



THERE FOR YOU IN ANY SITUATION

Why a video advert

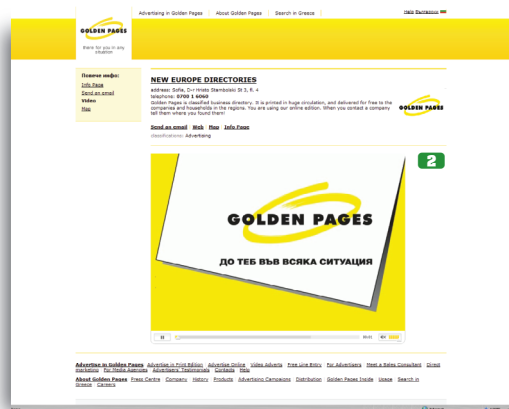
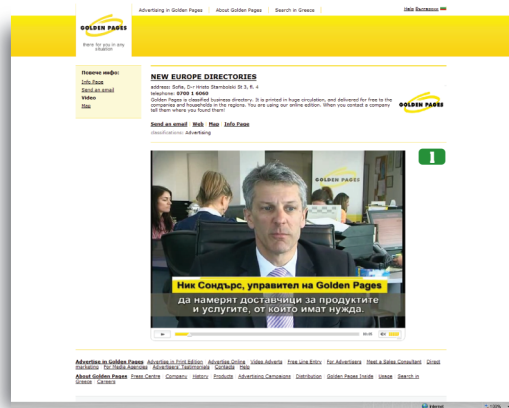
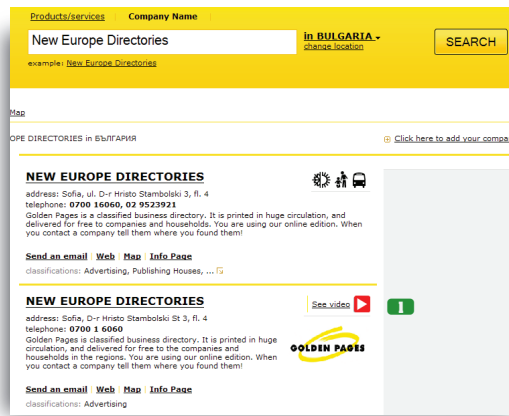
- Moving images and picture are more powerful than written words
- Actively demonstrate your product/service
- Create trust with potential customers
- Get an effective TV advert without the TV costs

Why video on Golden Pages

- To seen at the moment when people search for a supplier of a product or service you offer
- To help the user choose YOU to call!
- To increase the possibility of a purchase as a result of the call – the main reason for advertising in Golden Pages



This rate card is in force as of 15 July 2009. Before Golden Pages broadcasts a video product online, in all cases whether or not the video product was produced with the aid of New Europe Directories Bulgaria EOOD, the Customer signs a declaration and is obliged to provide all legal rights on usage of elements not mentioned above (i.e. not provided by the Video producer), including but not limited to: Trademarks / brands, mentioned or visible in the video product; Faces of all people visible in the video product – employees, passers-by, customers; Music, voices and any other audio content, used in the video product; Photos and other static images used when creating the video product; Pictures, drawings and any other art objects, that were shown inside the video product; Any other bearer of usage rights.



Rate Card for airing and production of video products

All prices are in BGN, and VAT is not included.

VR01

Video Products and Rights to Use	30 sec.	60 sec.	180 sec.
Video Product Placement (VPP) 1 Publishing a link to, and hosting at Golden Pages servers of one video product as part of a company advertising (ILL, LPL or NPL products) at www.goldenpages.bg. The format of the video required is flash video (flv), resolution 640x480, 768 bitrate.	100 ⁰⁰ VPP30	150 ⁰⁰ VPP60	300 ⁰⁰ VPP180
Discounted Video Product Placement (DVPP) This discounted price is applied when Golden Pages has assisted in the creation of the video product and has charged the customer for this service (i.e. VR, PMV).	50 ⁰⁰ DVPP30	100 ⁰⁰ DVPP60	200 ⁰⁰ DVPP180
Video Recording (VR) The price is for recording, editing and creating a video file in the a.m. resolution and formats, placed as part of a company's advertising on websites of Golden Pages (VPP or DVPP). The price includes: <ul style="list-style-type: none"> • One pre-production visit by a representative of the Video Producer; • One shooting date; • Shooting at one location only; • Keeping the pre-agreed date and hour with the Video Producer; • Music background as per choice of the Video Producer, following the guidelines/requirements of the Customer; • Voice recording done at the shooting location by representative(s) of the Customer. The price includes rights for online use only, including websites other than www.goldenpages.bg (e.g. customers' own website), without the right to modify the content. "Golden Pages" sign/logo or "www.goldenpages.bg" watermark will be an inseparable part of the video.	550 ⁰⁰ VR30	600 ⁰⁰ VR60	650 ⁰⁰ VR180
<i>The "video recording" service (VR) is offered in the following cities: Sofia, Burgas, Varna, Plovdiv, Pernik, Ruse and Gabrovo.</i>			
Photo Motion Video (PMV) 2 Assembling a video presentation from static still shots (photos), provided by the customer. The price includes: <ul style="list-style-type: none"> • selection from 10 / 20 / 30 still shots (depending on the length of the final photo motion video product); • music background as per choice of the Video Producer, following the guidelines/requirements of the Customer; • assembling the presentation; • recording it in a video format as per the resolution and format specifications, described in the "video product placement" description. The price includes rights for online use only, including websites other than www.goldenpages.bg (e.g. customers' own website), without the right to modify the content. "Golden Pages" sign/logo or "www.goldenpages.bg" watermark will be an inseparable part of the video.	250 ⁰⁰ PMV30	300 ⁰⁰ PMV60	350 ⁰⁰ PMV180
Additional Voice Recording A professional speaker reads a pre-agreed text, and his/her voice gets recorded in a studio or another appropriate location. The price includes the rights to use the recording for 10 years as inseparable part of the video product, to use in online media.	50 ⁰⁰ for each voice/actor/language Video - other		