



RATE CARD PRICING

FOR BARTER DEALS

2026



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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.

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%

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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



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