

# 2018

Rate Card

Net Info AD



# NET INFO ADVERTISING RATES

## Standard Internet Advertising Prices

### Standard Display

Total rotation	Desktop	Mobile	Gross price per 1,000 impressions
Square	300x250	300x250	BGN 10.00
Half page	300x600	300x600	BGN 15.00
Horizontal	970x250, 728x90	970x250 Responsive, 320x100	BGN 9.00

### Rich Media

Total rotation	Desktop	Mobile	Gross price per 1,000 impressions
Backdrop Ad Wallpaper	Backdrop Ad	Backdrop Ad	BGN 27.00
Transition	Desktop Transition	Mobile Transition	BGN 32.00
Parallax	Parallax	Parallax	BGN 18.00
Expandable	All Standard Display	Adhesion, Spincube	BGN 17.50

### Video

Total rotation	Desktop	Mobile	Gross price per 1,000 impressions
Unskippable Pre-Roll	6 sec	6 sec	BGN 17.00
Skippable Pre-Roll	Up to 60 sec	Up to 60 sec	BGM 24.00
Inread Video	Inread Video	Inread Video	BGN 30.00
Video Banner	All Standard Display	All Standard Display	BGN 15.00

### Special Formats

Total rotation	Desktop	Mobile	Gross price per 1,000 impressions
Abv.bg Home Page Skin Ad	Skin Ad	N/A	BGN 45.00
Nova Play Player Skin Ad	Skin Ad	N/A	BGN 45.00
Vbox7 Branded Player Cut-in	Development	N/A	BGN 25.00
Native Ads	Paid article announcement on a Netinfo website <i>As per the Native Ads pricelist</i>		BGN 6.00

## Indexing for Standard Internet Ad Targeting

Indexing criteria	Index*
Desktop	15%
Mobile	N/A
Geotargeting	10%
Gender and/or age targeting	15%
Time zone targeting	10%
Frequency targeting	10%
Content vertical	25%
Behaviour segments	25%
Site selection	25%
Joint ads /additional brands/	Up to 40%

\*Over the gross price for 1,000 impressions

## Prices for Alternative Advertising Formats \*

Alternative advertising formats	Gross price /BGN/
Passive product placement	2 800
Active product placement	4 000
Product video	7 500
Sponsor bumper – opening and closing (7" + 7")	1 200
Integrated branding	1 500
Co-branded thumbnail	1 400

\*Part of Standard Internet Advertising

## Indexing for number of alternative advertising format views

Number of views	Index*
Over 50 000	35%

\* Over the gross price for the respective format

## Advertising formats

- The formats are structured into Interactive Advertising Bureau (IAB)-standardized groups and types and are in line with the recommendations made by the Better Ads Coalition;
- When planning the overall rotation at a basic price per 1,000 impressions, the respective combination of Desktop and Mobile formats is used;
- You can find detailed technical characteristics of the formats at <http://info.netinfocompany.bg/>;

## Price per 1,000 impressions

- Basic price per 1,000 impressions is valid for the respective format broadcasted in its full rotation, on all websites, desktop and mobile traffic;
- Rotation does not guarantee distribution by websites or types of traffic;

## Target Indexing

- In the event of total rotation, desktop and mobile traffic, no extra charge is applied to fix frequency. For all other targeting criteria, an extra charge is applied to fix frequency.
- Mobile rotation includes website mobile apps;
- The applied targeting can be combined, with the exception of the combination of Content Vertical and Site Selection. The specific types of combinations of indexing are provided by **Net Info**.
- When two or more targeting criteria are combined, the respective indexes are summed up together and then the total sum is applied to the gross price per 1,000 impressions.

## Inapplicability

In terms of Programmatic, AdWise buying and professional digital services (described in part III), no discounts, indexing and other rules in force for the rest of this tariff are valid, unless explicitly indicated otherwise.

# TYPES OF DISCOUNTS

## 1. Discount for agencies - 5%

## 2. Volume discount for agencies

Amount of the net investment for the Jan 1 – Dec 31, 2018 period /BGN/	Discount
500 – 10,000	5%
10,001 – 50,000	7%
50,001 – 200,000	9%
200,001 - 350,000	14%
350,001 - 650,000	15%
650,001 – 900,000	17%
900, 001 – 1,400,000	18%
Over 1,400,000	19%

## 3. Volume discount for advertisers

Amount of the net investment for the Jan 1 – Dec 31, 2018 period /BGN/	Discount
50 – 500	9%
501 – 1,500	10%
1,501 – 3,000	11%
3,001 – 5,000	12%
5,001 – 20,000	13%
20,001 – 60,000	14%
60,001 – 90,000	15%
90,001 – 150,000	16%
150,001 – 200,000	17%
Над 200,000	18%

## 4. Package discounts for advertisers

**4.1. Package discount** for a combination of three types of standard internet advertising – 2%

**4.2. Package discount** for a combination of five types of standard internet advertising – 3%

## 5. Combined discounts for advertisers

**5.1. Combined discount** for parallel advertising campaigns online and on TV – 2%

**5.2. Combined discount** for a combination of standard and additional online advertising – 3%

## 6. Rewarding discount for agencies/advertisers

Investment increase in 2018 vs 2017	Discount
+5 – 10%	4%
+10 – 20%	6%
Over 20%	7%

## I. GENERAL TERMS AND CONDITIONS

The advertising forms offered by Net Info AD, UIC 202632567 (**Net Info**) can be purchased by advertising agencies and advertisers through signing a business agreement with included guarantee to invest a certain budget.

Internet advertising can be purchased from **Net Info** under the following formats: **Video formats, Standard formats, Special formats, Alternative formats, Advertising publications (Native Ads), Programmatic buying, AdWise buying and Professional digital services.**

**Net Info** sets its advertising inventory prices based on data provided by **Net Info's** current Advertising Ad Server.

In case **Net Info**, at its own discretion, adds a new website to its portfolio, the current **Rates** shall be applied for running ads on this website, which does not affect prices.

### 1. Sales methodology

**Net Info's** ad inventory is purchase based on a price per impression for the respective website in line with the official prices set by **Net Info**.

All purchase conditions are published on **Net Info's** corporate website <http://info.netinfocompany.bg/>. **Net Info** offers the following options for Standard Internet Advertising targeting (positioning):

#### 1.1 Standard positioning

Ad formats positioning in desktop and mobile versions of the websites, managed by **Net Info** on a campaign basis, without a preapproved distribution of impressions and without any guaranteed for positioning on a specific website. The package requires mandatory purchase of desktop and mobile formats.

#### 1.2 Desktop positioning

Ad formats positioning only in desktop versions of the websites, managed by **Net Info**, without a preapproved distribution of impressions and without any guaranteed for positioning on a specific website.

#### 1.3 Mobile positioning

Ad formats positioning only in the mobile versions of the websites, managed by **Net Info**, without a preapproved distribution of impressions and without any guaranteed for positioning on a specific website.

#### 1.4 Geotargeting

Ad formats positioning depending on the place (city, town, village), where the specific user is located.

#### 1.5 Sex and/or age positioning

Ad formats positioning depending on the sex and/or age of the specific user.

#### 1.6 Time zone positioning

Ad formats positioning in selected hours of the day.

#### 1.7 Frequency positioning

Ad formats positioning based on a unique cookie per day, for a specific type of Standard Internet Advertising.

#### 1.8 Content-based verticals

Ad formats positioning based on specific types of contents – news, sports, etc., without a preapproved distribution of impressions and without any guaranteed for positioning on a specific website.

#### 1.9 Behaviour segment

Ad formats positioning based on behavior analysis of the users of the websites, managed by **Net Info**, without a preapproved distribution of impressions and without any guaranteed for positioning on a specific website.

#### 1.10 Selection of a specific website

Ad formats positioning on a specific website from **Net Info's** portfolio.

## 2. Standard internet advertising

### 2.1. Video formats

The video model is broadcasting video spots, where for the purposes of these **Rates**, advertising agencies and advertisers can buy any of the following forms:

**2.1.1 Targeted video** – broadcasting a video pre-roll, post-roll and mid-roll, targeting a specific audience and available in two options:

#### a) Targeting groups based on their sex and age

Broadcasted fully on the websites Vbox7.com, m.vbox7.com, Vesti.bg, m.vesti.bg, Nova.bg, Dariknews.bg, Gong.bg, m.gong.bg, Sinoptik.bg, m.sinoptik.bg (**Net Info** reserves the right to include a new websites in the above-mentioned group of websites);

#### b) Targeting based on a specific channel

Includes broadcasting spots on a specific video platform and channel, managed by **Net Info**, and targeting a specific audience.

### 2.1.2 Non-targeted video

Broadcasting a standard video ad, which is not targeted at a specific audience.

The price of video pre-roll, post-roll and mid-roll formats is valid for video spots no longer than 30 seconds.

## 2.2. Standard Formats

This model refers to buying standard desktop and mobile formats, part of the ad formats offered by **Net Info**, indicated in these **Rates**.

## 2.3. Rich Formats

This model refers to buying non-standard desktop and mobile formats, part of the ad formats offered by **Net Info**, indicated in these **Rates**.

## 2.4. Alternative Formats

**Net Info** offers the following alternative advertising formats:

### 2.4.1. Forms of presence in video as part of 7Talents' productions:

**a) Product Placement (PP)** – a form of non-traditional commercial communication, where a product/brand/service is naturally included in the plot of a production and is part of the planned programming schedule. This placement may have different degrees of intensity – audio or visually; background or in interaction with the environment where it is positioned. The indicated prices are valid for a duration of up to 30", covering the integration of a product/brand/service in an already developed scene/episode, in an amount and on a scale, which is common for the respective production. The indicated prices do not include any remuneration for the artists.

**b) Product video (PV)** – an extraordinary (beyond ordinary programming) episode, where, in a thematically suitable channel, an explanation is given about the qualities and characteristics of a given product/service. Depending on the specific case, this may be a trial (demo), review, unboxing or other action, objectively revealing the advantages of the respective product/service. The usual length of a product video is about 4 minutes. The indicated PV price includes the drafting of a script and production costs in a volume, not exceeding the typical volumes for the respective channel. The indicated prices do not include any remuneration for the artists.

### 2.4.2. Presence forms featuring graphic branding of content included in 7Talents productions:

The forms, described in this section, are possible to sell if they are part of a package, amounting to at least BGN 10,000 (after discounts) and must mandatorily contain product placement, product videos or another form of content presence:

- a) Sponsor bumper** – a short video form of a length based on the sponsor's own discretion of up to 7 seconds, which is edited into the end and/or beginning and end of the video and becomes an inseparable part of it.
- b) Integrated branding in graphic product packaging** - integration of an element (logo, color, key word) from an advertiser's identity/product in the packaging (only "entrance" or "entrance and intermedia) of a series, where this does not shift the focus on the product, but rather supplements the impression that

the graphic packaging creates.

**b) Thumbnail** – branding through a frame/logo, illustrating the video before it starts – this is the image which is visualized everywhere the video is uploaded or shared, regardless of the platform, becoming an integral part of it.

### 2.4.3. Integrated offers (branded content)

**Net Info** has special offers, including development of creative concepts, content-based strategies, social media, implementation – including production, distribution – both online and offline.

**Net Info** reserves the right, in case of more specific projects that complicate the processes, to charge extra costs following consultancy with the advertising agency/advertiser.

## 2.5. Advertising publications (Native Ads)

Publishing a material on the websites, managed by **Net Info**, aimed at advertising and promoting a product/brand/service of an advertiser.

## 3. Internet advertising services

### 3.1. Programmatic buying (Programmatic)

**Net Info** offers automated ad inventory buying both in the portfolio of **Net Info**, and in the offered websites outside its scope.

Advertisers, which dispose of their own demand-side platform (DPS), can buy **Net Info** ad inventory directly through the following options: direct deal, private auction (only for invited participants), programmatic guaranteed.

The service price is set based on a fixed net price vs the specific parameters of the specific deal.

The fees associated with programmatic buying, are charged and paid separately, and are not considered part of the advertising investment agreed through the business contract. They are not deemed part of the overall implementation of the advertising agency/advertiser.

### 3.2. AdWise buying

The AdWise platform offers an option to automatically purchase ad inventory both in **Net Info's** portfolio, and in the offered websites outside its scope. The platform is developed to guarantee convenience and price efficiency. Ads are selected and positioned by AdWise's automated system depending on the user's identity and the visual content. Advertising is visualized free of charge, using a pay per click functionality.

The fees associated with AdWise buying, are charged and paid separately. They are not considered part of the ad investment, agreed through the business contract. They are not deemed part of the overall implementation of the advertising agency/advertiser.

### 3.3. Professional digital services (Services)

**Net Info** offers multiple professional digital services, considering its competence and high technological development status. The price of the services takes into

account the size and type of every specific client assignment. The fees charged for professional digital services are calculated and paid separately. They are not considered part of the ad investment, agreed through the business contract. They are not deemed part of the overall implementation of the advertising agency/advertiser.

The discounts indicated in these **Rates** are not valid and/or applicable for Programmatic buying, AdWise buying and Professional Digital Services.

## II. TYPES OF DISCOUNTS

### 1. Agency discount

All advertising agencies, buying ads in the website and channel portfolio of **Net Info** (except for Programmatic buying, AdWise buying and Professional Digital Services) get a discount off the prices indicated in these **Rates**.

### 2. Volume discount for agencies

**Net Info** offers volume discounts based on the net amount of the budget invested by advertising agency clients.

### 3. Volume discount for advertisers

**Net Info** offers volume discounts based on the net amount of the budget invested by advertisers.

### 4. Package discounts for advertisers

**4.1. Package discounts for a combination of three types of standard internet advertising – Net Info** offers a discount for a combination of three /3/ types of Standard Internet Advertising, based on the annual investment of each advertiser. The distribution of the combination is possible within the following types of Standard Internet Advertising: Video formats, Standard formats, Special formats, Alternative formats, Advertising publications.

**4.2. Package discounts for a combination of five types of standard internet advertising - Net Info** offers a discount for a combination of five /5/ types of Standard Internet Advertising, based on the annual investment of each advertiser. The distribution of the combination is possible within the following types of Standard Internet Advertising: Video formats, Standard formats, Special formats, Alternative formats, Advertising publications.

The discounts under p. 4.1. and p. 4.2. are mutually exclusive. If an investor meets the criteria to use both forms, an advertiser can choose the one they prefer.

### 5. Combined discounts for advertisers

**5.1. Combined discount for parallel ad campaigns (internet and TV) – Net Info** offers a discount for a combined presence of advertisers, investing an amount of at least 15% of their annual budget in internet advertising, in parallel internet and TV campaigns in the portfolio of channels operated by Nova Broadcasting Group AD and Net Info.

Campaigns online and on TV are considered parallel, if the time passed between their starting dates is no longer than 14

days. This discount is not valid for online and TV campaigns, which are not parallel.

**5.2. Combined discount for parallel investments in online ad services – Net Info** offers a discount for combined

presence of advertisers, allocating at least 5% of their annual online investments, at their own discretion, in at least one of the following types of internet advertising services: Programmatic buying, AdWise buying, Professional digital services.

The discounts under p. 5.1. and p. 5.2. are mutually exclusive. If an investor meets the criteria to use both forms, an advertiser can choose the one they prefer.

Package and combined discounts are applied in advance, following the signing of a business agreement, guaranteeing the fulfilment of the respective criteria. If the guaranteed criteria change over the year, the respective higher discount may be provided following the signing of an additional agreement attached to the one already signed. The new amount of the discount is effective for campaigns, carried out after the date the additional agreement is signed.

If the guaranteed criteria are not met by the time the term of the business agreement expires, a lower discount is applied in line with the actually fulfilled criteria during the validity period of the business agreement.

### 6. Rewarding discount

**Net Info** offers a rewarding discount depending on the net increase of the investment made by an advertiser or advertising agency compared to the previous year. The rewarding discount is applied in advance, following the signing of a business agreement, guaranteeing the fulfilment of the respective criteria. If the guaranteed criteria change over the year, the respective higher discount may be provided following the signing of an additional agreement attached to the one already signed. The new amount of the discount is effective for campaigns, carried out after the date the additional agreement is signed. The increase in the budget from the previous year is calculated based on a calendar year.

If the guaranteed criteria are not met by the time the term of the business agreement expires, a lower discount is applied in line with the actually fulfilled criteria during the validity period of the business agreement.

If an advertiser, using the services of an advertising agency, meets a certain level of rewarding discount, and the respective advertising campaigns meets a different level, the level met by the advertising agency shall be applied.

**Net Info** and the advertiser/advertising agency may agree additional discounts depending on the specific conditions of a particular business agreement in line with good business practices.

If the advertiser/advertising agency fails to meet any one of

the conditions for offering a discount and due to the actual parameters of the deal with **Net Info** this advertiser/advertising agency shall be offered a different level of the provided discount, **Net Info** shall recalculate the discounts, given to the advertiser/advertising agency as per the business agreement in force to bring them in line with the actual parameters of the deal.

When signing a business agreement, advertising agencies/advertisers are obliged to provide a distribution of their planned investments by quarters during the term of validity of the business agreement.

### III. ADWISE BUYING

1. **Advertising agencies** – **Net Info** offers a commission to advertising agencies, which buy ad inventories for advertisers through the AdWise system depending on the invested and spent monthly volume, as follows:

Gross spent monthly investment /BGN/	Commission
500 – 1,000	10%
1,001 – 1,500	20%
1,501 – 2,000	30%
Над 2,000	40%

The monthly commission is provided for the calendar month as a percentage of the investment spent during this calendar month via the AdWise system. The advertising agency shall not receive any commission, if it has failed to make any investment during the respective calendar month.

Advertising agencies, guaranteeing a minimum annual investment in the AdWise system amounting to at least BGN 20,000 (VAT not included) or a minimum of 10% of the amount of the annual business agreement of the respective advertising agency, shall receive the maximum amount of commission as of the date of signing the business agreement for each of their campaigns.

2. **Advertisers** – on a monthly basis, **Net Info** offers additional crediting, without payment of any fee, into the profiles of direct advertisers. The credited amount comes as a percentage of the invested and spent budget of the advertisers during the previous calendar month, as follows:

Gross spent monthly investment /BGN/	Additional credit
500 – 1,000	10%
1,001 – 1,500	20%
1,501 – 2,000	30%
Над 2,000	40%

Direct advertisers are advertisers that do not use the services of an ad agency. Advertisers get additional crediting if they have not spent an amount during the respective calendar month.

## IV. ADDITIONAL CONDITIONS

### 1. Special events

For part of the sports and political events, covered by **Net Info**'s websites, special conditions and prices are applied, which are published on the website <http://info.netinfocompany.bg/>. All special events will be announced on **Net Info**'s corporate website.

For some sports and political events, there are specific requirements/restrictions in force when it comes to the advertising and sponsorship of certain products/services, as per the conditions provisioned for in the agreements with the respective third parties. **Net Info** reserves the right to also determine other events/projects, for which special rates and discounts are in force, where such will be announced in advance on the website <http://info.netinfocompany.bg/>.

### 2. Deadlines for submitting requests and materials:

Each particular request made by 12:00 h by an advertising agency/advertiser, including: media plan; banner forms in line with the technical requirements published on **Net Info**'s corporate website; tracking scripts, shall start running on the same day. When a correct request is filed no later than 16:00 h, its running shall start by 13:00 h on the next business day.

When a media plan is submitted without the presence of all banner forms/scripts, needed for the launch, its broadcasting shall begin after a correct request has been submitted, while the campaign shall automatically be extended to include the delay period.

In the event of campaigns featuring non-standard forms or campaigns featuring advertising materials that need corrections on the part of **Net Info**, the materials should be submitted at least three /3/ days prior the launch of the respective broadcasting.

If **Net Info** is not able to deliver a requested campaign as per the agreed conditions, **Net Info** has the right to offer alternative options for its overall implementation, but no later than 90 days and in line with the goals set by the advertiser/advertising agency. The media planning period shall include workdays and weekends. If the requested campaign is not delivered within the indicated period, the advertising agency/advertiser shall negotiate its implementation with **Net Info** additionally.

When serving ad formats using codes provided by the advertising agency/advertiser (third party scripts), the advertising agency/advertiser obliges to provide daily access to the accumulated statistics. Otherwise, the data provided by **Net Info**'s current Advertising Ad Server shall be considered correct.

All prices indicated in these **Rates** are in BGN and with VAT not included, unless specifically indicated otherwise.

**Net Info**'s 2018 advertising rates settle the conditions in force for advertising formats, broadcasted after 24:00 h on January 1, 2018. The prices indicated in these **Rates** shall become effective on March 1, 2018. Until that day, the 2017 prices shall be applied.

These **Rates** can be modified with a 10-day notice, published on <http://info.netinfocompany.bg/>, where any modification shall not affect the commercial conditions for the advertising forms already requested as of the date of its enforcement.

For all cases not settled explicitly through these **Advertising Rates**, the General Terms and Conditions for broadcasting advertising and information forms on **Net Info AD**'s web pages shall be applied.