

# **PRICE LIST SLOVENIA 2017**

Valid from January 1<sup>st</sup> 2017

## FOX MEDIA

Fox Media is trade mark of ad sales departments of Fox Networks Group.

## TV CHANNELS

Fox Media sells advertising space in Slovenia on following TV channels: Fox, Fox Life, Fox Crime, National Geographic, 24Kitchen in Fox Movies.

## SPOT PRICES FOR 30" IN EUR

Valid for day part

| Day part    | Fox/Fox Life/Fox Crime/National Geographic | Fox Movies/24 Kitchen |
|-------------|--|-----------------------|
| 07:00-12:00 | 30,00 €                                    | 20,00 €               |
| 12:00-17:00 | 40,00 €                                    | 30,00 €               |
| 17:00-21:00 | 80,00 €                                    | 40,00 €               |
| 21:00-01:00 | 120,00 €                                   | 70,00 €               |
| 01:00-02:00 | 30,00 €                                    | 20,00 €               |

## COEFFICIENT SCALE

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

| Lenght  | Coefficient |
|---------|-------------|
| to 5"   | 30%         |
| 6"-10"  | 40%         |
| 11"-15" | 60%         |
| 16"-20" | 80%         |
| 21"-25" | 90%         |
| 26"-30" | 100%        |

Price for commercials longer than 30" is calculated linearly.

## DISCOUNTS

Fox Media offers the discounts below based on the advertiser's gross investment (without VAT) on Fox, Fox Life, Fox Crime, Fox Movies, National Geographic and 24 kitchen for the period from January 01 to December 31, 2017.

- Agency discount 8%
- Multi-channel discount
  - 2 channels 7%
  - 3 or more channels 12%
- Seasonal discount
  - January, February 15%
  - July, August 20%
- New client discount\* 10%

Discounts are calculated successively.

In case of TRP buying the discounts are already included in net agreed CPP. Discounts are applied in case of spot or package buying. Valid packages are published on <http://www.foxchannels.si/advert.html>.

\*New client discount applies only to first client's campaign on Fox Media channels.

## SPONSORSHIP AND ALTERNATIVE AD FORMS

Fox Media offers also sponsorship and other alternative ad forms. Fox's Sales Department prepares custom made integrated proposals, including alternative ad forms of exposure which are built to support and improve the effectiveness of the client's campaign.

## EVALUATION OF 0.0 RATING SPOTS

In case of TRP buying 0.00 rating spots are evaluated as following:

| TV channel          | TG 18-54 | TG F18-54 | TG 18-49 | TG F18-49 |
|---------------------|----------|-----------|----------|-----------|
| Fox                 | 0,01     | 0,01      | 0,02     | 0,02      |
| Fox Life            | 0,01     | 0,01      | 0,02     | 0,02      |
| Fox Crime           | 0,01     | 0,01      | 0,02     | 0,02      |
| National Geographic | 0,01     | 0,01      | 0,02     | 0,02      |
| 24 Kitchen          | 0,00     | 0,00      | 0,00     | 0,00      |
| Fox Movies          | 0,00     | 0,00      | 0,00     | 0,00      |

## GUARANTEE OF DELIVERY

In case of TRP buying Fox Media guarantees delivery of GRPs which were achieved either by live or delayed viewing in the period of the campaign.

## DEADLINE POLICY

| Description  | 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. Submitting the Advertising Materials                                    | Two 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.       |

## SURCHARGES

| Type of Surcharge   | Surcharge Amount   |
|---|--|
| 1. Top & Tail position in a commercial break                | 40% increase of the rate card price of every spot (before any discounting)                         |
| 2. Top position in a commercial break                       | 30% increase of the rate card price  |
| 3. Tail position in a commercial break                      | 30% 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 | 40% increase of the rate card price  |
| 6. Co-advertising   | Up to 20% increase of the rate card price for every additional Advertiser (before any discounting) |

## ADDITIONAL CHARGES

| Reason   | Charge   |
|--|--|
| 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 Media cannot be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.

## MATERIAL DELIVERY ADDRESS

Ftp: 195.128.132.20  
 Username: tvc\_slovenia  
 Password: comm!f0x5544

## TECHNICAL SPECIFICATION

For a commercial material

File with specification below:

| SD VIDEO  | AUDIO  |
|---|--|
| <ul style="list-style-type: none"> <li>• Format/Codec: DV_PAL</li> <li>• Picture Size: 720x576</li> <li>• Chroma Sampling: 4:2:0</li> <li>• Bit depth: luma: 8 bits - chroma: 8 bits</li> <li>• File Extension: .mov</li> <li>• MIME Type: DV</li> <li>• Tracks: 1V-2A</li> <li>• Video rate: 25fps</li> <li>• Compressor: DV 25 Pal</li> <li>• Field Encoding: Lower field</li> <li>• Aspect Ratio: 16:9</li> <li>• Embedded start TC 23:00:00:00</li> </ul>                                     | <ul style="list-style-type: none"> <li>• On scale IEC 60268-18 peak level - (minus) 12dBFS or On scale ITU-R.BS1771 peak level:- (minus) 24LKFS</li> <li>• Audio recording: 2 ch</li> <li>• CH1&amp;CH2 Full Original Mix (Stereo)</li> <li>• Audio Sample 48 kHz</li> <li>• Audio Sample size: 16 bit integer</li> </ul>  |
| HD VIDEO  | AUDIO  |
| <ul style="list-style-type: none"> <li>• Format/Codec: XDCAM HD422</li> <li>• Picture Size: 1920x1080</li> <li>• Chroma Sampling: 4:2:2</li> <li>• File Extension: .mxf</li> <li>• MIME Type: MPEG-2 4:2:2 @HL Long GOP</li> <li>• Video rate: 50i</li> <li>• Compressor: 50 Mbps (CBR)</li> <li>• Field Dominance: Interlaced Upper Field First</li> <li>• Aspect Ratio: 16:9</li> <li>• Video Level Signal: 100% Luminance; 75% Chrominance</li> <li>• Embedded start TC 23:00:00:00</li> </ul> | <ul style="list-style-type: none"> <li>• On scale IEC 60268-18 peak level - (minus) 12dBFS or On scale ITU-R.BS1771 peak level:- (minus) 24LKFS</li> <li>• Audio recording: 8 ch</li> <li>• CH1&amp;CH2 Full Original Mix (Stereo)</li> <li>• CH3&amp;CH4 Full Original Mix (Stereo)</li> <li>• CH 5 to 8 silence</li> <li>• Audio Sample 48 kHz</li> <li>• Audio Sample size: 24 bit integer</li> </ul> |

For any additional questions connected to the advertising on Fox Networks Group channels please refer to Slovene Fox Media team:

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*Fox Media reserves the right to do the changes in the price list.*