



RATE CARD PRICING

FOR NON-SPOT SALES

2026



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**DEADLINE
POLICY**

30" NON-SPOT PRICES

30" NON-SPOT PRICES		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	55	45	55	50	55	55	60
Daytime	12:00-17:00	75	55	85	75	85	65	55
Prime Access	17:00-21:00	85	50	110	90	100	55	65
Prime Time	21:00-01:00	120	50	120	100	120	60	85
Nighttime	01:00-07:00	23	21	23	21	23	23	21

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.

There are no limitations as to the number of Non-spot airings that can be purchased nor to the number of channels used.

Time Zone	Monday-Friday	Split
Prime Time	17:00 – 23:59	60%
Off-Prime Time	00:00-16:59	40%

Disney Advertising Bulgaria sells commercial time for Non-spot airings according to the five time slots listed above and according to the time zones split listed.

Should the client request a split different from the official one, the following shall be applied:

Prime Time coefficient	
Prime Time %	Coefficient
60%	1,00
65%	1,05
70%	1,10
75%	1,15
80%	1,20
85%	1,25
90%	1,30

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NON-SPOT PRICES

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NON-SPOT
PRICES

5" BILLBOARDS	PACKAGE 80		PACKAGE 120		PACKAGE 180	
	Channel	No of Airings	Price	No of Airings	Price	No of Airings
	80	1580	120	2300	180	3362
	80	1350	120	1950	180	2845
	80	1540	120	2240	180	3280
	80	1430	120	2070	180	3020
	80	785	120	1330	180	1920
	80	1000	120	1425	180	2060
	80	1220	120	1750	180	2555

Minimum period for Billboard campaign to be booked is **7 days**.

Minimum number of airings is **80** on minimum **1 channel**.
There are no limitations as to the number of channels used.

Airings split: **60% PT/ 40% DT**

Seasonal adjustments: **January/February/July/August: -10%**

Additional Adjustments: **Channel Combinations 3-5%**

Price includes **production cost and VO for one creative per channel**; additional creative production is charged 150 EURO, per copy, per channel.

Client can provide its own VO recording, but the net package price will not be changed.

All prices are in EUR and VAT excluded. All prices include fixed Agency and Volume discounts. Any other applicable discounts will be added accordingly.

COEFFICIENT TYPE

Prices for Non-spot formats, not based on format, but on 30" are calculated depending on the length of the format:

Coefficient	Format	
fixed at 50% based on format	Half screen	up to 12"
	Promo tag	up to 10"
	Billboard	5"
fixed at 60% based on format	L-screen	up to 12"
	Branded promo	up to 20"
fixed at 75% based on format	Bug	up to 7"
	Program tag	up to 10"
	Full screen	up to 15"
based on length coefficient scale	Expandable half screen	up to 30"
	Premium spot	up to 30"
	ID Integration	up to 30"
	Zoom Screen	up to 30"
	Brand Integration /Facts & Tips/ Line Up/ Story	up to 30"
	Recipes for 24 Kitchen	up to 120"

2 COEFFICIENT TYPE & SCALE

LENGTH COEFFICIENT SCALE

The below length coefficient scale shall apply only to Non-spot formats with length different than 30" and are not based on format.

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%

3 DISCOUNTS

10% Seasonal Discount	up to 25% Campaign Volume Discount
5% Cross Media Discount	5% New Client Discount
up to 5% Channel Combination Discount	5% bonus airings Loyalty Reward

Discounts are calculated cumulatively where applicable

Disney Advertising Bulgaria offers certain discounts based on the advertiser's and Advertising agencies' gross campaign investment in the channels listed in the current Non-Spot Rate Card and are valid for all purchases within the period 1st January – 31st December 2026.

AGENCY DISCOUNT Disney Advertising Bulgaria offers Agency Discount of 10% to all advertising agencies who purchase Non-Spot formats on TWDC Bulgaria.

SEASONAL DISCOUNT 10% Seasonal Discount shall be applied to all campaigns booked during the months January, February, July and August.

CAMPAIGN VOLUME DISCOUNT Disney Advertising Bulgaria grants advertisers/Advertising agencies Campaign Volume Discount for Gross campaign investments as follows:

Total non-spot investment on TWDC in EUR	Volume discount in % (up to)
up to 16 000	7%
16 001 - 28 000	10%
28 001 - 42 000	15%
42 001 - 65 000	18%
65 001+	25%

CROSS MEDIA DISCOUNT 5% Cross Media Discount shall be applied to all campaigns booked on TWDC Bulgaria TV channels and Digital Media managed by Disney Advertising Bulgaria.

NEW CLIENT DISCOUNT Disney Advertising Bulgaria grants 5% discount for every new advertiser or client of an Advertising agency. The discount is only applied for the first campaign.

CHANNEL COMBINATION DISCOUNT Disney Advertising Bulgaria applies a 3-5 % discount to advertisers and Advertising agencies who use a certain number of channels from the TWDC Bulgaria portfolio for a single campaign.

LOYALTY REWARD shall be applied for clients who continue to invest with Disney Advertising Bulgaria for three or more consecutive years. The reward shall amount to 5% bonus airings for each campaign for the relevant year.

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SURCHARGES & ADDITIONAL CHARGES

TYPE OF SURCHARGE	SURCHARGE AMOUNT
Co-advertising – applied when another brand or advertiser is present for longer than 30% of the total non-spot length	Up to 30% increase in the Rate Card price for every additional brand or advertiser
Urgent cancellation of Non-spot campaign	10% of the cancelled Non-spots' 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

Placing an order

7 workdays prior to the first airing date

Submitting the advertising material

7 workdays prior to the first airing date

Broadcasting schedule and form for an advertising material broadcasting

2 workdays prior to the date of the campaign's first broadcast



Advertising

SENIOR MANAGER

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