



RATE CARD
FOX INTERNATIONAL CHANNELS BALKANS (SRBIJA)
 Valid as of January 01, 2012

SPOT PRICES IN EUR – 30"
 Valid for time slots:

| Day part | Time slot | Fox Life | Fox Crime | National Geographic | 24 Kitchen |
|---------------------|-------------|----------|-----------|---------------------|------------|
| Morning | 07:00-12:00 | 25 | 10 | 7.5 | 8.5 |
| Daytime | 12:00-18:00 | 60 | 20 | 15 | 18 |
| Prime Access | 18:00-21:00 | 70 | 25 | 20 | 23 |
| Prime time | 21:00-02:00 | 110 | 45 | 35 | 40 |

PACKAGE PROPOSALS:

| Duration | Number of spots | Fox Life | Fox Crime | National Geographic | 24 Kitchen |
|----------------|-----------------|----------|-----------|---------------------|------------|
| 4 weeks | 50 | 3,276 | 1,237 | 954 | 1,104 |
| 4 weeks | 120 | 5,897 | 2,226 | 1,717 | 1,987 |
| 4 weeks | 200 | 8,518 | 3,216 | 2,480 | 2,870 |
| 4 weeks | 300 | 9,829 | 3,711 | 2,862 | 3,312 |

COEFFICIENT SCALE

Prices for commercials different from 30" are calculated as follows:

| Length | Coefficient | Length | 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% |





DISCOUNTS

- **Agency commission – 5%**
- **Volume discount**

Fox International Channels Balkans (Srbija) offers a volume discount based on an advertiser gross investment (without VAT) on Fox Life, Fox Crime, National Geographic, 24Kitchen

Client Gross Volume

| from | to | Volume discount |
|---------|--------------|-----------------|
| | 3,000 | 0% |
| 3,000 | 10,000 | 5% |
| 10,000 | 20,000 | 8% |
| 20,000 | 50,000 | 10% |
| 50,000 | 100,000 | 12% |
| 100,000 | 200,000 | 15% |
| 200,000 | 400,000 | 18% |
| | over 400,000 | tba |

This volume scale is applicable for achieved volume from client's side. For each next achieved volume level, the client receives the relevant discount from the scale above. This is developed on a step by step base and will not be recalculated for previous periods. Volume discounts are valid for amounts, accumulated during the period January 1st – December 31st, 2012.

- **New client discount – 7%**
The new client discount is available for advertisers that have not invested in Fox International Channels so far.

For Advertisers who guarantee an annual budget Fox International Channels Ad Sales team will prepare a special proposal.

PACKAGE CONDITIONS

- The commercial breaks associated with a certain program are the ones before and all within it
- All spots in a program are evenly rotated among its commercial breaks
- The distribution of airings by day parts is as follows:
 - Morning – 30%
 - Daytime – 30%
 - Prime Access – 25%
 - Prime Time – 15%
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- For spots different from 30", the advertiser receives bigger or lower number of spots according to the above coefficient scale calculation
- The budget of the campaign can be higher than the amount stated above, however it cannot be lower
- The positioning of the commercial spots is done by Fox's Sales Department
- Prices are calculated in EURO for 30" spot length spot and excl. VAT

CHANNEL COMBINATIONS

- If combination of two channels is used, total price will be discounted by 5%
- If combination of three channels is used, total price will be discounted by 10%
- If combination of four or five channels is used, total price will be discounted by 15%.

SEASONAL BONUSES

| Channel | | January | February | July | August |
|-----------------------------------|-------------------------|---------|----------|------|--------|
| Fox Life | % increase of the spots | 25% | 25% | 25% | 25% |
| Fox Crime | % increase of the spots | 50% | 50% | 50% | 50% |
| Nat Geo and other channels | % increase of the spots | 100% | 100% | 100% | 100% |

If the campaign runs across two months the seasonal index will be applied proportionally to the number of spots in each month according to the chosen package.

ORDER OF DISCOUNTS

The order of discounts calculation is cumulative:

1. Agency discount
2. Volume discount
3. Discount for package/channel combinations
4. New client discount



DEADLINE POLICY

| Description | Deadline |
|--|--|
| 1. Placing an order | Three working days prior to the first airing date |
| 2. Submitting the advertising material | Three working days prior to the first airing date |
| 3. Authorization Letter | Two working days prior to the date of the campaign's first broadcast |
| 4. Broadcasting schedule and form for an advertising material broadcasting | Two working days prior to the date of the campaign's first broadcast |

SURCHARGES

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

ADDITIONAL SURCHARGES

| Reason | Charge |
|--|--|
| 1. Urgent cancellation of commercial spots | 10% of cancelled spots' gross value for a period shorter than 7 days |
| 2. Delayed submitting of the advertising schedule * | EURO 100 w/t VAT |
| 3. Delayed submitting of the Advertising Materials * | EURO 100 w/t VAT |

- Fox International Channels cannot be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed.



CHANNELS
BALKANS



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In case you have questions regarding advertising on Fox International Channels please do not hesitate to contact our Ad Sales Team:

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Fox International Channels Balkans reserves the right to make changes in the above rate card, noticed with thirty days advance.

