

SALES POLICY



General terms and conditions of lease

- All prices apply to 30-second spots.
- All prices are in Euros. VAT is not included in the price.
- Buying target group: All 18-64.
- Spot length coefficient:

SPOT LENGTH	COEFFICIENT
05"	0,3
06"-10"	0,4
11"-15"	0,6
16"-20"	0,8
21"-25"	0,9
26"-30"	1
31"-60"	proportional

Pricing applies as: 26"-30" long spot costs 100% of the price of 30" spot. 21"-25" spot costs 90% of the price of 30" spot, 16"-20" spot costs 80% of the price of 30" spot, 11"-15" spot costs 60% of the price of 30" spot, 6"-10" spot costs 40% of the price of 30" spot and 5" spot costs 30% of the price of 30" spot. Spots longer than 30 seconds are evaluated proportionally according to the price of the 30" spot. For spots longer than 60 seconds, the client is required to receive Planet TV confirmation.

- Premium position coefficient:

POSITION	COEFFICIENT
First	1,3
Second	1,2
Before last	1,1
Last	1,3

Lease of positions: ordered first position in the break is charged additional 30 % of the price of the time slot, ordered last position in the break is charged additional 30 % of the price of the time slot, ordered second position in the break is charged additional 20 % and penultimate position in the break is charged additional 10 % of the time slot.

- When advertising two or more companies within one spot, we charge an additional 70 % on the price of the time slot. Advertisements must be pre-coordinated with Planet TV d.o.o.
- There is no exclusive in the breaks.
- Spots booking according to CPP deal is in the Planet TV domain, the number of ads is indicative and varies according to the ratings.
- Up to 15 % of classic advertising (CPP deals) is distributed on Planet 2 and Planet Eva. Channels are measured from 1. 1. 2019.
- Planet TV d.o.o. strives for full delivery of ordered GRPs on an annual basis.
- Planet TV d.o.o. guarantee the delivery of ordered GRPs with a 10% deviation. Delivery of the campaign between 90% and 110 % is considered as fully delivered.
- When calculating GRPs, we consider the data of TV viewership in time shift (Consolidated GRP with guests; AGB Nielsen).
- Evaluation of 0.00 rating spots equals to 0.01 rating on the lease target group.
- In case that commercial breaks are full, priority is given to clients with a signed annual contract.
- Special projects such as sponsorships and product placements cannot be leased under the terms of the CPP agreement.
- Planet TV d.o.o. reserves the right to change the program scheme and price list.
- The conditions and price list are valid from 1st of March 2024 and until amended.
- Planet TV d.o.o. accepts orders at least 4 working days before the first broadcast. We accept orders via e-mail. All orders must be confirmed with the original order form (and signed confirmations) before the first broadcast.
- The order can be canceled 3 working days before the first broadcast. Otherwise, Planet TV d.o.o. has the right to charge 50 % of the value of the canceled order. If canceled one working day before the first broadcast, the media may charge the canceled order in full.
- The TV advertisement must be delivered one working day before the first broadcast, no later than 11 a.m. or on Tuesday until 11 a.m. for Wednesday and Thursday, and on Thursday until 11 a.m. for Saturday and Sunday. Every working day from 8:00 to 16:30 is considered a working day.
- Delivery of advertisements is exclusively via BRISK.
- The Customer is fully responsible for the content of the advertisements sent to and broadcast by Planet TV d. o. o. according to the order.

Payment terms 2025

- The company Planet TV d.o.o. will issue an invoice for advertising payment to the client or agency no later than 8 working days after the last broadcast of the ad or after each monthly order.
- The invoice includes a list of all the shows where the ad has aired.
- The deadline for invoice payment is 10 working days from the invoice date, unless otherwise agreed with the advertiser or agency.
- All new clients are required to prepay advertising before the first broadcast (probably 3 days).
- Clients are entitled to a prepayment discount of 1% of the total contract amount. This applies if the entire order is paid in full and is visible in the bank account of Planet TV d.o. o. no later than 3 working days before the start of the advertising campaign. This discount is calculated from the net amount after deducting the agency and quantity discount.
- If the advertiser is in arrears with the payment of an overdue advertising invoice or with the fulfilment of any other overdue financial obligation, Planet TV d.o.o. will charged statutory default interest for each day of delay and may also refuse to air any advertising leased by the advertiser until the advertiser settles all unpaid and past due debts.
- The client can reject the issued invoice no later than 8 days after the invoice is issued, namely in writing with a detailed statement of the reasons. The original invoice must be returned. Planet TV d.o.o. is not obliged to consider the rejection of the invoice after the expiration of the stipulated period.
- Planet TV d.o.o. accepts complaints no more than eight days after the broadcast of the ad to which the complaint relates. Planet TV d.o.o. is not obliged to consider complaints after the expiry of the stipulated period.