



The WALT DISNEY Company

RATE CARD

THE WALT DISNEY COMPANY SERBIA

Valid as of January 1st, 2026

SPOT PRICES IN EUR – 30"

Valid for time slots:

Day part	Time slot	STAR Channel	STAR Life	National Geographic	STAR Movies	STAR Crime	24Kitchen
Morning	07:00-12:00	25	12	9	12	14	6
Day Part	12:00-18:00	60	28	20	28	32	14
Prime Access	18:00-21:00	70	32	24	32	38	17
Prime Time	21:00-02:00	110	51	37	51	59	26

COEFFICIENT SCALE

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

Length	Coefficient
Up to 7"	25%
8" - 12"	40%
13" - 17"	60%
18" - 22"	80%
23" - 27"	90%
28" - 30"	100%

Price for spots longer than 30" is increased by 20% (i.e. 35sec = 35/30*1.2)



DISCOUNTS

- Agency commission – 5%
- Volume discount

The Walt Disney Company (Srbija) offers a volume discount based on an advertiser gross investment (without VAT) on STAR Channel, STAR Life, STAR Crime, National Geographic, 24Kitchen, STAR Movies

Client Gross Volume

From	To	Volume discount
	3,000	0%
3,000	10,000	5%
10,000	20,000	8%
20,000	50,000	10%
50,000	100,000	12%
100,000	200,000	15%
200,000	400,000	18%
	over 400,000	tba

This volume scale is applicable for achieved volume from client's side. For each next achieved volume level, the client receives the relevant discount from the scale above. This is developed on a step by step base and will not be recalculated for previous periods. Volume discounts are valid for amounts, accumulated during the period January 1st – December 31st, 2021.

- **Channel combination discounts**
 - If combination of two channels is used, total price will remain the same
 - If combination of three channels is used, total price will be discounted by 5%
 - If combination of four channels is used, total price will be discounted by 10%
 - If combination of more than four channels is used, total price will be discounted by 15%
- **New client discount – 7%**

The new client discount is available for advertisers that have not invested in TWDC so far.



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ORDER OF DISCOUNTS

The order of discounts calculation is cumulative:

1. Agency discount
2. Volume discount
3. Discount for package/channel combinations
4. New client discount

For Advertisers who guarantee an annual budget TWDC Ad Sales team will prepare a special proposal.

PACKAGE PROPOSALS (4 Weeks packages):

Weeks	No spots per channel	STAR Channel	STAR Life	National Geographic	STAR Movies	STAR Crime	24Kitchen
4	50	3,250	1,500	1,100	1,500	1,800	780
4	120	5,880	2,700	2,000	2,700	3,200	1,400
4	200	8,400	3,900	2,900	3,900	4,500	2,000
4	300	9,600	4,400	3,300	4,400	5,200	2,300

PACKAGE CONDITIONS

- Packages are created on 4 weeks period
- The commercial breaks associated with a certain program are the ones before and all within it
- All spots in a program are evenly rotated among its commercial breaks
- The distribution of airings by day parts is as follows:
 - Morning – 30%
 - Daytime – 30%
 - Prime Access – 25%
 - Prime Time – 15%
- The positioning of the commercial spots is done by TWDC's Sales Department
- Prices are calculated in EURO for 30" spot length spot and excl. VAT
- For spots different from 30", the advertiser receives bigger or lower number of spots according to the above coefficient scale calculation, or better explained as follows (number of airings per package depending of spot duration):

No. of airings	28"-30"	23"-27"	18"-22"	13"-17"	8"-12"	up to 7"
Package A	50	56	63	83	125	200
Package B	120	133	150	200	300	480
Package C	200	222	250	333	500	800
Package D	300	333	375	500	750	1200



SEASONAL PRICE ADJUSTMENTS

- January/February/July/August: -10%
- April/May/June/October/November/December: +10% (*Barter deals +20%)

DEADLINE POLICY

Description	Deadline
1. Placing an order	Three working days prior to the first airing date
2. Submitting the advertising material	Three working days prior to the first airing date
3. Authorization Letter	Two working days prior to the date of the campaign's first broadcast
4. Broadcasting schedule and form for an advertising material broadcasting	Two working days prior to the date of the campaign's first broadcast

SURCHARGES

Type of Surcharge	Surcharge Amount
1. Top & Tail position in a commercial break	25% increase of the rate card price of every spot (before any discount)
2. Top positions (1st and 2nd) in a commercial break; Tail positions (last and penultimate) in a commercial break	20% increase of the rate card spot
3. Every campaign with special booking request (i.e. two or more different TVCs in special order/schedule)	20% increase of the rate card spot
4. Selection of a commercial break	10% increase of the rate card spot
5. Selection of a commercial break and top or tail position	30% increase of the rate card spot
6. Co-advertising	Up to 20% increase of the rate card price for every additional advertiser (before any discount)



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ADDITIONAL SURCHARGES

Reason	Charge
1. Urgent cancellation of commercial spots	10% of cancelled spots' gross value for a period shorter than 7 days
2. Delayed submitting of the advertising schedule *	EURO 100 w/t VAT
3. Delayed submitting of the Advertising Materials *	EURO 100 w/t VAT

The Walt Disney Company cannot be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed.