



# Advertising Rate Card

Croatia

2026

01.01.2026.

# 30" Spot Prices in EUR

DAYPART	TIMESLOT	    	 
 Morning	07:00-12:00	31.0 €	20.0 €
 Daytime	12:00-17:00	41.0 €	31.0 €
 Prime Access	17:00-21:00	81.0 €	41.0 €
 Prime time	21:00-01:00	122.0 €	72.0 €
 Late night	01:00-02:00	31.0 €	20.0 €

## Discounts

8%

Agency discount

Up to 20%

New client discount

Up to 15%

Volume discount

Up to 15%

Channel combinations

- TWDC Representative Office Zagreb offers the above discounts based on advertiser's gross investment (without VAT) on STAR, Star Life, Star Crime, Star Movies, National Geographic, National Geographic Wild and 24 Kitchen for the period January 1 - December 31, 2026.
- Discounts are calculated successively.
- In CPP buying model the above discounts are already included in net agreed CPP

# Coefficient Scale

LENGTH	COEFFICIENT
up to 9"	30%
10" - 14"	50%
15" - 19"	70%
20" - 24"	85%
25" - 29"	90%
30"	100%
Spots longer than 30"	Calculated proportionally

\*Note:

- Coefficient scale is valid only for CPP buying model
- Prices for spots longer than 30" will be calculated linearly for every additional second

# Seasonal index

	LENGTH	COEFFICIENT
	January	75
	February	90
	March	120
	April	140
	May	140
	June	140
	July	90
	August	75
	September	120
	October	140
	November	140
	December	140

\*Note:

- Seasonal indexation is applicable only for CPP buying model
- Target audiences sold: All 18-49 with Guests (including delayed viewing data)

# Reconciliation of zero-rating spots

In **CPP buying model** (target audience: **All 18-49 with Guests**), spots **delivering zero-rating** (reported in Arianna, AGB Nielsen) **on both live and delayed viewing data** are reconciled and charged as follows:

CHANNEL	REPORTED VALUE Target All 18-49 with Guests	CHARGED VALUE Target All 18-49 with Guests
	0-0,04	0,05
	0-0,04	0,05
	0-0,01	0,02
	0-0,04	0,05
	0-0,04	0,05
	0-0,04	0,05
	0-0,01	0,02

# Deadline Policy

DESCRIPTION	DEADLINE
Placing an order	<b>Three working days</b> prior to the first airing date
Submitting the advertising material	<b>Three working days</b> prior to the first airing date
Confirmation of Broadcasting schedule	<b>Three working days</b> prior to the date of the campaign's first broadcast

# Surcharges

TYPE OF SURCHARGES	SURCHARGES AMOUNT
Premium positioning in a commercial break (first, last)	30% increase of the rate card spot
Premium positioning in a commercial break (second, penultimate)	20% increase of the rate card spot
Premium positioning in a commercial break (third from the beginning and third from the end)	10% increase of the rate card spot
Premium positioning in a commercial break (all combined)	25% increase of the rate card spot
Selection of daypart mix	Up to 20% increase of the rate card spot
Selection of a commercial break	10% increase of the rate card spot
Selection of a commercial break and top or tail position	40% increase of the rate card spot
Co-advertising - Presence of the other advertiser is more than 30% of the total spot length.	25% increase of the rate card price for every additional advertiser.

# Additional surcharges

TYPE OF SURCHARGES	SURCHARGES AMOUNT
Urgent cancellation of commercial spots	<b>10%</b> of cancelled spots' gross value for a period shorter than 7 days
Delayed submitting of the advertising schedule	<b>100 €</b> w/o VAT
Delayed submitting of the Advertising Materials	<b>100 €</b> w/o VAT

# Technical specification – material delivery

The Walt Disney Company has appointed **Adstream** to handle its digital TV advertising delivery.

All TVC's post produced should be delivered to the Adstream system. This will be a local agency responsibility which will receive full training and support from Adstream team.

There is no installation of software required, the Adstream system is web based and easy to use and has been successfully adopted globally.

Please contact below Adstream traffic and ingest team with the names and contact details of those who would typically place the TV orders. Adstream will directly provide contact with the necessary logins and training materials.

- [traffic.gr@adstream.com](mailto:traffic.gr@adstream.com) & tel: +30/210 6146700

# Technical specification – file specification

## Apple ProRes 422HQ 1080/50

Video:

Codec : Apple Quicktime ProRes 422 (HQ)

Container : MOV Profile : HQ

Chroma Subsample : 4:2:2 Interlacing : Upper/TFF

Frame Size : 1920x1080 Frame Rate : 25 FPS Aspect Ratio: 16:9

Audio:

Codec : PCM (Little Endian) Sample Rate : 48kHz Sample Size : 24bit

Channels : Stereo

## MXF Wrapped XDCAM 1080/50

Video:

Codec : XDCAM 422

Container : MXF

Profile : MPEG-2 422P@HL Bitrate : 50Mb/s CBR

Chroma Subsample : 4:2:2 Interlacing : Upper/TFF GOP Structure :

Long GOP Frame Size : 1920x1080

Frame Rate : 25 FPS Aspect Ratio : 16:9

Audio:

Codec : PCM (Big/Little Endian) Sample Rate : 48kHz

Sample Size : 24bit Channels : Stereo

## MPEG-2 Transport Stream 1080/50

Video:

Codec : MPEG-2

Container : MPEG-2 Transport Stream Profile : 422P@HL

Bitrate : 100Mb/s CBR

Chroma Subsample : 4:2:2 Interlacing : Upper/TFF

GOP Structure : I Frame Only Frame Size :

1920x1080

Frame Rate : 25 FPS Aspect Ratio : 16:9

Audio:

Codec : PCM Sample Rate : 48kHz Sample

Size : 24bit Channels : St

# Technical specification – file specification

## Video Level Requirements TV Format : HDTV

Aspect Ratio : 16:9

Title Safe : 16:9 as per EBU R.95-1

All Video Signals Should Comply With ITU-R BT.709-5 And Video Signals Should Not Exceed The Specified Limits

Video Levels Should Not Exceed 700mV, Or Fall Below 0mV

Out of gamut tolerance

Whilst Adstream and the Broadcasters will reject illegal video levels they understand there may be instances where it is difficult to completely avoid,

and following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming that no more than 1% of the active picture is in error.

Luminance (Y) -1% and 103% (ie between -7mV and 721mV)

RGB video levels -5% and 105% (ie between -35mV and 735mV)

## Audio Level Requirements

Depending on the final destination, the SCE region accepts audio mixed as either:

PPM / Max Peak

Permitted Maximum Level : PPM 6 (-10dBFS)

Alignment Level : 1kHz@ -18dBFS

Ballistic : PPM Type IIa as per IEC 60268-10

Refer to EBU R68-2000 for guidance on alignment levels

Files should always be R128

EBU R.128-2014

Integrated Loudness Program : -23 LUFS

Target Level Tolerance : +/- 0.5 LU

Maximum True Peak : -3dBTP

Maximum Momentary : -15 LUFS

## Contact:

In case you have questions regarding advertising on **THE WALT DISNEY COMPANY** portfolio do not hesitate to contact TWDC Representative Office Zagreb **AD SALES TEAM:**



### MIRO BIŽIĆ

AD SALES DIRECTOR

e-mail: [miro.bizic@disney.com](mailto:miro.bizic@disney.com)

Tel: +385 1 7888 191



### IVANA KOKAN

SENIOR KEY ACCOUNT MANAGER

e-mail: [ivana.kokan@disney.com](mailto:ivana.kokan@disney.com)

Tel: +385 1 7888 192



### IVONA MAGDIĆ

KEY ACCOUNT MANAGER

e-mail: [ivona.magdic@disney.com](mailto:ivona.magdic@disney.com)

Tel: +385 1 7888 194



Media & Entertainment  
Distribution