



RATE CARD PRICING

FOR BARTER DEALS

2026



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BARTER
PRICES

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COEFFICIENT
SCALE &
DISCOUNTS

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**SURCHARGES &
ADDITIONAL**
CHARGES








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DEADLINE
POLICY

1

BARTER
PRICES

PRICE PER 30" SPOT

PRICE PER 30" SPOT		TG A18-59						
Day Part	Time Slot	 NATIONAL GEOGRAPHIC	 NAT GEO WILD	 STAR CHANNEL	 STAR LIFE	 STAR CRIME	 24 Kitchen	 DISNEY CHANNEL
Morning	07:00-12:00	65	60	55	55	55	65	80
Daytime	12:00-17:00	85	70	90	85	90	70	80
Prime Access	17:00-21:00	90	65	115	100	110	65	100
Prime Time	21:00-01:00	130	65	125	115	125	70	100
Nighttime	01:00-07:00	25	25	25	25	25	25	25

All prices are in EUR and VAT excluded. All prices are GROSS and do not include any applicable coefficients, discounts and surcharges listed in the present Rate Card.

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COEFFICIENT SCALE & DISCOUNTS

LENGTH COEFFICIENT SCALE

The below length coefficient scale shall apply to Spots with length different than 30"

Length	Coeff	Length	Coeff
1"-7"	50%	33"-37"	120%
8" -12"	60%	38"-42"	140%
13"-17"	75%	43"-47"	160%
18"-22"	90%	48"-52"	180%
23"-27"	95%	53"-57"	190%
28"-32"	100%	58"-60"	200%

DISCOUNTS

up to
50%

For each barter deal the discount between the parties **must be equal** and not higher than 50%

3

SURCHARGES & ADDITIONAL CHARGES

TYPE OF SURCHARGE	SURCHARGE AMOUNT
Top & Title position	25%
First position	20%
Last position	20%
First & Last Position	30%
Co-advertising – applied when another brand or advertiser is present for longer than 30% of the total spot length	Up to 30% increase in the Rate Card price for every additional brand or advertiser
Urgent cancellation of Barter campaign	10% of the cancelled Spot's gross value for a period shorter than 7 days
Delayed submitting of the advertising schedule	100 EUR w/t VAT
Delayed submitting of the advertising materials	100 EUR w/t VAT

4 DEADLINE POLICY

Placing an order

3 workdays prior to the first airing date

Submitting the advertising material

2 workdays prior to the first airing date

Broadcasting schedule and form for an advertising material broadcasting

2 workdays prior to the first airing date

Except when the advertising material is created by Disney Advertising Bulgaria

5 workdays prior to the first airing date



SENIOR MANAGER
vessela.velkova@disney.com