



# RATE CARD PRICING

FOR NON-SPOT SALES

2025



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## 30" NON-SPOT PRICES

30" NON-SPOT PRICES		TG A18-59						
Day Part	Time Slot	NATIONAL GEOGRAPHIC	NAT GEO WILD	STAR CHANNEL	STAR LIFE	STAR CRIME	24 Kitchen	DISNEY CHANNEL
Morning	07:00-12:00	55	46	52	47	52	55	61
Daytime	12:00-17:00	74	55	81	72	80	62	56
Prime Access	17:00-21:00	78	49	107	82	99	53	66
Prime Time	21:00-01:00	114	50	115	99	116	53	83
Nighttime	01:00-07:00	23	21	23	21	23	23	21

All prices are in EUR and VAT excluded. All prices are GROSS and do not include any applicable coefficients, discounts and surcharges listed in the present Rate Card.

**There are no limitations as to the number of Non-spot airings that can be purchased nor to the number of channels used.**

Time Zone	Monday-Friday	Split
Prime Time	17:00 – 23:59	60%
Off-Prime Time	00:00-16:59	40%

TWDC Bulgaria sells commercial time for Non-spot airings according to the five time slots listed above and according to the time zones split listed.

Should the client request a split different from the official one, the following shall be applied:

Prime Time coefficient	
Prime Time %	Coefficient
60%	1,00
65%	1,05
70%	1,10
75%	1,15
80%	1,20
85%	1,25
90%	1,30

# 1

## NON-SPOT PRICES

# COEFFICIENT TYPE

Prices for Non-spot formats, not based on format, but on 30" are calculated depending on the length of the format:

Coefficient	Format	
fixed at 50% based on format	Half screen	up to 12"
	Promo tag	up to 10"
	Billboard	5"
fixed at 60% based on format	L-screen	up to 12"
	Branded promo	up to 20"
fixed at 75% based on format	Bug (without bonuses)	up to 7"
	Program tag	up to 10"
	Full screen	up to 15"
based on length coefficient scale	Expandable half screen	up to 30"
	Premium spot	up to 30"
	ID Integration	up to 30"
	Zoom Screen	up to 30"
	Brand Integration /facts & tips/ Line Up	up to 30"
	Recipes for 24 Kitchen	up to 120"

# 2 COEFFICIENT TYPE & SCALE

## LENGTH COEFFICIENT SCALE

The below length coefficient scale shall apply only to Non-spot formats with length different than 30" and are not based on format.

Length	Coeff	Length	Coeff
1"-7"	50%	33"-37"	120%
8"-12"	60%	38"-42"	140%
13"-17"	75%	43"-47"	160%
18"-22"	90%	48"-52"	180%
23"-27"	95%	53"-57"	190%
28"-32"	100%	58"-60"	200%

# 3 DISCOUNTS



Discounts are calculated cumulatively where applicable

TWDC Bulgaria offers certain discounts based on the advertiser's and Advertising agencies' gross campaign investment in the channels listed in the current Non-Spot Rate Card and are valid for all purchases within the period 1st January – 31st December 2025.

**NEW CLIENT DISCOUNT** is only granted for the first campaign of every new advertiser or client of an Advertising agency.

**CHANNEL COMBINATION DISCOUNT** is granted to advertisers or Advertising agencies who use a certain number of channels from the TWDC Bulgaria portfolio for a single campaign.

**SEASONAL DISCOUNT** shall be applied to all campaigns booked during specific months of the year according to the table below:

Month	Seasonal discount in %
JAN	10%
FEB	10%
JUL	10%
AUG	10%

**CROSS MEDIA DISCOUNT** shall be applied to all campaigns booked on TWDC Bulgaria TV channels and Digital Media owned by TWDC Bulgaria.

**LOYALTY REWARD** shall be applied for clients who continue to invest in TWDC Bulgaria for three or more consecutive years. The reward shall amount to 5% bonus airings on each campaign for the relevant year.

# 4

## SURCHARGES & ADDITIONAL CHARGES

TYPE OF SURCHARGE	SURCHARGE AMOUNT
Co-advertising – applied when another brand or advertiser is present for longer than 30% of the total non-spot length	Up to 30% increase in the Rate Card price for every additional brand or advertiser
Urgent cancellation of Non-spot campaign	10% of the cancelled Non-spots' gross value for a period shorter than 7 days
Delayed submitting of the advertising schedule	100 EUR w/t VAT
Delayed submitting of the advertising materials	100 EUR w/t VAT

Placing an order

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**7** workdays prior to the first airing date

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Submitting the advertising material

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**7** workdays prior to the first airing date

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Broadcasting schedule and form for an advertising material broadcasting

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**2** workdays prior to the date of the campaign's first broadcast

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