



# MAX Sport Sales Policy

June 2024 – effective as of 01.07.2024

# Sport Content

**MAXSPORT**

## Football

UEFA Champions League /all Tuesday games + Final/  
UEFA Europe League  
UEFA Europe Conference League  
UEFA Super Cup  
Spanish Football Championship – La Liga  
Spanish Football Championship – Segunda Division  
Italian Football Championship - Serie A  
Coppa Italia  
Coupe de France  
Turkish Cup  
Copa del Rey  
Copa Libertadores / Copa Sudamericana  
Friendly Matches

## Tennis

ATP World Tour 1000 Masters series  
ATP World Tour 500 series  
ATP World Tour 250 series  
ATP Finals  
ATP Next Gen

## 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

National Volleyball League  
Italian Serie A  
FIVB Volleyball Nations League (Men and Women)  
FIVB World Championships  
FIVB Club World Championship (Men and Women)  
FIVB World Cup  
  
CEV European Championship (Men & Women)  
CEV Champions League (Men & Women)  
CEV Challenge 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

## 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 2024/2025



<b>UEFA Champions League playoffs and group stage</b>	<b>BGN 4 300</b>
<b>UEFA Champions League playoffs and group stage BG team</b>	<b>BGN 16 200</b>
<b>UEFA Champions League playoffs and group stage studio</b>	<b>BGN 900</b>
<b>UEFA Champions League playoffs and group stage studio BG team</b>	<b>BGN 3 600</b>
<b>UEFA Champions League Last 16</b>	<b>BGN 9 800</b>
<b>UEFA Champions League Last 16 studio</b>	<b>BGN 1 600</b>
<b>UEFA Champions League Quarterfinals</b>	<b>BGN 11 900</b>
<b>UEFA Champions League Quarterfinals studio</b>	<b>BGN 2 500</b>
<b>UEFA Champions League Semifinals</b>	<b>BGN 14 150</b>
<b>UEFA Champions League Semifinals studio</b>	<b>BGN 3 000</b>
<b>UEFA Champions League Final</b>	<b>BGN 16 200</b>
<b>UEFA Champion League Final studio</b>	<b>BGN 3 500</b>
<b>La Liga /Spanish football/</b>	<b>BGN 2 200</b>
<b>Serie A /Italian football/</b>	<b>BGN 1 800</b>
<b>Coupe de France</b>	<b>BGN 1 400</b>
<b>Turkish Cup</b>	<b>BGN 1 400</b>
<b>Copa Libertadores</b>	<b>BGN 1 000</b>
<b>Copa Sudamericana</b>	<b>BGN 750</b>
<b>Segunda Division</b>	<b>BGN 1 200</b>
<b>Copa del Ray</b>	<b>BGN 2 000</b>
<b>Tennis tournaments</b>	<b>BGN 500</b>
<b>Tennis tournaments with Bulgarian participation</b>	<b>BGN 800</b>
<b>Motor sports</b>	<b>BGN 350</b>
<b>MMA*</b>	<b>BGN 300</b>
<b>Volleyball*</b>	<b>BGN 220</b>
<b>Basketball</b>	<b>BGN 160</b>
<b>Golf</b>	<b>BGN 100</b>
<b>Hockey on ice</b>	<b>BGN 100</b>

\* 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 2024/2025



<b>UEFA Europe League group stage</b>	<b>BGN 3 000</b>
<b>UEFA Europe League group stage BG team</b>	<b>BGN 13 450</b>
<b>UEFA Europe League group stage studio</b>	<b>BGN 660</b>
<b>UEFA Europe League group stage studio BG team</b>	<b>BGN 3 200</b>
<b>UEFA Europe League – knockout round play-offs</b>	<b>BGN 6 450</b>
<b>UEFA Europe League – knockout round play-offs студио</b>	<b>BGN 930лв</b>
<b>UEFA Europe League Last 16</b>	<b>BGN 8 150</b>
<b>UEFA Europe League Last 16 studio</b>	<b>BGN 1 300</b>
<b>UEFA Europe League Quarterfinals</b>	<b>BGN 10 150</b>
<b>UEFA Europe League Quarterfinals studio</b>	<b>BGN 2 250</b>
<b>UEFA Europe League Semifinals</b>	<b>BGN 12 350</b>
<b>UEFA Europe League Semifinals studio</b>	<b>BGN 2 700</b>
<b>UEFA Europe League Final</b>	<b>BGN 14 150</b>
<b>UEFA Europe League Finals studio</b>	<b>BGN 3 200</b>
<b>Coppa Italia</b>	<b>BGN 1 400</b>
<b>FIVB Volleyball Nations League</b>	<b>BGN 180</b>
<b>FIVB Volleyball Nations League BG team</b>	<b>BGN 500</b>
<b>FIVB Volleyball Club World Championship</b>	<b>BGN 180</b>
<b>FIVB Volleyball Club World Championship BG team</b>	<b>BGN 500</b>
<b>CEV Volleyball Challenge Cup</b>	<b>BGN 180</b>
<b>CEV Volleyball Challenge Cup BG team</b>	<b>BGN 500</b>
<b>CEV Champions League</b>	<b>BGN 250</b>
<b>CEV Champions League BG team</b>	<b>BGN 500</b>
<b>CEV EuroVolley group stage</b>	<b>BGN 450</b>
<b>CEV EuroVolley group stage BG team</b>	<b>BGN 750</b>
<b>CEV EuroVolley knockout</b>	<b>BGN 500</b>
<b>CEV EuroVolley knockout BG отбор</b>	<b>BGN 900</b>
<b>Italian Volleyball SuperLega</b>	<b>BGN 750</b>

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# Rate Card season 2024/2025



UEFA Europe Conference League group stage	BGN 2 350
UEFA Europe Conference League group stage BG team	BGN 12 800
UEFA Europe Conference League group stage studio	BGN 550
UEFA Europe Conference League group stage studio BG team	BGN 2 900
UEFA Europe Conference League - knockout round play-offs	BGN 5 800
UEFA Europe Conference League - knockout round play-offs studio	BGN 790
UEFA Europe Conference League Last 16	BGN 7 500
UEFA Europe Conference League Last 16 studio	BGN 1 000
UEFA Europe Conference League Quarterfinals	BGN 9 500
UEFA Europe Conference League Quarterfinals studio	BGN 2 000
UEFA Europe Conference League Semifinals	BGN 11 700
UEFA Europe Conference League Semifinals studio	BGN 2 400
UEFA Europe Conference League Final	BGN 13 500
UEFA Europe Conference League Final studio	BGN 2 900
UEFA Super Cup	BGN 10 100
UEFA Super Cup - Studio	BGN 2 000
NFL – regular season games	BGN 600
Football – Friendly Matches	BGN 2 300
NFL – play-off games	BGN 950
NFL – Superbowl	BGN 1 350
„Pred Stadiona“ / „Break point“ / “Skorost na MAX” / “Calcio Mania” / “La Liga dnevnik” / „Sporna topka”	BGN 600

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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.