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A company registered with Bucharest Trade Registrar under nr. J40/8281/1991, CUI: 327763
www.cocor.ro www.cocormediachannel.ro



BROADCASTING FEES

COCOR

COCOR SA BUCHAREST

Project Developer

Cocor Luxury Store is the first luxury Department Store in Eastern Europe. Cocor ("Crane" in English) is bound to be reborn under a spectacular media façade in downtown Bucharest, thus trans-branding notable city landmarks such as Times Square and Piccadilly Circus.

Cocor Luxury Store in Bucharest, Romania, recently turned on an impressive new digital display system, for a total of 3,300 sqm, designed and manufactured by Daktronics Inc. (Nasdaq- DAKT).

The system comprises 13 large screens Daktronics LED displays that equal a total surface of 565 square meters, making it the biggest installation of one display vendor at a single building in Continental Europe, the second one after Piccadilly Circus in London (650 sqm)

All of the displays utilize Daktronics proven LED technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide-angle visibility.

Cocor MediaChannel represents the only DOOH vehicle equipped with traffic counter due to the agreement made

with the Capital Police. It is operational starting with 1st of December 2008 and it has a tremendous impact on the Romanian OOH market.

Cocor MediaChannel is a division of COCOR S.A. group of companies, that is a public company, listed on the Bucharest Stock Exchange (symbol: COCR) with a capitalization of 15 million euros. It also holds Cocor SPA Hotel, a 4 star resort in Neptun-Olimp (www.hotelcocor.ro), Club Vision (www.visionclub.ro) and Comtunist SA (www.comtunist.ro).

www.cocor.ro

www.cocormediachannel.ro



DAKTRONICS™

A Worldwide Leader in Large Format Electronic Display Systems

Though Daktronics may not be a household word, the company is recognized worldwide in its industry as the leading designer and manufacturer of electronic scoreboards, programmable display systems, and large screen video displays using light emitting diode (LED) technology. Other product lines include Sportsound® integrated sound systems for sports facilities and Vortek® hoists and rigging systems for theatres and other entertainment and sports facilities.

Daktronics was founded in 1968 and has close ties to South Dakota State University in Brookings, S.D. As a manufacturer and technical contractor, Daktronics provides standard display products as well as custom-designed and integrated systems.

The company excels in the control of large display systems, including those that require integration of complex multiple displays showing real time information, graphics, animation and video. Every day, in nearly 100 countries around the world, millions of people depend on Daktronics scoring and display systems for information.

www.daktronics.com

DISPLAY PROGRAMMING LEVELS



LEVEL 2 (A and B displays)
HD marquee plus 16:9 LED

· 11 x 25m · 275sqm · 512 x 1024 px
HD marquee surface

· 11 x 7 m · 79 sqm · 512 x 288 px 16:9
surface



LEVEL 1 (C displays)
Fins (5, both sides)

3 x 5 m · 15 sqm
192 x 288 px each fin surface



LEVEL 3 (A, B and C displays)
All 13 screens (includes
branding banner)

Full-spectacular LED

565 sqm - all display surface

BROADCASTING FEES - RATE CARD

LEVEL 1 (C screens)

Fins



5 fins 1 fin
 · 15 000 € / month · 3 500 € / month

LEVEL 2 (A and B screens)

HD marquee plus 16:9 LED



· 30 000 € / month

LEVEL 3 (A, B and C screens)

Full spectacular LED



· 40 000 € / month

BROADCASTING TIMELINE - FREQUENCY

Seconds	Minutes	Spots/Hour	Spots/Day (17 hours)	Spots / week (7 days)	Spots / Month (30 days)	Total Airing Time
5	3	20	340	2380	10200	51000
10	6	10	170	1190	5100	51000
20	12	5	85	595	2550	51000
30	12	5	85	595	2550	76500

•All rates are in Euro. Agency commission, advertising tax and VAT are not included.

** The offer could be customized in order to acomodate special requests

*** The displays will run between hours 6:55 and 24:00

COCOR MARKETING & SALES REPRESENTATIVE

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