

## TV3, TV6, TV8 AND TV3 PLUS RATE CARD

Valid from 01/01/2025

### 1. PURCHASING GRPs

This is a traditional way of purchasing advertising. Advertising is purchased in the breaks of selected programs. To estimate the price of an advertising spot, the spot length is multiplied with the rating of the program (15 min. GRP) and Cost Per Point (CPP) of certain time zones, included time shifted viewing. Ratings in the TV universe are followed up via TNS LT TV-meter panel.

GRPs on **TV3, TV6, TV8 and TV3 Plus channels** may be purchased only according to actual ratings.

CPP prices on **TV3 channel** by time zones (without VAT):

- Day Time (08:00-15:00):	11,50 Eur;
- Morning (06:00-08:00) / Afternoon Time (15:00-16:30):	18,70 Eur;
- Pre-prime Time (16:30-18:00):	23,50 Eur;
- Prime Time (18:00-06:00):	34,60 Eur;

CPP prices on **TV6, TV8 and TV3 Plus channels** by time zones (without VAT):

- Day Time (06:00-18:00):	12,90 Eur;
- Prime Time (18:00-06:00):	22,40 Eur

Time zones are defined in a special monthly program schedule.

Video spot broadcasts with actual rating less than 0.1 GRP will be registered as 0.1 GRP.

Seasonal indexes are applied.

### 2. ADDITIONAL INFORMATION ON TIME-SHIFTED VIEWING (TSV) RATINGS

As of 12 September 2016, TNS LT TV-meter survey data include not only the television audience data for linear TV viewing, but also for time-shifted viewing. Depending on the duration of time-shifted viewing, TSV data are broken down into the following categories: (1) time-shifted Viewing On Same Day As Live (VOSDAL); (2) 3-Day time-shifted viewing, i.e. viewing within 3 days after the live transmission (3 Days Coded Playback); and (3) 7-Day time-shifted viewing, i.e. viewing within 7 days after the live transmission (7 Days Coded Playback).

Charges for time-shifted viewing:

- General ratings for which charges are applied include 7 Days Coded Playback ratings.
- Data is included in the ratings calculated by the time zone of the linear broadcast of the watched programme but only if the programming is watched without fast-forwarding;
- Time-shifted viewing ratings are charged at the standard rates that apply to linear (live) viewing ratings, i.e. by applying the same TRP rates, time zone and price indices, etc.

### 3. PRICE INDEXES

- 3.1 Spots with advertising of **third parties** (with exception of logos and announcements no longer than 3 seconds) have a price index of 1.3. Advertising of third parties cannot take more than 40% of the total spot duration. Information about the 3rd party advertising has to be presented in the advertising order and in the video spot name.

- 3.2 For a requested position of a video spot in a commercial break:
- as **'the first'** commercial in a break – 1.45 price index;
  - as **'the second'** or **'the last'** commercial in a break – 1.3 price index;
  - other special positions in a break – 1.2 price index.

- 3.3 Advertising in a position between **"TV3 Sports"** and **"TV3 Weather forecast"** has 1.5 price index.

*Please note that video spots broadcasted according to the 3.2 and 3.3 condition (except in "other special position") should be at least 20 seconds long. Shorter video spots will be charged as 20 seconds long spots plus extra costs.*

- 3.4 Advertising before **TV3 news** has 1.3 price index.

- 3.5 After reaching 100% airtime availability, television provides the opportunity to implement client campaigns exclusively at 100% in order of priority by applying an index of 1.25. Such campaigns must be coordinated and agreed with television.

- 3.6 1.2 price index is applied for advertising during **live sports broadcasts**.

- 3.7 Television reserves the right to make changes in the rate card and lead 1.2 price indexes for any other program informing about it in monthly rate card. The total duration of the additionally charged programs cannot exceed 10 hours per week.

- 3.8 **Early Booking.**

While buying GRP's for the campaign and placing the order 30 calendar days before the first day of the month of the campaign (hereinafter Early Booking deadline) have 0.95 price index. Early Booking discount is applied only for those orders that are unchanged after the Early Booking deadline (there can't be any kind of amendment after the Early Booking deadline). Early Booking discount is applied only for those Early Booking's corrections that are related to TV program amendments.

- 3.9 The following **seasonal indexes** are applied for advertising on TV3, TV6, TV8 and TV3 Plus channels:

January	0.9	May	1.6	September	1.65
February	0.95	June	1.55	October	1.65
March	1.5	July	1.1	November	1.65
April	1.55	August	1.1	December	1.5

- 3.10 The following video spot length indexes are applied for advertising on TV3, TV6, TV8 and TV3 Plus channels:

Length from 5 till 9 s	1,3	Length from 20 till 24 s	1,15
Length from 10 till 14 s	1,25	Length from 25 till 29 s	1,1
Length from 15 till 19 s	1,2	Length more than 30 s	1
Length more than 45 s	1,1		

#### 4. PROGRAM SPONSORSHIP

Being a sponsor of a program on TV3, TV6, TV8 or TV3 Plus provides a unique opportunity to send a message, establish a brand name or change end consumer's attitude using this creative and cost effective marketing tool. To offer high quality exposure for the program sponsor we offer 10 seconds length sponsor spots prior and after the program as well as program trailer off various intensity depending on the program. The presenting phrase "Program is sponsored by ..." is required in both cases.

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#### Special requirements for sponsorship material:

1. Program sponsorship can be associated only with brand name advertising and not sales promotion.
2. Sponsors' spots cannot promote to sell, buy or rent sponsors' goods or use sponsors' services.
3. Sponsors' spots cannot contain promotional information about the sponsors' goods and (or) the features, advantages, composition, exposure, quality, prices and other promotional information which distinguishes the sponsors goods or services.
4. It is allowed to include sponsors' address and phone number into sponsors' spots that help to identify the sponsor.
5. The duration of sponsors' announcement must be enough for viewers to hear and/or see sponsors' name, brand or slogan.
6. References to the third parties are not allowed in this kind of advertising.
7. In Sponsors' spots must be clearly stated which program they are sponsoring.

Detailed program sponsorship conditions and rate cards are announced with monthly TV3, TV6, TV8 and TV3 Plus TV program schedules. If at the end of sponsorship campaign the actual result is 5 percent or lower than planned, the client is entitled to place a free sponsorship order with the appropriate amount of trailer GRP (additional free trailers are added to the newly ordered sponsorship campaign). The compensation must be broadcasted no later than 3 months after the month in which the sponsorship campaign was broadcast.

Seasonal indexes are applied.

#### 6. ADVERTISING IN THE NEWS

1 minute length advertising report during TV3 news in the position between sports news and weather forecast (broadcast) costs 4500,00 EUR + VAT.

Discounts are not applied.

#### 7. DYNAMIC VIDEO LINES

Price of **dynamic video lines on TV3, TV6, TV8 and TV3 Plus channels** is calculated according to the cost per second:

- On **TV3 channel** price for one second during Prime time programs is 150,00 EUR + VAT, during Other time programs – 50,00 EUR + VAT.
- On **TV6, TV8, TV3 Plus channel** price for one second during Prime time programs is 22,00 EUR + VAT, during Day time programs – 7,00 EUR + VAT.

Dynamic video lines cannot be higher than 140 pixels and longer than 20 seconds.

All dynamic video lines are displayed at the bottom of the screen (not covering the subtitles and / or indexes of the broadcast program), but not during every program. Dynamic video lines are forbidden during kids' and news' programmes. Typically, dynamic lines are not shown during sports broadcasts, movies, live broadcasts, or programs that are subtitled.

No discounts are applied for purchasing dynamic lines. Seasonal indexes are applied.

## 8. GUARANTEED ANNUAL INVESTMENT AGREEMENT

Advertisers who conclude Guaranteed Annual Investment Agreement shall be entitled to buy airtime at mutually agreed Cost Per Point prices or will be able to purchase spot rates at a mutually agreed discount.

## 9. ADDITIONAL BENEFITS

Clients choosing several media channels in addition to TV (TV3, TV6, TV8, TV3 Plus) Power Hit Radio, TV3Play or All Media Digital – may be entitled to extra benefits.

The rate card prices are subject to change and extra costs may be applied.