

SALES POLICY
OF THE SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 1 JANUARY 2021

БЪЛГАРСКА
НАЦИОНАЛНА
ТЕЛЕВИЗИЯ



BULGARIAN
NATIONAL
TELEVISION

Advertising time may be purchased from Bulgarian National Television by advertising agencies and direct advertisers after a contract has been signed with them.

The conditions described below apply to all programmes of Bulgarian National Television - BNT1, BNT2, BNT3 and BNT4.

Commercial messages may be the following: commercial spots, television market videos, sponsorship communications within the meaning of Radio and Television Act, and other forms of commercial communications, which broadcasting does not contradict the current legislation.

Advertising time in BNT1 programme may be purchased:

- At prices for guaranteed rating of the programmes intended for the respective target group, according to the Tariff for sale of commercial communications based on guaranteed rating in BNT1 programme.
- According to the Rate Card for sale of commercial communication Paid Report/Interview for Advertising Purposes in BNT programme.

Advertising time in BNT2, BNT3 and BNT4 programmes may be purchased:

- At unit prices and in time zone, according to the Rate Card for sale of commercial communications at unit prices in BNT2, BNT3 and BNT4 programmes.
- At package prices, according to the Rate Card for sale of commercial communications at package prices and in time zones in BNT2, BNT3 and BNT4 programmes.
- According to the Rate Card for sale of commercial communication Paid Report/Interview for Advertising Purposes in BNT2, BNT3 and BNT4 programmes.

All prices are based on 30-second commercial spot.

The price for commercial spot with duration other than 30 seconds is calculated using the following scale:

BNT1, BNT2, BNT3 and BNT4

Scale			
Duration in Seconds	Price Coefficient, about 30 sec.	Duration in Seconds	Price Coefficient, about 30 sec.
5 - 7"	0,55	33 - 37"	1,20
8 - 12"	0,60	38 - 42"	1,30
13 - 17"	0,75	43 - 47"	1,40
18 - 22"	0,90	48 - 52"	1,50
23 - 27"	0,95	53 - 57"	1,60
28 - 32"	1,00	58 - 60"	1,70

The price for commercial spot with duration over 60 seconds is calculated linearly, with the price for 60 seconds being used as a basis to calculate the difference after the 60 second.

BNT guarantees 100% fulfilment of the rating points guaranteed for the programmes according to the Rate Card for sale of commercial communications based on guaranteed rating in BNT1 programme.

BNT does not guarantee rating for sports events and broadcasts of special programmes in the public interest.

All advertising spaces, whether broadcast at the beginning or during the programme, or at the border of two time zones, refer to the time zone to which the programme belongs.

The advertising spaces before and during the show are associated with the show. Exceptions are the special and sports events for which the Management Board of BNT has accepted that the advertising space immediately after the broadcast is also associated with it.

BNT does not guarantee rating of alternative forms of advertising.

The advertiser/advertising media/ agency may purchase advertising time from BNT with a guaranteed audience for the specified target groups.

- All 25-54 (All 25-54);
- Women 25-54 (W25-54);
- Men 25-54 (M25-54)
- All 45+ (All 45)

The valuation scheme is the only official form for application for forms of advertising in BNT programmes.

BNT may, without prior approval of the advertiser or advertising / media agency, rearrange up to 15% of the total number of broadcasts requested in accordance with the agreed terms and conditions between the parties, only in the cases where this is required for Programming reasons and / or restrictions under the Radio and Television Act.

In case of non-fulfilment of the guaranteed rating points, the compensation shall be made in accordance with Article 4, paragraph 5 of the General Terms and Conditions for Broadcasting of Commercial Communications in BNT Programmes.

The compensation broadcasts shall be positioned by BNT, depending on the free advertising time.

In case of non-fulfilment/over-fulfilment of the commitments referred to in the contracts, all discounts provided in advance shall be recalculated according to the actual results achieved.

If non-compliance has been proven, the difference from the recalculation shall become due and payable within one month at the request of BNT.

In case of proving non-compliance, the difference from the recalculation is due within one month at the request of BNT. The results of the advertising campaigns shall be established by the official BNT television advertising monitoring data provider - GARB Audience Management Bulgaria AD, from 1 January to 31 December 2021.

The 2021 General Terms and Conditions for Broadcasting of Commercial Communications in the Programmes of Bulgarian National Television regulate in detail the conditions governing the broadcasting of commercial communications in all BNT programme channels as of 1 January 2021.

**ALTERNATIVE FORMS OF ADVERTISING APPLICABLE TO ALL BNT PROGRAMMES:
BNT1, BNT2, BNT3 and BNT4**

Alternative Form of Advertising					
Type	Duration in second	Index, about 30 sec.	Type	Duration in second	Index, about 30 sec.
A Set of SponsTags	10+10	100%	Single Break ID	7	60%
Single SponsTag	10	60%	Skyscraper + Cut-in	10	100%
Sponsored Promo	10	50%	Skyscraper	10	70%
A set of Break ID with VO	7+7	120%	Cut-in	10	70%
Single Break ID with VO	7	70%	Branded Bug	10	50%
A Set of Break ID	7+7	100%	Branded Promo Bug	10	50%

SponsTag: A form of sponsorship with duration of up to 10 seconds, which is broadcast before and after the separate parts of the programme;

Sponsored Promo Announcement (Spons Promo): A form of advertising, which announces an individual programme and contains an advertising section that lasts up to 10 seconds;

Break ID with or without Sound: A form of advertising with duration of up to 7 seconds and advertising type banner, which opens and closes the advertising space;

Horizontal/Vertical Form of Advertising (Branded Bug/Cut-in/Skyscraper): A short static or dynamic form of advertising with duration of up to 10 seconds, which is broadcast during the programme content.

Credit: A short form of advertising in the end credits with duration of up to 4 seconds, which indicates the person who has supported the broadcast of the programme through his goods/services.

The credit price for provided premise, clothing, accessories, equipment, catering or broadcasting services related to the shooting of all BNT programmes is BGN 50, excluding VAT.

Credits shall only be valued for their first broadcast.

BNT shall prepare individual prices and offers for product placement in BNT serials, films and co-productions.

SURCHARGES:

Advertising surcharges for the programmes of **BNT1, BNT2, BNT3 and BNT4:**

Type of Surcharge	Surcharge
Selection of Commercial Break	20%
Selection of Position in Commercial Break	20%
Selection of Position and Commercial Break	30%
Two Forms of Advertising in One Break	20%
"Top & Tail"	30%
Combo Advertising	to 30%

Selection of Commercial Break - selection of particular commercial break;

Selection of Position in Commercial Break - selection of fixed position in advertising space;

Selection of Position AND Commercial Break - selection of fixed position and advertising space;

Two forms of advertising in one advertising break - positioning of two forms of advertising of the same advertiser for the same brand in one advertising space.

First and last positions in Commercial Break "Top & Tail" - positioning of two forms of advertising of the same advertiser in the first and last positions in in one advertising space.

Combo advertising surcharge - in the cases where goods/services or trademarks other than the goods/services or trademarks of the applicant are present in the total duration of the form of advertising.

DISCOUNTS:

1. Agency Discount:

The discount is 5% and is provided to advertising / media agencies. It is charged on the gross value of the implemented commercial communication broadcasting campaigns in BNT programmes.

2. Volume Discount:

The discount is provided to advertising / media agencies and advertisers for investment of a guaranteed gross volume in 2021, from the month of guarantee or from the time of actual achievement of the corresponding volume level and is valid for all BNT clients.

The gross volume for the year includes all investments in commercial communications actually paid, including those in special events, sports programmes, alternative forms of advertising, product placement (cinematographic works, films and series created for audiovisual media services), etc.

Gross volume does not include investments other than those effectively paid, including bartering agreements, media partnerships, etc.

BNT offers an opportunity for those willing to purchase a larger volume of advertising in BNT programmes in 2021.

The offered annual advertising packages have a single net value of BGN 500,000. The client shall pay 10% of the package value on the date of conclusion of the contract. This guarantee amount shall remain with BNT and the client shall be entitled to use it at the end, after he has already completed advertising in BNT at a net value of BGN 450,000. A client who has purchased such a package shall receive 5% additional discount on the net value of all his advertising in BNT.

If the volume guaranteed by the package is not fulfilled, the advance payment of 10% shall be retained by BNT, and all other discounts used by the client shall be recalculated in accordance with BNT 2021 Commercial Terms and Conditions and depending on the actual volume of advertising generated during the year. The difference from the recalculation shall become due and payable within one month at the request of BNT.

Scale for Calculating the Gross Volume Discount - 2021						
From	To	Discount		From	To	Discount
10 000	30 000	4%		700 001	1 000 000	16%
30 001	50 000	5%		1 000 001	1 300 000	20%
50 001	150 000	7%		1 300 001	1 700 000	24%
150 001	300 000	8%		1 700 001	2 100 000	28%
300 001	500 000	12%		2 100 001	2 600 000	32%
500 001	700 000	14%		Over 2 600 001		34%

3. Discount for Allocation of the Guaranteed Budget by Quarters:

The discount is 5% and is provided to advertising / media agencies and advertisers in case of net investment of at least BGN 60,000 and commitment to guaranteed budget allocation on a quarterly basis.

The tolerance for failure to implement the quarterly budget guaranteed shall be up to 5%.

The discount shall be provided in advance, after a guarantee to allocate the budget in at least two quarters within a calendar year has been made. If the advertiser / advertising / media agency fails to meet the commitments, the discount shall not be applied and the price of advertising forms broadcast during the past period shall be recalculated with the amount of the discount provided. The discount shall apply to annual transactions concluded within the first half of the calendar year.

4. Gross Growth Discount:

The discount is provided in advance to advertisers, if the gross investment is retained or increased compared to the previous calendar year, from the month of guarantee or from the time of actual achievement of the corresponding volume level by means of broadcast commercial communications.

The discount for retaining or increasing the gross volume shall be accrued for one of the options listed in the table.

Volumes invested in special and sports events shall not be included the gross growth volume in the next calendar year.

BNT1, BNT2, BNT3 and BNT4

Gross Volume for the Previous Year	Growth for the Current Year	Discount
Minimum 20 000	At the Same Volume as that in the Previous Year	5%
20 001 - 50 000	+30%	7%
50 001 - 150 000	+50%	10%
Over 150 001	+50%	12%

5. Discount for a New Advertiser:

The discount is 5% and is provided to new BNT advertisers or to those who have not applied for advertising on BNT programming channels in the last calendar year.

6. Discount for Budget Allocation in and Out Prime Time:

The discount is provided to advertisers for allocation of the gross budgets in and outside primetime on all BNT programming channels and is valid for every campaign.

Gross Budget	Prime Time		
	Up to 70%	Up to 60%	Up to 50%
To 20 000	4%	5%	6%
20 001 - 50 000	6%	7%	8%
Over 50 001	8%	9%	10%

When forms of advertising are broadcast entirely outside the prime time, the discounts for option "up to 50% prime time" shall apply, with the corresponding levels of gross volumes being indicated in the table above.

7. Sponsorship Discount:

The discount is 8% and is provided to each advertiser for each campaign in case of a guarantee of sponsorship investment of at least 10% of the total gross budget of the campaign for all BNT programming channels.

8. Combined Discount:

The discount is 5% and is provided to each advertiser for each campaign in case of a guarantee of investment of at least 5% of the gross budget in at least two of the BNT programming channels.

9. Cross media Discount:

The discount is 5% and is provided to each advertiser in case of additional investment of at least 10% of the budget for advertising on BNT websites and applies to each campaign.

10. Discount for Purchase of Advertising Time without Guaranteed Rating Points:

The discount is 10% and is provided to each advertiser for each campaign.

11. Early Contracting Discount:

The discount is 5% and is provided to advertisers, advertising / media agencies who have signed an annual contract and who have guaranteed a volume of at least BGN 200,000 for 2021, until 31 January 2021.

12. Advance Payment Discount:

The discount is provided to advertising/media agencies and advertisers in case of full advance payment before the beginning of the requested advertising campaign and is at the rate of:

- 2% for each campaign
- 4% for an annual transaction.

All discounts relate to the gross value of the requested advertising and are accrued consecutively (cumulatively) in the following order:

1. Agency Discount;
2. Volume Discount;
3. Discount for Allocation of the Guaranteed Budget by Quarters;
4. Gross Growth Discount;
5. Discount for a New Advertiser;
6. Discount for Budget Allocation in and Outside Prime Time;
7. Sponsorship Discount;
8. Combined Discount;
9. Cross media Discount;
10. Discount for Waiver of Rating Point Guarantee;
11. Early Contracting Discount;
12. Advance Payment Discount;
13. Discount for Purchasing and Advertising Package.

All prices indicated above are in Bulgarian Leva, VAT excluded.

BNT reserves the right to amend its 2021 Sales Policy.

The 2021 Sales Policy of Bulgarian National Television was approved by decision of BNT Management Board, Protocol No. 52/ 20.11.2020, item 18.