

RATE CARD FOX LIFE and FOX CRIME
Valid as of June 01, 2009

SPOT PRICES - 30"

Time zone	Fox Life	Fox Crime
Prime time	75 EUR	45 EUR
Out of Prime Time	50 EUR	30 EUR

DEFINITIONS

- Prime Time: from 18:00 until 23:00.
- The advertising breaks associated with certain program are the one before and all that interrupt it.
- All the spots in a program are evenly rotated among its breaks.
- Prices are calculated in EUR for 30" spot length spot and excl. VAT.

COEFFICIENT SCALE

Prices for copies with length different from 30" are calculated as follows:

Duration	Coefficient	Duration	Coefficient
5"	40%	35"	120%
10"	60%	40"	140%
15"	75%	45"	160%
20"	90%	50"	180%
25"	95%	55"	190%
30"	100%	60"	200%

PACKAGE PROPOSALS

Advertisement for goods/services not subject to special regulation Fox Life			Advertisement for goods/services not subject to special regulation Fox Crime		
Duration	Number of spots	Price	Duration	Number of spots	Price
4 weeks	50	2 250 EUR	4 weeks	50	1 350 EUR
4 weeks	100	4 000 EUR	4 weeks	100	2 400 EUR
4 weeks	170	5 400 EUR	4 weeks	150	3 150 EUR
4 weeks	250	6 400 EUR	4 weeks	200	3 800 EUR

COMBO PACKAGES „FOX – Life & Crime”

Advertisement for goods/services not subject to special regulation Fox Life & Fox Crime		
Duration	Number of spots	Price
4 weeks	100	3 300 EUR
4 weeks	200	5 800 EUR
4 weeks	340	7 800 EUR
4 weeks	476	9 200 EUR

In case that clients book a package proposal for products/services, which are subject to a special regulations (for example: alcohol, drugs with prescription, etc.) on **Fox Life** or **Fox Crime** there is additional 30% increase.

PACKAGE AND COMBO-PACKAGE DEFINITIONS

- The spot distribution for the Combo Packages between Fox Life and Fox Crime will be 50/50, and the budget distribution – 60/40.
- For spots with duration different from 30”, the client receives a greater amount of spots according to the above coefficient scale calculation.
- The budget of the campaigns can be higher than the amounts stated above, however it cannot be lower.
- The distribution of spots for Prime Time and Out of Prime Time will be 30/70.
- The positioning of advertising spots is done by Fox International Channels Sales Department.

BONUSES

For the period July 2009 – Dec 2009, the client will receive 50 % bonus spots over the number of planned

DISCOUNTS

Net amount	discount
From 4 000 to 5 999 EUR	5%
From 6 000 to 9 199 EUR	7%
From 9 200 to 11 999 EUR	10%
Over 12 000 EUR	TBN

SPONSORSHIP

The price for two sponsorship tags before and after the program is equal to the price of 30” spot in the respective program. According to the Clients needs, a special proposal can be made including not only tags, but also participation in the promo-announcements of the program.

DEADLINE POLICY

	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. Authorization Letter	Three working days prior to the date of the campaign's first broadcast
4. 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

SURCHARGE POLICY

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 discounting)
2. Top position in a commercial break	20% increase of the rate card price
3. Tail position in a commercial break	20% increase of the rate card price
4. Selection of a commercial break	10% increase of the rate card price
5. Selection of a commercial break and top or tail position	30% increase of the rate card price
6. Co-advertising	Up to 40% increase of the rate card price for every additional Advertiser (before any discounting)

PENALTY POLICY

Type of Penalty	Penalty Amount
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

* Fox International Channels can be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.

In case you have questions regarding advertisement on **Fox Life** and **Fox Crime**, please do not hesitate to contact Fox International Channels Bulgaria Sales Department, Yana Lipovanska, e-mail Yana.Lipovanska@fox.com, tel. +359 2 9156 534, fax: +359 2 9156 553, mob: +359 886 991 013, address: 1st Bulgaria Sqr., National Palace of Culture, Hall 12, 5th Floor, 1463 Sofia, Bulgaria.