



NATIONAL GEOGRAPHIC CHANNEL

RATE CARD National Geographic Channel Valid as of May 01, 2009

SPOT PRICES - 30"

Time zone	National Geographic
Prime time	320
Out of Prime Time	128

DEFINITIONS

- Prime Time: from 18:00 until 23:00.
- The advertising breaks associated with certain program are the one before and all that interrupt it.
- All the spots in a program are evenly rotated among its breaks.
- Prices are calculated in BGN for 30" spot length spot and excl. VAT.

COEFFICIENT SCALE

Prices for copies with length different from 30" are calculated as follows:

Duration	Coefficient	Duration	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%

PACKAGE PROPOSALS

Advertisement for goods/services not subject to special regulation National Geographic		
Duration	Number of spots	Price
4 weeks	80	3 200
4 weeks	130	4 810
4 weeks	180	6 120
4 weeks	230	7 130

Advertisement for alcohol drinks National Geographic ¹		
Duration	Number of spots	Price
4 weeks	80	4 000
4 weeks	130	6 110
4 weeks	180	7 920

¹ According to Bulgarian Law, all alcoholic brands should be positioned after 10 PM.



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PACKAGE DEFINITIONS

- For spots with duration different from 30", the client receives a greater amount of spots according to the above coefficient scale calculation.
- The budget of the campaigns can be higher than the amounts stated above, however it cannot be lower.
- The distribution of spots for Prime Time and Out of Prime Time will be 30/70.
- The positioning of advertising spots is done by bTV's Sales Department.

SPONSORSHIP

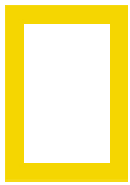
- The price for two sponsorship tags before and after the program is equal to the price of 30" spot in the respective program.
- According to the Clients needs, a special proposal can be made including not only tags, but also participation in the promo-announcements of the program.

DEADLINE POLICY

Description	Deadline
1. Placing an order	Two working days prior to the first airing date
2. Submitting the Advertising Materials	Two working days prior to the first airing date
3. Authorization Letter	Two working days prior to the date of the campaign's first broadcast
4. Broadcasting schedule and form for an Advertising Material broadcasting	Two full working days prior to the campaign's first broadcast. The form accompanies each cassette containing Advertising Materials

SURCHARGE POLICY

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 40% increase of the rate card price for every additional Advertiser (before any discounting)



PENALTY POLICY

Type of Surcharge	Surcharge Amount
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 150 w/t VAT
3. Delayed submitting of the Advertising Materials *	BGN 150 w/t VAT

** Neither bTV nor Fox International Channels can be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed, erroneous or incomplete.*