

MAX Sport Sales Policy

June 2023 – effective as of 01.07.2023

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
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
Mubadala World Championship

Motor sports

MotoGP
Nascar Sprint Cup
V8 Supercars
WRC

American football

NFL (The National Football League)

Basketball

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

Volleyball

FIVB Volleyball Nations League (Men and Women)
FIVB World Championships
FIVB Club World Championship (Men and Women)
FIVB World Cup

MMA & Boxing

UFC
Frank Warren Boxing
Cage Warriors
CEV European Championship (Men & Women)
CEV Champions League (Men & Women)
CEV Challenge Cup

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 2023/2024



UEFA Champions League playoffs and group stage	BGN 3 900
UEFA Champions League playoffs and group stage BG team	BGN 14 700
UEFA Champions League playoffs and group stage studio	BGN 820
UEFA Champions League playoffs and group stage studio BG team	BGN 3 250
UEFA Champions League Last 16	BGN 8 850
UEFA Champions League Last 16 studio	BGN 1 490
UEFA Champions League Quarterfinals	BGN 10 780
UEFA Champions League Quarterfinals studio	BGN 2 310
UEFA Champions League Semifinals	BGN 12 850
UEFA Champions League Semifinals studio	BGN 2 750
UEFA Champions League Final	BGN 14 690
UEFA Champion League Final studio	BGN 3 190
La Liga /Spanish football/	BGN 2 000
Serie A /Italian football/	BGN 1 600
Coupe de France	BGN 1 330
Turkish Cup	BGN 1 330
Copa Libertadores	BGN 970
Copa Sudamericana	BGN 670
Eredivisie & other football tournaments	BGN 670
Tennis tournaments	BGN 430
Tennis tournaments with Bulgarian participation	BGN 730
Motor sports	BGN 310
MMA*	BGN 230
Volleyball*	BGN 180
Basketball	BGN 140
Golf	BGN 90
Hockey on ice	BGN 90

* 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 2023/2024

MAXSPORT

UEFA Europe League group stage	BGN 2 700
UEFA Europe League group stage BG team	BGN 12 220
UEFA Europe League group stage studio	BGN 600
UEFA Europe League group stage studio BG team	BGN 2 900
UEFA Europe League – knockout round play-offs	BGN 5 850
UEFA Europe League – knockout round play-offs студио	BGN 850лв
UEFA Europe League Last 16	BGN 7 400
UEFA Europe League Last 16 studio	BGN 1 200
UEFA Europe League Quarterfinals	BGN 9 200
UEFA Europe League Quarterfinals studio	BGN 2050
UEFA Europe League Semifinals	BGN 11 200
UEFA Europe League Semifinals studio	BGN 2 450
UEFA Europe League Final	BGN 12 850
UEFA Europe League Finals studio	BGN 2 900
Coppa Italia	BGN 1 330
FIVB Volleyball Nations League	BGN 160
FIVB Volleyball Nations League BG team	BGN 440
FIVB Volleyball Club World Championship	BGN 160
FIVB Volleyball Club World Championship BG team	BGN 440
CEV Volleyball Challenge Cup	BGN 160
CEV Volleyball Challenge Cup BG team	BGN 440
CEV Champions League	BGN 220
CEV Champions League BG team	BGN 440
CEV EuroVolley group stage	BGN 385
CEV EuroVolley group stage BG team	BGN 660
CEV EuroVolley knockout	BGN 440
CEV EuroVolley knockout BG отбор	BGN 770
Italian Volleyball SuperLega	BGN 650

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NOVA BROADCASTING GROUP ЗАЕДНО СМЕ №1



Rate Card season 2023/2024

UEFA Europe Conference League group stage	BGN 2 100
UEFA Europe Conference League group stage BG team	BGN 11 600
UEFA Europe Conference League group stage studio	BGN 490
UEFA Europe Conference League group stage studio BG team	BGN 2 660
UEFA Europe Conference League - knockout round play-offs	BGN 5 200
UEFA Europe Conference League - knockout round play-offs studio	BGN 720
UEFA Europe Conference League Last 16	BGN 6 780
UEFA Europe Conference League Last 16 studio	BGN 960
UEFA Europe Conference League Quarterfinals	BGN 8 650
UEFA Europe Conference League Quarterfinals studio	BGN 1 810
UEFA Europe Conference League Semifinals	BGN 10 560
UEFA Europe Conference League Semifinals studio	BGN 2 240
UEFA Europe Conference League Final	BGN 12 220
UEFA Europe Conference League Final studio	BGN 2 700
NFL – regular season games	BGN 550
NFL – play-off games	BGN 880
NFL – Superbowl	BGN 1 210
„Pred Stadion“ / „Break point“ / „Skorost na MAX“ / „Calcio Mania“ / „La Liga dnevnik“ / „Sporna topka“	BGN 550

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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.