

MAX Sport Sales Policy

June 2022 – effective as of 01.07.2022

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 2022/2023



UEFA Champions League playoffs and group stage	BGN 3 550
UEFA Champions League playoffs and group stage BG team	BGN 13 350
UEFA Champions League playoffs and group stage studio	BGN 750
UEFA Champions League playoffs and group stage studio BG team	BGN 2 950
UEFA Champions League Last 16	BGN 8 050
UEFA Champions League Last 16 studio	BGN 1 350
UEFA Champions League Quarterfinals	BGN 9 800
UEFA Champions League Quarterfinals studio	BGN 2 100
UEFA Champions League Semifinals	BGN 11 650
UEFA Champions League Semifinals studio	BGN 2 500
UEFA Champions League Final	BGN 13 350
UEFA Champion League Final studio	BGN 2 900
La Liga /Spanish football/	BGN 1 780
Serie A /Italian football/	BGN 1 450
Coupe de France	BGN 1 210
Turkish Cup	BGN 1 210
Copa Libertadores	BGN 880
Copa Sudamericana	BGN 610
Eredivisie & other football tournaments	BGN 610
Tennis tournaments	BGN 390
Tennis tournaments with Bulgarian participation	BGN 660
Motor sports	BGN 280
MMA*	BGN 210
Volleyball*	BGN 160
Basketball	BGN 120
Golf	BGN 80
Hockey on ice	BGN 80

* 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 2022/2023

MAXSPORT

UEFA Europe League group stage	2 450 BGN
UEFA Europe League group stage BG team	11 110 BGN
UEFA Europe League group stage studio	550 BGN
UEFA Europe League group stage studio BG team	2 640 BGN
UEFA Europe League – knockout round play-offs	5 300 BGN
UEFA Europe League – knockout round play-offs студио	770 BGN
UEFA Europe League Last 16	6 700 BGN
UEFA Europe League Last 16 studio	1 100 BGN
UEFA Europe League Quarterfinals	8 350 BGN
UEFA Europe League Quarterfinals studio	1 870 BGN
UEFA Europe League Semifinals	10 150 BGN
UEFA Europe League Semifinals studio	2 260 BGN
UEFA Europe League Final	11 650 BGN
UEFA Europe League Finals studio	2 684 BGN
Coppa Italia	1 210 BGN

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

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 2022/2023

MAXSPORT

UEFA Europe Conference League group stage	1 900 BGN
UEFA Europe Conference League group stage BG team	10 550 BGN
UEFA Europe Conference League group stage studio	440 BGN
UEFA Europe Conference League group stage studio BG team	2 420 BGN
UEFA Europe Conference League - knockout round play-offs	4 750 BGN
UEFA Europe Conference League - knockout round play-offs студио	660 BGN
UEFA Europe Conference League Last 16	6 150 BGN
UEFA Europe Conference League Last 16 studio	880 BGN
UEFA Europe Conference League Quarterfinals	7 850 BGN
UEFA Europe Conference League Quarterfinals studio	1 650 BGN
UEFA Europe Conference League Semifinals	9 600 BGN
UEFA Europe Conference League Semifinals studio	2 040 BGN
UEFA Europe Conference League Final	11 110 BGN
UEFA Europe Conference League Final studio	2 465 BGN
NFL – regular season games	500 BGN
NFL – play-off games	800 BGN
NFL – Superbowl	1 100 BGN

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

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.

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.