



RATE CARD

for broadcasting of advertising forms during the UEFA Nations League 2022/23, European Qualifiers to UEFA EURO 2024™ and International Friendly Matches

Nova Broadcasting Group EOOD, UIC 205738443 (“**NBG**”) will broadcast advertising forms during the football matches from the following tournaments:

- UEFA Nations League 2022/23;
- European Qualifiers to UEFA EURO 2024™; and
- International Friendly Matches until the end of June 2023,

hereinafter jointly referred to as the “**Tournaments**”. For the sake of clarity, the Finals of the UEFA Nations League 2022/23 are not part of the Tournaments, and this Rate Card does not apply to the Finals of the UEFA Nations League 2022/23.

Advertising time during the Tournaments can be purchased by Advertising Agencies/Advertisers by signing a business agreement with NBG (“**Business Agreement**”). The Tournaments shall be broadcast on the following NBG channels: Diema Sport/Diema Sport 2/Diema Sport 3. As an exception, a specific football match from the Tournaments may be broadcast on the television channel Nova Sport, in which case the terms and conditions of this Rate Card shall apply. NBG does not guarantee rating delivery for the broadcasts of advertising forms during the Tournaments.

NBG provides advertising time during the Tournaments as follows:

1. Advertising spots in a standard advertising break

NBG determines the number and the duration of advertising breaks during the Tournaments. Advertising breaks during the Tournaments shall mean the breaks/intermissions before, during and immediately after the official studio program, as well as the breaks/intermissions of the football match itself. The maximum duration of an advertising spot in a standard break is 32 seconds, and the maximum duration of a standard advertising break is 256 seconds.

NBG offers spots in a standard advertising break at the following gross prices (in BGN, VAT exclusive):

UEFA Nations League 2022/23, European Qualifiers to UEFA EURO 2024™, International Friendly Matches			
Sport Event	Advertising spot up to 7"	Advertising spot 8-17"	Advertising spot 18-32"
UEFA Nations League 2022/23	3 000.00 BGN	4 000.00 BGN	5 000.00 BGN
European Qualifiers to UEFA EURO 2024™ /Group stage/	3 600.00 BGN	4 800.00 BGN	6 000.00 BGN
European Qualifiers to UEFA EURO 2024™ /Play-offs/	4 200.00 BGN	5 600.00 BGN	7 000.00 BGN
International Friendly Matches H2'2022 / H1'2023	2 640.00 BGN	3 520.00 BGN	4 400.00 BGN
Special highlights programs with footage of football matches from the Tournaments of the Bulgarian National football team	600.00 BGN	800.00 BGN	1 000.00 BGN

All Advertising agencies purchasing advertising spots in a standard advertising break receive a 5% discount on the gross prices set out in the table above.

The following surcharges shall apply to the gross prices according to the table above upon purchasing advertising spots in a standard advertising break:

- Fixed first or last position in an advertising break* – 40%;
- Fixed second or penultimate position in an advertising break* – 20%.

* Preferential positions in the Tournaments shall only mean those positions (first/last and second/penultimate) which are closest to the live football match. The number of preferential positions an Advertising agency/Advertiser can purchase is subject to limitation and shall be arranged with NBG additionally.

2. Advertising spots in a Golden Break

A Golden Break is an advertising break with a duration of up to 60 seconds, which is placed by NBG exclusively after the performance of the hymns of the countries participating in the relevant football match from the Tournaments, and before the first judge's signal of the match or after the full-time and before the penalty shoot-out (if the score is a draw at full-time and if the regulations provide for penalty shoot-out).

Any advertising spot broadcast during a Golden Break is a Golden Spot. The length of a Golden spot is 10 seconds. For Golden spots a surcharge of 70% shall apply to the gross prices for an advertising spot 8–17", as set out in Paragraph 1 above. All Advertising agencies purchasing advertising spots in a Golden Break receive a 5% discount on the gross prices set out in the preceding sentence.

3. Packages for the advertising form STATIC LOGO during a football match

The advertising form STATIC LOGO is a placement of an Advertiser's logo (on-screen credit) in a fixed position on the bottom part of the screen during a football match independently (without accompanying match graphic) or with accompanying match graphic, as in the following examples:

Static logo without accompanying match graphic:



Static logo with accompanying match graphic (the static logo appears as the lowermost third graphic in the composition):



One appearance of the STATIC LOGO lasts for 6 (six) seconds in the regular time of the football match. The STATIC LOGO shall not appear in the first or last minute of each half of the football match, during penalty shoot-out or during replays/replay graphics.

The appearance of the static logos of different Advertisers who purchased the package is performed in rotation at the discretion of NBG. STATIC LOGOS are only placed in football matches to be broadcast on any of the following channels: Diema Sport, Diema Sport 2 and Diema Sport 3.

The packages for the advertising form STATIC LOGO are approved in advance by UEFA and are not subject to changes. NBG offers a package discount of 25% for the purchase of Packages for the advertising form STATIC LOGO. The value of the packages and their allocation are set out below:

UEFA Nations League 2022/23, European Qualifiers to UEFA EURO 2024™, International Friendly Matches			
On screen credit packages - STATIC LOGO	Gross price, BGL without VAT	Package discount, %	Net price, BGL without VAT
UEFA Nations League 2022/23			
10 football matches / 40 onscreen credits / 4 onscreen credits in football match	120 000.00 BGL	25%	90 000.00 BGL
European Qualifiers to UEFA EURO 2024™ / Group Stage and Play-offs /			
8 football matches - Group phase / 32 onscreen credits / 4 onscreen credits in football match - Group phase 2 football matches - Play-offs / 4 onscreen credits / 2 onscreen credits in football match - Play-offs	132 000.00 BGL	25%	99 000.00 BGL
International Friendly Matches H2'2022 / H1'2023			
5 football matches / 20 onscreen credits / 4 onscreen credits in football match	52 800.00 BGL	25%	39 600.00 BGL

The dimensions of the STATIC LOGO may not exceed those set out below:

With or without accompanying match graphic
HD: height 95 lines; width 380 lines

The fixed position on the screen where the STATIC LOGO is placed is determined by UEFA and it is mandatory for NBG and for the Advertisers.

Technical requirements applicable for all advertising forms under this Rate Card

The Advertising agency/Advertiser shall provide the finished advertising forms ready for broadcast no later than 10 business days before their broadcast. The advertising forms shall be provided by the Advertising agency/Advertiser in accordance with the technical means specified by **NBG**, and all expenses in this regard shall be borne by the Advertising agency/Advertiser. The advertising forms shall meet the specifications set out in this Rate Card and the technical requirements of **NBG** (available on the website of **NBG** - <https://nova.bg/advertising>). Any change in the technical parameters of the advertising forms to make them compliant with the technical requirements specified above shall be at the expense of the Advertising agency/Advertiser.

Final provisions

All prices in this Rate Card are in BGN and VAT exclusive. Any matters not settled in this Rate Card shall be governed by the General Terms for Realization of Commercial Messages (advertising, sponsorship, and other advertising forms) by Nova Broadcasting Group EOOD published on the website of NBG - <https://nova.bg/advertising>. In the event of a conflict between the General Terms and this Rate Card, the Rate Card shall prevail. NBG shall be entitled to refuse to broadcast specific advertising forms if they do not meet the General Terms of NBG or the requirements of the licensor of the Tournaments.

This Rate Card was drafted in Bulgarian language and thereafter translated in English language. In case of discrepancy between this English version of the Rate Card and the original Bulgarian version, the Bulgarian version shall prevail.

This Rate Card is subject to change via a seven-day notice.