



The **WALT DISNEY** Company (Podružnica Slovenija)

# 2026 OFFICIAL RATE CARD

THE WALT DISNEY COMPANY (PODRUŽNICA SLOVENIJA)

Valid from January 1<sup>st</sup>, 2026



## AD SALES CHANNELS

STAR Channel, STAR Life, STAR Crime, STAR Movies, National Geographic and 24Kitchen

## SPOT PRICES FOR 30" IN EUR

Valid for day part

Day part	STAR Channel	STAR Life / STAR Crime / STAR Movies / National Geographic	24 kitchen
07:00-12:00	50.00 €	35.00 €	20.00 €
12:00-17:00	100.00 €	65.00 €	30.00 €
17:00-21:00	140.00 €	90.00 €	40.00 €
21:00-01:00	200.00 €	140.00 €	70.00 €
01:00-02:00	50.00 €	35.00 €	20.00 €

## COEFFICIENT SCALE

Prices for commercials different from 30" are calculated as follows:

Length	Coefficient
to 5"	30%
5"-10"	40%
11"-15"	60%
16"-20"	80%
21"-25"	90%
26"-30"	100%

Price for spots longer than 30" is calculated linearly.



## DISCOUNTS

The Walt Disney Company offers the discounts below based on an advertiser gross investment (without VAT) in STAR Channel, STAR Life, STAR Crime, STAR Movies, National Geographic and 24 kitchen for the period from January 01 to December 31, 2026.

- Agency discount 8%
  
- Multi-channel discount
  - 2 channels 7%
  - 3 channels 9%
  - 4 channels 11%
  - 5 or more channels 13%
  
- Seasonal discount
  - January, February 15%
  - July, August 20%
  
- New client discount\* 10%

Discounts are calculated successively.

In case of GRP buying, the discounts are already included in net agreed CPP. Discounts are applied in case of spot or package buying.

\*New client discount applies only to first client's campaign on TWDC channels.



## SPONSORSHIP AND ALTERNATIVE AD FORMS

The Walt Disney Company offers also sponsorship and other alternative ad forms. Sales Department prepares custom made integrated proposals, including alternative ad forms of exposure, which are built to support and improve the effectiveness of the client's campaign.

## EVALUATION OF 0.0 RATING SPOTS

In case of GRP buying 0.00 rating spots are evaluated as following:

Channel	All / female 18-54 with Guests	All / female 18-49 with Guests	All 18-64 with Guests	All 25-64 with Guests
STAR Channel	0.01	0.02	0.01	0.01
STAR Life	0.01	0.02	0.01	0.01
STAR Crime	0.01	0.02	0.01	0.01
STAR Movies	0.01	0.02	0.01	0.01
National Geographic	0.01	0.02	0.01	0.01
24 Kitchen	0.01	0.01	0.01	0.01

## GUARANTEE OF DELIVERY

In case of GRP buying The Walt Disney Company guarantees delivery of GRPs in buying target group achieved either by live or delayed viewing in the period of the campaign.



## DEADLINE POLICY

Description	Deadline
1. Placing an order	Three working days prior to the first airing date
2. Submitting the Advertising Materials	Three working days prior to the first airing date
3. 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

## SURCHARGES

Type of Surcharge	Surcharge Amount
1. Top & Tail position in a commercial break	50% increase of the rate card price of every spot (before any discounting)
2. Top or tail position in a commercial break	40% increase of the rate card price
3. Second or penultimate position in a commercial break	30% increase of the rate card price
4. Two or more commercials within the same commercial break (tandem spots)	5% increase of the rate card price
5. Selection of channels	5% increase of the rate card for every channel excluded
6. Selection of a commercial break	10% increase of the rate card price
7. Selection of a commercial break and top or tail position	50% increase on the rate card price
8. Co-advertising	Up to 40% increase of the rate card price for every additional Advertiser (before any discounting)
9. Special creatives	Up to 100% increase of the rate card price

Surcharges apply to CPP price as well!



## ADDITIONAL CHARGES

Reason	Charge
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 *	EUR 100 w/t VAT
3. Delayed submitting of the Advertising Materials *	EUR 100 w/t VAT

\* The Walt Disney Company can not be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.

## MATERIAL DELIVERY ADDRESS

All uploads to Disney/FNG Slovenia need to be done using the XR Extreme Reach Platform

Main XR Extreme Reach Contacts:

Broadcast & Clients Services

Email: [traffic.gr@extremereach.com](mailto:traffic.gr@extremereach.com) Tel.: + 30 210 6146 700

Stella Galimiti - Client Services & Traffic Manager:

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## AD SALES TEAM

For any additional questions connected to the advertising please refer to Slovene ad sales team:

- Barbara Kelšin, Director, Disney Advertising Slovenia, e-mail: [barbara.kelsin@disney.com](mailto:barbara.kelsin@disney.com), phone: +386 1 320 1791, mobile: +386 41 642 635
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Media reserves the right to do the changes in the price list.