

## RATE CARD

### Fox, Fox Life, Fox Crime, 24 Kitchen, National Geographic and National Geographic Wild

#### I. VALIDITY

This Rate Card incorporates and governs the commercial conditions for individual purchasing of advertising airtime on the Channels without audience guarantee. In case of package purchasing of advertising airtime for the whole group of channels of Nova Broadcasting Group (NBG) with audience guarantee, this Rate Card shall not apply.

For the purposes of this Rate Card, the Channels shall be: Fox Life, FOX, Fox Crime, National Geographic, National Geographic Wild and 24 Kitchen.

This Rate Card shall be valid for the period from January 1<sup>st</sup>, 2023 to December 31<sup>st</sup>, 2023.

#### II. METHODOLOGY OF PURCHASING

Advertising airtime on the Channels may be purchased by one of the following methods:

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

| Day part          | Hours         | Gross price per spot* |
|-------------------|---------------|-----------------------|
| Out of prime time | 00:00 – 17:29 | 120                   |
| Prime time        | 17:30 – 23:59 | 220                   |

\* 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:

| STANDARD ADVERTISING |                       |         |                                      |
|----------------------|-----------------------|---------|--------------------------------------|
| Packages             | Gross price per spot* | Period  | Minimum net investment per package** |
| Package A            | 150                   | 4 weeks | 7,500                                |
| Package B            | 140                   | 4 weeks | 11,200                               |
| Package C            | 137                   | 4 weeks | 16,300                               |
| Package D            | 126                   | 4 weeks | 22,800                               |
| Package E            | 118                   | 4 weeks | 29,500                               |

\* 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.

### III. DISCOUNTS

#### 1. Agency discount

All advertising agencies who purchase advertising airtime on the Channels according to this Rate Card receive a 5% agency discount which, 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 the advertiser's net budget (VAT excluded) invested in the Channels according to the table below. The volume discount shall be applicable to the purchase of individual advertising spots and shall not apply to the purchase of advertising spots packages.

| Net investment 1 January 2023 - 31 December 2023* | Discount                  |
|---|---------------------------|
| 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 the advertiser's budget increase (if any) in the Channels in 2023 compared to the previous year according to the table below. The incentive discount shall be applicable to the purchase of individual advertising spots and shall not apply to the purchase of advertising spots packages.

| Budget growth in 2023 compared to 2022* | Discount |
|---|----------|
| 20,000 – 39,999                         | 3%       |
| 40,000 – 59,999                         | 5%       |
| Over 59,999                             | 10%      |

\* Growth in BGN, VAT excluded.

### IV. SEASONAL INDICES

When determining the price of the advertising spot(s), 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 of spots in the corresponding month.

| Month    | Index |
|----------|-------|
| January  | 100%  |
| February | 120%  |
| March    | 125%  |

| Month     | Index |
|-----------|-------|
| July      | 120%  |
| August    | 100%  |
| September | 120%  |

|       |      |
|-------|------|
| April | 130% |
| May   | 130% |
| June  | 130% |

|          |      |
|----------|------|
| October  | 140% |
| November | 140% |
| December | 130% |

**V. SPOT LENGTH COEFFICIENT**

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

| Length* | 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        |

| Length* | Coefficient                           |
|---------|---------------------------------------|
| 43 - 47 | 1.60                                  |
| 48 - 52 | 1.80                                  |
| 53 - 57 | 1.90                                  |
| 58 - 62 | 2.20                                  |
| 63 - 67 | 2.38                                  |
| Over 67 | Please contact NBG's Sales Department |

\* In seconds and 0 frames.

**VI. SURCHARGES AND PENALTIES**

| Description  | Surcharge                                    |
|--|--|
| Two spots in the same commercial break                             | 20% surcharge on the second commercial       |
| Co-advertising/additional brand(s)                                 | 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         | 30% surcharge                                |
| Fixed third position in a commercial break                         | 20% surcharge                                |
| Fixed first and last position in a commercial break                | 45% surcharge on both spots                  |
| Fixed commercial break   | 15% surcharge                                |
| Fixed commercial break and first/ second/penultimate/last position | 50% 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 |
| 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                                |

**NB!** Neither Nova Broadcasting Group, nor the Channels may be held responsible for any mistakes, if the submitting of the advertising media plans and/or materials is delayed, erroneous or incomplete.

**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).

**VII. DEADLINE POLICY**

| Description                                     | Deadline   |
|---|--|
| Placing an order (media plan)                   | 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              |

**VIII. MISCELLANEOUS**

This Rate Card is subject to changes with 30-days’ prior notice, including by publishing of the amended Rate Card on Nova Broadcasting Group’s website, 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.