



RATE CARD

FOX LIFE	FOX CRIME	NATIONAL GEOGRAPHIC	UTILISIMA	AXN	CITY TV
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Valid as of March 01, 2011

**SPOT PRICES IN BGN - 30",
valid for time slot:**

Price in BGN							Weekday
	Time Slot	Foxlife	FoxCrime	Nat Geo	AXN	Utilisima	City TV
M	07:00 - 11:59	25	10	20	10	15	10
DT	12:00 - 17:59	50	25	45	10	40	20
PA	18:00 - 20:59	85	20	35	30	35	20
PT	21:00 - 00:59	110	35	45	40	30	25
N	01:00 - 06:00	10	10	10	10	10	10

Price in BGN							Weekend
	Time Slot	Fox Life	Fox Crime	Nat Geo	AXN	Utilisima	City TV
M	07:00 - 11:59	30	35	35	20	40	10
DT	12:00 - 17:59	90	50	60	10	70	25
PA	18:00 - 20:59	75	50	55	40	50	15
PT	21:00 - 00:59	110	35	50	45	40	20
N	01:00 - 06:00	10	10	10	10	10	10

* Utilisima channel will start on 8th of March 2011





PACKAGE PROPOSALS:

Price in BGN									Packages
Spots per Channel	80	160	240	400	560	720	880	1 040	1 200
Weekday 70%	56	112	168	280	392	504	616	728	840
Weekend 30%	24	48	72	120	168	216	264	312	360
Foxlife	5 642	10 720	15 233	23 978	31 595	38 083	43 443	47 674	50 778
FoxCrime	2 318	4 404	6 258	9 851	12 980	15 646	17 848	19 587	20 862
NatGeo	3 286	6 243	8 872	13 965	18 401	22 180	25 302	27 766	29 574
AXN	1 892	3 594	5 108	8 041	10 595	12 771	14 568	15 987	17 028
Utilisima	2 892	5 494	7 808	12 291	16 195	19 521	22 268	24 437	26 028
City TV	1 502	2 854	4 055	6 383	8 411	10 138	11 565	12 692	13 518

Packages are available 3 months after 1st broadcast. Spot Distribution: 30%PT / 15%PA / 30%DT / 25%M

Discounts for a combination of channels:

2 channels	3 channels	4 channels	5 channels	6 channels
5%	10%	15%	20%	25%

PACKAGE CONDITIONS

- The commercial breaks associated with a certain program are the one before and all within it
- All the spots in a program are evenly rotated among its commercial breaks
- For spots different from 30", the advertiser receives a bigger number of spots according to the below coefficient scale calculation
- The budget of the campaigns can be higher than the amounts stated above, however it cannot be lower
- The positioning of the commercial spots is done by Fox's Sales Department
- Prices are calculated in BGN for 30" spot length and excl. VAT



COEFFICIENT SCALE

Prices for commercials different from 30" are calculated as follows:

Length	Coefficient	Length	Coefficient
5"	40%	35"	120%
10"	60%	40"	140%
15"	75%	45"	160%
20"	90%	50"	180%
25"	95%	55"	190%
30"	100%	60"	200%

SEASONAL BONUSES

The following seasonal bonuses will be applied on the number of spots in a chosen package:

Channel		January	February	July	August
Fox Life	% increase of the spots	50%	50%	50%	50%
Fox Crime, NatGeo, Utilisima, AXN, City TV	% increase of the spots	100%	100%	100%	100%

If the campaign runs across two months the seasonal index will be applied proportionally to the number of spots in each month according to the chosen package.

GUARANTEED AUDIENCE PROPOSALS

Fox International Channels Bulgaria prepares packages with a guaranteed audience delivery. Conditions are subject to negotiation, individually for each client.





SPONSORSHIP AND ALTERNATIVE AD FORMS

The standard sponsorship package contains two sponsorship tags before and after the program. The price for two sponsorship tags is equal to the price of 30" spot in respective program.

Fox's Sales Department prepares integrated proposals, including alternative ad forms of exposure – branded promo announcements, ad break bumpers, special short spots and etc., which are built to support and improve the effectiveness of the client's campaign.

DISCOUNTS

- **Agency discount** – 5%
- **Volume discount**

Fox International Channels Bulgaria offers a volume discount based on an advertiser gross investment (without VAT) in Fox Life, Fox Crime, National Geographic, Utilisima, AXN and City TV.

Gross volume		Volume discount
from	to	
up to	20 000,00 BGN	3%
20 001,00 BGN	50 000,00 BGN	5%
50 001,00 BGN	100 000,00 BGN	7%
100 001,00 BGN	250 000,00 BGN	10%
250 001,00 BGN	500 000,00 BGN	15%
over	500 000,00 BGN	subject to negotiation

Volume discounts are valid for amounts, accumulated during the period January 1st – December 31st 2011.

- **New client discount** – 7%

The new client discount is available for advertisers, who have not invested in Fox International Channels Bulgaria, AXN and City TV during 2010.

Advertisers who guaranteed an annual budget will be able to obtain the new client discount for all orders realized in 2011. Otherwise, the discount will be applied only for its first campaign.



Order of discounts

The order of discounts calculation is cumulative:

1. Agency discount
2. Volume discount
3. Discount for package combinations
4. New client discount

DEADLINE POLICY

Description	Deadline
1. Placing an order	Three working days prior to the first airing date. For AXN - 7
2. Submitting the Advertising Materials	Three working days prior to the first airing date
3. Authorization Letter	Two working days prior to the date of the campaign's first broadcast

SURCHARGES

Type of Surcharge	Surcharge Amount
1. Top & Tail position in a commercial break	25% increase of the rate card price of every spot (before any discounting)
2. Top position in a commercial break	20% increase of the rate card price
3. Tail position in a commercial break	20% increase of the rate card price
4. Selection of a commercial break	10% increase of the rate card price
5. Selection of a commercial break and top or tail position	30% increase of the rate card price
6. Co-advertising	Up to 20% increase of the rate card price for every additional Advertiser (before any discounting)



ADDITIONAL CHARGES

Reason	Charge
1. Urgent cancellation of commercial spots	10% of the cancelled spots' gross value for a period shorter than 7 days
2. Delayed submitting of the advertising schedule *	BGN 100 w/t VAT
3. Delayed submitting of the Advertising Materials *	BGN 100 w/t VAT

* Fox International Channels Bulgaria cannot be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.

In case you have questions regarding advertisement on Fox Life, Fox Crime, National Geographic, Utilisima, AXN and City TV, please do not hesitate to contact Sales Department of Fox International Channels Bulgaria at +359 2 9156 530.

Fox International Channels Bulgaria reserves the right to make changes in the above rate card, noticed with fifteen days advance.