

ADVERTISING TARIFF OF NET INFO AD

in effect from 1 January 2017

Advertising formats of Net Info AD, Unique ID Code 202632567 (**Net Info**) can be purchased from advertising agencies and advertisers by signing a business agreement with a guarantee for a specific budget.

I. GENERAL PROVISION

Internet advertising can be purchased in the form of **Video, Display and Alternative forms**.

Net Info forms the price of its advertising inventory based on the data provided by Smart Ad Server.

If **Net Info** adds a new internet site to its portfolio, then this **Tariff** shall apply with regard to broadcasting advertising forms therein.

1. Sales methodology

The advertising inventory of **Net Info** shall be purchased based on the price of an impression for the respective internet site according to the official prices set by **Net Info**;

All purchase conditions are published on the corporate site of **Net Info** www.netinfocompany.bg.

2. Types of internet advertising

3.1. VIDEO

The **Video** model constitutes broadcasting of video spots, whereas for the purpose of this **Tariff** the agencies / advertisers may purchase any of the following forms:

A) Targeted Video – broadcasting of video spots targeted as a specific audience and differentiated in two ways:

a) Targeting of target groups by sex and age (ITRP)

To be broadcasted entirely in the internet sites 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 site to the aforementioned group of internet sites) at the following prices:

Target groups	Gross price*
A18-34	BGN 30
A18-49	BGN 30
A25-54	BGN 30
W25-54	BGN 30
M18-49	BGN 30
A18-49 Urban	BGN 30

*The aforementioned prices are applicable to 100% pre roll form and spot length up to 30 seconds.

b) Targeting based on a specific audience

Includes broadcasting of video spots in a specific video platform of **Net Info** (including video spots to productions of **7Talents**) and targeting of a specific audience, at the following price:

Advertising forms	Gross price
Pre roll, mid roll, post roll	BGN 30

B) Non-targeted video (AVOD)

Broadcasting of standard video advertising in any of the following forms:

- Pre roll, mid roll, post roll;
- Video banner 300x250;
- Rich Video forms.

The following prices are applicable to non-targeted video advertising:

Forms	Gross price*
Pre roll, mid roll, post roll	BGN 20
Unskipable Pre roll up to 6 sec	BGN 17
Video Banner 300x250 all sites	BGN 10
Video Banner 300x250 selected site	BGN 15
Rich Video Formats** all sites	BGN 47

*The price refers to a video spot length of up to 30 seconds.

Rich Video forms are published on the corporate site of **Net Info www.netinfocompany.bg.

3.2 DISPLAY

The model constitutes purchase of standard, rich and mobile forms, part of the advertising forms of **Net Info** published on the corporate site: www.netinfocompany.bg/ads-formats.

3.3. ALTERNATIVE FORMS

Net Info offers the following alternative advertising forms in the video production of **7Talents**:

1) **Primary – integrated in the content:**

- Product positioning (PP)** – is a form of business communication where a product / brand / service is naturally included in the storyline of the production. The presence may be audible or visual; in the background or interacting with the environment where it is positioned. The prices are gross, excluding VAT, for duration of up to 30 seconds, and include script integration in an already developed scene.
- Product video** – is an episode or part thereof, where the qualities and properties of a product / service are explained. The script of the product video is developed together with the customer. The usual length of the product video is approximately 4 minutes. The product video price includes development of a script and production costs within a scope not exceeding the usual scope for the respective channel;

2) **Secondary – graphical forms integrated during postproduction:**

- Sponsor inserts** – a video with length of up to 7 seconds placed in the beginning or end of an episode of the video production of **7Talents**;
- Integrated branding** – integration of an element (logo, color, keyword) from the identity of a customer / product in the package of the video production; the emphasis is on the graphical identity of the video production;
- Sponsor logo (watermark)** – an element of the advertiser (logo, slogan) is fixed during postproduction in the corner of the frame and is visible for the entire duration of the video content;
- Branded video frame (thumbnail)** – branding of a frame / logo on the thumbnail illustrating the video prior to playing; this is the illustration that is seen wherever the video is uploaded or shared, regardless of platform.

Alternative advertising forms	Gross price*
Passive PP (30")	BGN 2800
Passive PP + verbalization (30")	BGN 3640
Active PP (30")	BGN 4004
Active PP + verbalization (30")	BGN 4200
Product video (4')	BGN 7500
Sponsor inserts – opening and closing (7"+7")	BGN 1200
Sponsor insert – closing (7")	BGN 630
Integrated branding	BGN 1500
Sponsor logo	BGN 2400
Branded Thumbnail	BGN 1400

*The aforementioned prices are applicable to video forms to a video production of 7Talents – videos in Category 1 (below)

The production of 7Talents is divided into three categories based on video views reached:

- 1) Category 1 - 10 000 – 20 000 video views;
- 2) Category 2 - 20 001 – 50 000 video views;
- 3) Category 3 - over 50 000 video views.

The following price increase percentage applies to the aforementioned forms:

1. For the number of video views

Video views	Percentage
Category 1	100%
Category 2	115%
Category 3	135%

The aforementioned prices include the production and distribution costs that are usual for the respective channel. **Net Info** reserves the right, in case of more specific projects that complicate the processes, to charge additional costs.

II. COMMERCIAL CONDITIONS

1. Commercial conditions for advertising agencies

Discount for agencies

All agencies that purchase advertising in the **Net Info** portfolio receive a 10% discount from the gross value of the purchased advertising forms.

Volume discount

Net Info applies a volume discount to the gross invested budget of the agency, as follows:

Net investment in Video, Display and/or Alternative forms, 1 January – 31 December 2017	Volume discount
BGN 30,000 - 150,000	16%
BGN 150,001 - 250,000	17%
BGN 250,001 - 450,000	21%
BGN 450,001 - 550,000	22%
BGN 550,001 - 700,000	23%
BGN 700,001 - 800,000	24%
BGN 800,001 – 1,000,000	27%
over BGN 1,000,001	28%

Incentive discount

Net Info applies an incentive discount for agencies depending on the net increase of their budget invested in Internet advertising in **Net Info** compared to 2016.

Budget increase compared to 2016	Discount
BGN 5,000 – 35,000	8%
BGN 35,001 - 150,000	9%
BGN 150,001 - 300,000	11%
over BGN 300,000	13%

or upon increase by more than 10% of the budget compared to 2016 – 2% discount.

The aforementioned incentive discount is applied upon signing an annual business agreement that guarantees the increase of the annual budget compared to 2016. If the guaranteed budget level is increased in the course of the year, the respective higher discount may be applied upon signing an additional agreement to the existing annual business agreement. The new discount amount shall enter into effect for the campaigns realized after the signing date of the additional agreement, whereas the increase of the budget compared to 2016 shall be calculated for the term of the business agreement.

If upon expiration of the term of the annual business agreement the guaranteed budget has not been met, a lower discount level shall apply in accordance with the investment actually realized for the term of the business agreement.

Upon signing an annual business agreement the agencies must submit an allocation of the planned investment by quarters for the duration of the business agreement.

Discounts for early signing of an annual agreement

Net Info applies a discount to the amount of 7% of the gross value of purchased advertising forms for agencies that sign a business agreement no later than 31 January 2017.

For agencies that sign a business agreement by 15 February 2017 the provided discount will amount to 5% of the gross value of purchased advertising forms.

2. Commercial conditions for advertisers

Volume discount

Net Info offers a volume discount based on the net invested budget of an advertiser, as follows:

Net investment in Video, Display and/or Alternative forms, 1 January – 31 December 2017	Volume discount
BGN 100 - 5,000	16%
BGN 5,001 - 15,000	17%
BGN 15,001 - 25,000	20%
BGN 25,001 - 50,000	22%
BGN 50,001 - 75,000	23%
over BGN 75,001	24%

Incentive discount

Net Info offers a discount to the amount of **10%** to advertisers whose budget has increased compared to 2016 by at least 15%.

Advance payment discount

Net Info offers a discount to the amount of **2%** of the value of the prepaid campaign of an advertiser. In order for this discount

to apply, the advertiser must pay 100% of the value of the requested advertising campaign prior to the start of planned broadcasting, and in case of absence of advance payment **Net Info** shall be entitled to delay the start of the campaign until the agreed advance payment is received.

Combined presence discount

Net Info offers the following discounts for purchase of **Video** or **Display** in combination with **Alternative forms**, depending on the value of the purchased Alternative forms:

Investment in alternative forms	Discount %
BGN 2,500 – 15,000	4%
BGN 15,001 – 35,000	5%
over BGN 35,001	6%

The combined discount is provided on an annual basis and applies to the gross value of the campaign, including the purchase of Alternative forms. The aforementioned combined discount is applied upon signing an annual business agreement.

Discount for advertising campaign management by Net Info

Total Rotation – Net Info provides the discount (TR) for campaigns positioned by Net Info, without a preapproved media plan and without guarantees for broadcasting in specific sites or guaranteed audiences.

% investment in Total Rotation from the entire budget	Discount %
up to 25%	1%
25% - 50%	2%
over 50%	3%

If Net Info adds a new site to its portfolio, then Net Info reserves the right to include this site to the package of the existing group in accordance with the conditions specified in this Tariff.

III. ADDITIONAL CONDITIONS

1. Special events

Special conditions and prices shall apply to all sports and political events covered in the websites of **Net Info**, as published on the site www.netinfocompany.bg/.

In 2017 it is envisaged to broadcast all or part of the editions of the following sports events / competition:

- First Professional League / Second Professional League / Bulgaria Cup / Bulgaria Super Cup;
- English Premier League;
- EFL Championship;
- The FA Cup, The EFL Cup, FA Community Shield;
- European Qualifiers – World Cup 2018;
- French Ligue 1;
- NBA;
- Formula 1;
- European Volleyball Championship 2017;
- Boxing Sauerland Events 2017;
- Boxing Matchroom Events 2017.

Net Info reserves the right to specify other sports events and offer special conditions and prices.

There are specific requirements for advertising forms for some of the sports events, in accordance with the conditions of the contract with the respective licensors.

2. Terms for submission of requests and materials:

Every properly submitted request by 12:00 hrs by an advertising agency / advertiser, including: media plan; banner forms in conformity with the technical requirements specified in the corporate site of **Net Info**; tracking scripts, shall start broadcasting on the same day.

Upon submission of a proper request by 16 hrs – broadcasting shall start by 13:00 hrs on the following business day.

Upon submission of a media plan without all the necessary banner forms / scripts for the start – the broadcast shall start upon submission of a proper request, and the campaign shall be extended automatically by the duration of the delay.

In case of campaigns with Rich Media forms or campaigns with advertising materials requiring corrections on the part of **Net Info**, the materials must be submitted at least 3 days prior to the start of the respective broadcast.

If **Net Info** is unable to deliver a requested campaign in accordance with the agreed conditions, **Net Info** shall be entitled to offer alternative variants for its complete execution in compliance with the goals of the agency / advertiser.

The period of media planning shall include weekdays and off-days.

3. Surcharges for targeting

1. Geo targeting	up to 25% surcharge
2. Targeting by sex	up to 25% surcharge
3. Targeting by interests	up to 35% surcharge
4. Targeting by time zone	up to 25% surcharge
5. Targeting of campaigns covering only the unique users in the Net Info Portfolio	up to 25% surcharge
6. In case of video spot length over 30 seconds (video spots over 60 seconds shall not be broadcasted)	25% surcharge

All prices specified in this Tariff do not include VAT.

The advertising tariff of Net Info for 2017 has been approved for publishing on 22 December 2016 and stipulates the conditions for advertising forms broadcasted after 24:00 hrs on 31 December 2016. This tariff shall be subject to change by 10-day notice, which shall be published on www.netinfocompany.bg/, whereas the change shall not affect the commercial conditions of advertising forms already requested as at the date of its entry into force.