1 700 BGN
UEFA Europe League Semifinals	9 200 BGN
UEFA Europe League Semifinals studio	2 055 BGN
UEFA Europe League Final	10 600 BGN
UEFA Europe League Finals studio	2 440 BGN
Coppa Italia	1 100 BGN

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Rate Card season 2021/2022

MAXSPORT

UEFA Europe Conference League group stage	1 700 BGN
UEFA Europe Conference League group stage BG team	9 600 BGN
UEFA Europe Conference League group stage studio	400 BGN
UEFA Europe Conference League group stage studio BG team	2 200 BGN
UEFA Europe Conference League - knockout round play-offs	4 300 BGN
UEFA Europe Conference League - knockout round play-offs студио	600 BGN
UEFA Europe Conference League Last 16	5 600 BGN
UEFA Europe Conference League Last 16 studio	800 BGN
UEFA Europe Conference League Quarterfinals	7 100 BGN
UEFA Europe Conference League Quarterfinals studio	1 500 BGN
UEFA Europe Conference League Semifinals	8 700 BGN
UEFA Europe Conference League Semifinals studio	1 855 BGN
UEFA Europe Conference League Final	10 100 BGN
UEFA Europe Conference League Final studio	2 240 BGN
NFL – regular season games	450 BGN
NFL – play-off games	700 BGN
NFL – Superbowl	1 000 BGN

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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*	40% surcharge
Fixed second or penultimate position in a commercial break*	20% 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 EOOD's TV channels.