RATE CARD
Disney Channel

I. VALIDITY

This Rate Card incorporates and governs the commercial conditions for individual purchasing of advertising airtime on Disney Channel 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.

This Rate Card shall be valid for the period from 1 January 2026 to 31 December 2026.

II. METHODOLOGY OF PURCHASING

Advertising airtime on Disney Channel 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	06:30 – 17:29	**€86**
Prime time	17:30 – 23:59	**€109**

** Gross price for 30" spot in €, 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	**€71**	4-8 weeks	**€6,500**
Package B	**€62**	4-8 weeks	**€8,700**
Package C	**€56**	4-8 weeks	**€11,200**
Package D	**€48**	4-8 weeks	**€13,500**
Package E	**€35**	4-8 weeks	**€15,500**

** Gross price for 30" spots in €, VAT excluded.*
*** Net amount in €, 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 55% in prime time and 45% out of 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 Disney Channel 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 Disney Channel 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 2026 - 31 December 2026*	Discount
€2,500 – €4,999	2%
€5,000 – €9,999	5%
€10,000 – €19,999	8%
€20,000 – €29,999	10%
Over €29,999	Subject to negotiations**

** Net investment in €, 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 Disney Channel in 2026 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 by percentage points in 2026 compared to 2025*	Discount
Up to 5%	3%
6-10%	5%
Over 10%	10%

** Growth, VAT excluded.*

IV. ALTERNATIVE ADVERTISING FORMS

The alternative advertising forms - sponsorship tags and break IDs - shall be priced in accordance with the following table:

Advertising form	Index to 30" spot price*	Maximum duration in seconds
2x7" Sponsorship tags	100%	14"
2x5" Break IDs	120%	10"

** As specified under Section II, point 1 above.*

Upon request and according to the advertiser's needs, and the program schedule of Disney Channel, Nova Broadcasting Group's Sales Department may prepare a special proposal for other alternative forms as well.

V. 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	125%
March	130%
April	130%
May	130%
June	130%

Month	Index
July	120%
August	100%
September	130%
October	150%
November	150%
December	140%

VI. 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.*

VII. 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	20% 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 days
Delay in delivering the advertising materials	Fixed surcharge of €255
Incorrect spot length for closed days	Fixed surcharge of €255
Time zone selection by advertiser/ advertising agency	50% surcharge
Technical fee for servicing of booked media plan	1% of the value of the booking

NB! Neither Nova Broadcasting Group, nor Disney Channel 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).

VIII. DEADLINE POLICY

Description	Deadline
Placing an order (media plan)	5 (five) working days prior to the first airing date
Submitting nutrition information for the product to **NBG** (for approval)	10 (ten) working days prior to the first airing date
Submitting advertising material(s) with translation in Bulgarian to **Adstream** (for approval)	10 (ten) working days prior to the first airing date
Conclusion of Business agreement	Last day prior to the first airing date

IX. 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.