RATES FOR ADVERTISEMENTS ON ALL INDIA RADIO
CATALOGUE

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PART – I

FM STATIONS
FM RAINBOW (20) DELHI, MUMBAI, CHENNAI, KOLKATA, BANGALORE, LUCKNOW, PANAJI, JALLANDHAR, SHILLONG, KODAIKANAL, HYDERABAD, VISHAKHAPATNAM, VIJAYAWADA, KOCHI, TIRUCHIRAPALLY, COIMBATORE, CUTTACK, MADURAI, TIRUNELVELI & PUDUCHERRY

FM GOLD (4) DELHI, MUMBAI, CHENNAI & KOLKATA

TIME BAND

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Time</td>
<td>0700 - 1100</td>
</tr>
<tr>
<td>(Category I)</td>
<td>1700 - 2300</td>
</tr>
<tr>
<td>Mid Prime Time</td>
<td>1100 - 1500</td>
</tr>
<tr>
<td>(Category II)</td>
<td></td>
</tr>
<tr>
<td>Non Prime Time</td>
<td>1500 - 1700</td>
</tr>
<tr>
<td>(Category III)</td>
<td>2300 - 0700</td>
</tr>
</tbody>
</table>

FM RAINBOW RATES

SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)

<table>
<thead>
<tr>
<th>Name of Stations</th>
<th>Time Cat. I</th>
<th>Time Cat.-II</th>
<th>Time Cat.-III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>1100</td>
<td>770</td>
<td>440</td>
</tr>
<tr>
<td>Mumbai</td>
<td>880</td>
<td>660</td>
<td>440</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore/Hyderabad/Kodaikanal</td>
<td>770</td>
<td>550</td>
<td>330</td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>550</td>
<td>440</td>
<td>280</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack/Vijayawada/Vishakhapatnam/Tiruchirapally/Coimbatore/Puducherry/Madurai/Tirunelveli/Shillong</td>
<td>440</td>
<td>330</td>
<td>220</td>
</tr>
</tbody>
</table>
### FM RAINBOW RATES
**RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MINUTES DURATION WITH FCT 120 SECONDS**

<table>
<thead>
<tr>
<th>Name of Stations</th>
<th>Time Cat.-I</th>
<th>Time Cat.-II</th>
<th>Time Cat.-III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>11880</td>
<td>8320</td>
<td>4750</td>
</tr>
<tr>
<td>Mumbai</td>
<td>9500</td>
<td>7130</td>
<td>4750</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore/Hyderabad, Kodaikanal</td>
<td>8320</td>
<td>5940</td>
<td>3570</td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>5940</td>
<td>4750</td>
<td>3020</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack/Vijayawada/Vishakhapatnam/Tiruchirapally/Coimbatore/Puducherry/Arul/Tirunelveli/Shillong</td>
<td>4750</td>
<td>3570</td>
<td>2380</td>
</tr>
</tbody>
</table>

### FM GOLD – RATES
**SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)**

<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Time Cat.-I</th>
<th>Time Cat.-II</th>
<th>Time Cat.-III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>1100</td>
<td>770</td>
<td>440</td>
</tr>
<tr>
<td>Mumbai</td>
<td>880</td>
<td>660</td>
<td>440</td>
</tr>
<tr>
<td>Chennai / Kolkata</td>
<td>770</td>
<td>550</td>
<td>330</td>
</tr>
</tbody>
</table>
FM GOLD RATES

RATE FOR SPONSORSHIP OF INHOUSE PROGRAMMES OF 30 MINUTES DURATION WITH FCT 120 SECONDS

<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Time Cat.- I</th>
<th>Time Cat.- II</th>
<th>Time Cat.- III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>11880</td>
<td>8320</td>
<td>4750</td>
</tr>
<tr>
<td>Mumbai</td>
<td>9500</td>
<td>7130</td>
<td>4750</td>
</tr>
<tr>
<td>Chennai/Kolkata</td>
<td>8320</td>
<td>5940</td>
<td>3570</td>
</tr>
</tbody>
</table>

(For Spot-Buys)
1. Rate for more duration of spots (restricted upto 60 seconds) will be calculated on pro-rata basis and rounded off to nearest rupee.
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
3. 25% extra for fixed time spot.

(For Sponsorship of In-House Programmes)
1. In a 30 minutes programme, 20% i.e. 360 Sec. can be utilized for commercials. For other duration of in-house programme, the Rate and FCT will be calculated on pro-rata basis and rounded off to the nearest rupee.
2. The total commercial time can be utilised by a combination of multiple sponsorships (maximum 3) and spot-buys. The first position in the credit line would be allotted to the Sponsor who confirms first.
3. Associate sponsorship of 90 seconds FCT will be available on pro-rata basis.
4. 20% extra for branding and presenting status.
5. Opening & Closing credit lines would be free. Each client would be entitled for 5 Sec. credit line including punch line.

- Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).

- The following updates of ONE-MINUTE duration with FCT 10’’ will be charged at Rs.1100/- and on pro rata basis for increased duration.
  Traffic information
  Flight information
  Sports, foreign Exchange, stock exchange etc.
### Rates for Campaign Songs/Jingles from Govt. Department/PSU

**Duration One Minute (60 seconds) with no FCT**

(In Rupees)

<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Time Category - 1</th>
<th>Time Category - 2</th>
<th>Time Category – 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>6600</td>
<td>4620</td>
<td>2640</td>
</tr>
<tr>
<td>Mumbai</td>
<td>5280</td>
<td>3960</td>
<td>2640</td>
</tr>
<tr>
<td>Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal</td>
<td>4620</td>
<td>3300</td>
<td>1980</td>
</tr>
<tr>
<td>Lucknow Kochi</td>
<td>3300</td>
<td>2640</td>
<td>1680</td>
</tr>
<tr>
<td>Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/Coimbatore/ Puducherry/ Madurai/Tirunelveli/Shillong</td>
<td>2640</td>
<td>1980</td>
<td>1320</td>
</tr>
</tbody>
</table>

Note: For more than one minute (restricted upto 3 mts.), pro-rata rates will be charged.

### Rates for Sponsored Songs on FM Rainbow/Gold

Sponsored song can be old/new/film/non-film songs

**SONG DURATION: 3.30 Minutes including FCT : 20 Seconds**

(In Rupees)

<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Time Category - 1</th>
<th>Time Category - 2</th>
<th>Time Category – 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>2200</td>
<td>1650</td>
<td>1320</td>
</tr>
<tr>
<td>Mumbai</td>
<td>2200</td>
<td>1650</td>
<td>1320</td>
</tr>
<tr>
<td>Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal</td>
<td>1650</td>
<td>1430</td>
<td>1100</td>
</tr>
<tr>
<td>Lucknow/ Kochi</td>
<td>1210</td>
<td>1000</td>
<td>800</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/Coimbatore/ Puducherry/ Madurai/Tirunelveli/Shillong</td>
<td>900</td>
<td>800</td>
<td>550</td>
</tr>
</tbody>
</table>

### FM Rainbow/Gold

Rates for SPONSORED PROGRAMME of 15mts, 10mts and 5mts. duration with FCT 60 seconds, 40 seconds & 20 seconds respectively.
<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Programme Cat.1</th>
<th>Programme Cat.2</th>
<th>Programme Cat.3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15' 10' 5'</td>
<td>15' 10' 5'</td>
<td>15' 10' 5'</td>
</tr>
<tr>
<td>Delhi</td>
<td>6600 4400 2200</td>
<td>4620 3080 1540</td>
<td>2640 1760 880</td>
</tr>
<tr>
<td>Mumbai</td>
<td>5280 3520 1760</td>
<td>3960 2640 1320</td>
<td>2640 1760 880</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore/Hyderabad/Kodaikanal</td>
<td>4620 3080 1540</td>
<td>3300 2200 1100</td>
<td>1980 1320 660</td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>3300 2200 1100</td>
<td>2640 1760 880</td>
<td>1680 1120 560</td>
</tr>
<tr>
<td>Panaji/Jalandhar/Cuttack/Vijayawada/Vishakhapatnam/Tiruchirapalli/Coimbatore/Puducherry/Madurai/Tirunelveli/Shillong</td>
<td>2640 1760 880</td>
<td>1980 1320 660</td>
<td>1320 880 440</td>
</tr>
</tbody>
</table>

Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.
### Rates for Trailers (On FM RAINBOW CHANNELS)

*(In Rupees)*

<table>
<thead>
<tr>
<th>Name of FM Station</th>
<th>Duration</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>3.30 mts.</td>
<td>3300</td>
<td>2310</td>
<td>1320</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>2640</td>
<td>1850</td>
<td>1060</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1980</td>
<td>1390</td>
<td>790</td>
</tr>
<tr>
<td>Mumbai</td>
<td>3.30 mts.</td>
<td>2640</td>
<td>1980</td>
<td>1320</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>2110</td>
<td>1580</td>
<td>1060</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1580</td>
<td>1190</td>
<td>790</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore/</td>
<td>3.30 mts.</td>
<td>2310</td>
<td>1650</td>
<td>990</td>
</tr>
<tr>
<td>Hyderabad/Kodaikanal</td>
<td>2.30 mts.</td>
<td>1850</td>
<td>1320</td>
<td>790</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1390</td>
<td>990</td>
<td>590</td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>3.30 mts.</td>
<td>1650</td>
<td>1320</td>
<td>840</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>1320</td>
<td>1060</td>
<td>670</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>990</td>
<td>790</td>
<td>500</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack/</td>
<td>3.30 mts.</td>
<td>1320</td>
<td>990</td>
<td>660</td>
</tr>
<tr>
<td>Vishakhapatnam/Tiruchirapally/</td>
<td>2.30 mts.</td>
<td>1060</td>
<td>790</td>
<td>530</td>
</tr>
<tr>
<td>Coimbatore/Puducherry/Madurai/Tirunelveli/Shillong</td>
<td>1.30 mts.</td>
<td>790</td>
<td>590</td>
<td>400</td>
</tr>
</tbody>
</table>

### Rates for Trailers (On FM Gold Channels)

*(IN RUPEES)*

<table>
<thead>
<tr>
<th>Name of Station</th>
<th>Duration</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>3.30 mts.</td>
<td>3300</td>
<td>2310</td>
<td>1320</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>2640</td>
<td>1850</td>
<td>1060</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1980</td>
<td>1390</td>
<td>790</td>
</tr>
<tr>
<td>Mumbai</td>
<td>3.30 mts.</td>
<td>2640</td>
<td>1980</td>
<td>1320</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>2110</td>
<td>1580</td>
<td>1060</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1580</td>
<td>1190</td>
<td>790</td>
</tr>
<tr>
<td>Chennai/Kolkata</td>
<td>3.30 mts.</td>
<td>2310</td>
<td>1650</td>
<td>990</td>
</tr>
<tr>
<td></td>
<td>2.30 mts.</td>
<td>1850</td>
<td>1320</td>
<td>790</td>
</tr>
<tr>
<td></td>
<td>1.30 mts.</td>
<td>1390</td>
<td>990</td>
<td>590</td>
</tr>
</tbody>
</table>
Rates for News Bulletins on FM GOLD Stations

1. Before or after News Bulletins on 4 FM Gold Stations
   Delhi/ Mumbai/ Kolkatta/ Chennai  
   Rs. 3520 per 10” spot

2. Regional/National News Bulletin by individual FM Gold Stations
   (Before / After News Bulletins)
   Delhi  
   Rs.1100/- per 10 seconds
   Mumbai  
   Rs. 880/- per 10 seconds
   Kolkata  
   Rs.770/- per 10 seconds
   Chennai  
   Rs.770/- per 10 seconds

FM-RATES

I. All 20 FM Rainbow Stations
II. 4 FM Gold /Rainbow Stations at 4 Metros
III. All 24 FM Stations (20 FM Rainbow + 4 FM Gold

I. ALL 20 FM RAINBOW STATIONS

<table>
<thead>
<tr>
<th>Particulars</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Buy rates for 10 seconds</td>
<td>11770</td>
<td>8690</td>
<td>5510</td>
</tr>
<tr>
<td>Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds</td>
<td>127110</td>
<td>93920</td>
<td>59570</td>
</tr>
<tr>
<td>Rates for sponsored programme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 minute with 60 sec. FCT</td>
<td>70620</td>
<td>52140</td>
<td>33060</td>
</tr>
<tr>
<td>10 minute with 40 sec. FCT</td>
<td>47080</td>
<td>34760</td>
<td>22040</td>
</tr>
<tr>
<td>5 minute with 20 sec. FCT</td>
<td>23540</td>
<td>17380</td>
<td>11020</td>
</tr>
</tbody>
</table>

Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred
II. 4 FM GOLD/RAINBOW STATIONS AT 4 METROS (VIZ. DELHI, MUMBAI, CHENNAI & KOLKATA)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Buy rates for 10 seconds</td>
<td>3520</td>
<td>2530</td>
<td>1540</td>
</tr>
<tr>
<td>Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds</td>
<td>38020</td>
<td>27330</td>
<td>16640</td>
</tr>
<tr>
<td>Rates for sponsored programme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 minute with 60 sec. FCT</td>
<td>21120</td>
<td>15180</td>
<td>9240</td>
</tr>
<tr>
<td>10 minute with 40 sec. FCT</td>
<td>14080</td>
<td>10120</td>
<td>6160</td>
</tr>
<tr>
<td>5 minute with 20 sec. FCT</td>
<td>7040</td>
<td>5060</td>
<td>3080</td>
</tr>
</tbody>
</table>

Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.

III. ALL 24 FM STATIONS (20 RAINBOW + 4 GOLD)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Buy rates for 10 seconds</td>
<td>15290</td>
<td>11220</td>
<td>7050</td>
</tr>
<tr>
<td>Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds</td>
<td>165130</td>
<td>121250</td>
<td>76210</td>
</tr>
<tr>
<td>Rates for sponsored programme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 minute with 60 sec. FCT</td>
<td>91740</td>
<td>67320</td>
<td>42300</td>
</tr>
<tr>
<td>10 minute with 40 sec. FCT</td>
<td>61160</td>
<td>44880</td>
<td>28200</td>
</tr>
<tr>
<td>5 minute with 20 sec. FCT</td>
<td>30580</td>
<td>22440</td>
<td>14100</td>
</tr>
</tbody>
</table>

Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.
PART – II

PRIMARY CHANNEL
GROUPING OF PRIMARY CHANNEL STATIONS INCLUDING LOCAL RADIO STATIONS

Group-I (11 Stations)

**Primary Channel:** Ahmedabad /Vadodara, Bangalore, Chennai, Delhi, Hyderabad, Jaipur/Ajmer/Mountabu, Kolkata, Lucknow, Mumbai, Nagpur, Pune.

Group-II (24 Stations)

**Primary Channel:** Agra, Allahabad, Bhopal, Coimbatore, Cuttack, Gorakhpur, Guwahati, Indore, Jabalpur, Jalandhar, Kozhikode, Madurai, Najibabad, Patna, Raipur, Rajkot, Rampur, Ranchi, Rohtak, Thiruvananthapuram, Tiruchirapally, Varanasi, Vijayawada, Vishakhapatnam.

Group – III (28 Stations)

**Primary Channel:** Agartala, Bhadrawati, Cuddappa, Chattarpur, Dharwad, Dibrugarh, Gwalior, Jalgaon, Jammu, Jodhpur, Kolhapur, Mangalore/Udupi, Mysore, NES Shillong, Rewa, Sambhalpur, Shimla, Sangli, Shillong, Siliguri, Srinagar, Suratgarh, Tirunelveli, Thrissur, Udaipur.

Local Radio Stations: Kochi, Kota, Manjereee

Group-IV (45 Stations)

**Primary Channel:** Aizwal, Almora, Ambikapur, Aurangabad, Bhagalpur, Bikaner, Bhuj, Darbhanga, Gangtok, Gulbarga, Hassan, Imphal, Itanagar, Jagdalpur, Jamshedpur, Jeypore, Kannur, Kohima, Kurseong, Leh, Mathura, Panaji, Parbhani, Passighat, Puducherry, Port Blair, Ratnagiri, Silchar, Tura, Tuticorin

Local Radio Station: Ahmednagar, Bareilly, Behrampur, Bhatinda, Faizabad, Hissar, Jhansi, Karaikal, Kurukshetra, Murshidabad, Nasik, Tirupati, Warangal, Yavatmal, Solapur

Group –V (82 Stations)

**Primary Channel:** Ahwa, Barmer, Bhawanipatna, Churu, Dharmsala, Idduki, Jaisalmer, Kargil, Kavarati, Kokrajhar, Kothagudam, Lungleh, Markara, Obra, Ooty, Pauri, Sahadol, Shivpuri, Tawang, Tejpur, Tezu, Bhadarwah.

Local Radio Stations
Adilabad, Akola, Alwar, Anantpur, Balaghat, Banswara, Baripada, Beed, Belonia, Betul, Bijapur, Bilaspur, Bolangir, Chandrapur, Chaibasa, Chhindwara, Chitrakoot, Chittorgarh, Daman, Dalhousie, Diphu, Dharamapuri, Dhule, Godhra, Guna, Halflong, Hamirpur, Hazaribagh, Hospet, Jowai, Jalalawar, Joranda, Jorhat, Kailashahar, Karwar, Kathua, Khandwa, Keonjhar, Kurnool, Markapuram, Mokokchung, Nagarcoil, Nagaon, Name, Nizamabad, Nagaon, Osmanabad, Patiala, Poonch, Puri, Purne, Raigarh, Raichur, Rourkela, Sagar, Sasaram, Satara, Sawai Madhopur, Shantiniketan, Ziro (Arunachal).
CATEGORISATION OF PROGRAMMES FOR SPOT BUYS AND SPONSORSHIP OF IN HOUSE PROGRAMMES

<table>
<thead>
<tr>
<th>Category</th>
<th>Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Film Music / Album Music / Listeners’ Choice</td>
</tr>
<tr>
<td>2.</td>
<td>All spoken word programmes and other music programmes</td>
</tr>
</tbody>
</table>

NOTE:
(I) Any programme can be upgraded in programme category at the discretion of the Station Director in consultation with the CBS Director and under intimation to Director of Sales, CSU, AIR Mumbai.
(II) Any interactive/Phone-in program of any Chief Minister to be broadcast on a regular basis will attract 50% more than the sponsored programme rate of category-1 of that station. A programme more than 60 mts. should not be permitted. (Guidelines for broadcast of such programmes circulated vide Order No. 21/36/2004-P I dated 27.1.2005 may be strictly adhered to.

SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)

<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>Prog. Cat.-1</th>
<th>Prog. Cat.-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>660</td>
<td>440</td>
</tr>
<tr>
<td>II</td>
<td>550</td>
<td>330</td>
</tr>
<tr>
<td>III</td>
<td>440</td>
<td>280</td>
</tr>
<tr>
<td>IV</td>
<td>330</td>
<td>220</td>
</tr>
<tr>
<td>V</td>
<td>220</td>
<td>170</td>
</tr>
<tr>
<td>ALL PC/LRS</td>
<td>65670</td>
<td>44440</td>
</tr>
</tbody>
</table>

RATE FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MTS. DURATION WITH FCT 120 SECONDS
<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>Prog. Cat.-1</th>
<th>Prog. Cat.-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>7130</td>
<td>4750</td>
</tr>
<tr>
<td>II</td>
<td>5940</td>
<td>3570</td>
</tr>
<tr>
<td>III</td>
<td>4750</td>
<td>3030</td>
</tr>
<tr>
<td>IV</td>
<td>3570</td>
<td>2380</td>
</tr>
<tr>
<td>V</td>
<td>2380</td>
<td>1840</td>
</tr>
<tr>
<td>ALL PC/LRS</td>
<td>709800</td>
<td>480750</td>
</tr>
</tbody>
</table>

NOTE:

(For Spot-Buys)
1. Rate for more duration of spots (restricted upto 60 seconds) will be calculated on pro-rata basis and rounded off to nearest rupee.
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
3. 25% extra for fixed time spot.

(For Sponsorship of In-House Programmes)
1. In a 30 minutes programme, 20% i.e. 360 Sec. can be utilized for commercials. For other duration of in house programme, the Rate and FCT will be calculated on pro-rata basis and rounded off to the nearest rupee.
2. The total commercial time can be utilised by a combination of multiple sponsorships (maximum 3) and spot-buys. The first position in the credit line would be allotted to the Sponsor who confirms first.
3. Associate sponsorship of 90 seconds FCT will be available on pro-rata basis.
4. 20% extra for branding and presenting status.
5. Opening & Closing credit lines would be free. Each client would be entitled for 5 Sec. credit line including punch line.

Rates for SPONSORED PROGRAMME of 15mts, 10mts and 5mts. duration with FCT 60 seconds, 40 seconds & 20 seconds respectively.

<table>
<thead>
<tr>
<th>(In Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group of Stations</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT

<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>Programme Cat.1 15’</th>
<th>Programme Cat.1 10’</th>
<th>Programme Cat.1 5’</th>
<th>Programme Cat.2 15’</th>
<th>Programme Cat.2 10’</th>
<th>Programme Cat.2 5’</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>11880</td>
<td>7950</td>
<td>4050</td>
<td>7920</td>
<td>5400</td>
<td>2700</td>
</tr>
<tr>
<td>II</td>
<td>9900</td>
<td>6750</td>
<td>3450</td>
<td>5940</td>
<td>4050</td>
<td>2100</td>
</tr>
<tr>
<td>III</td>
<td>7920</td>
<td>5400</td>
<td>2700</td>
<td>5040</td>
<td>3450</td>
<td>1740</td>
</tr>
<tr>
<td>IV</td>
<td>5940</td>
<td>4050</td>
<td>2100</td>
<td>3960</td>
<td>2700</td>
<td>1380</td>
</tr>
<tr>
<td>V</td>
<td>3960</td>
<td>2670</td>
<td>1350</td>
<td>3060</td>
<td>2070</td>
<td>1050</td>
</tr>
</tbody>
</table>

RATES FOR SPONSORED SONGS
Sponsored song can be Old / New / Film / Non-film Songs.

SONG DURATION: 3.30 MINUTES including FCT: 20 SECONDS

<table>
<thead>
<tr>
<th>Group I</th>
<th>Group II</th>
<th>Group III</th>
<th>Group IV</th>
<th>Group V</th>
</tr>
</thead>
<tbody>
<tr>
<td>1320</td>
<td>1100</td>
<td>880</td>
<td>660</td>
<td>440</td>
</tr>
</tbody>
</table>

RATE FOR TRAILERS
<table>
<thead>
<tr>
<th>Duration</th>
<th>Group I</th>
<th>Group II</th>
<th>Group III</th>
<th>Group IV</th>
<th>Group V</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.30 mts.</td>
<td>1980</td>
<td>1650</td>
<td>1320</td>
<td>990</td>
<td>660</td>
</tr>
<tr>
<td>2.30 mts.</td>
<td>1580</td>
<td>1320</td>
<td>1060</td>
<td>790</td>
<td>530</td>
</tr>
<tr>
<td>1.30 mts.</td>
<td>1190</td>
<td>990</td>
<td>790</td>
<td>590</td>
<td>400</td>
</tr>
</tbody>
</table>

Rates for Campaign Songs/Jingles from Govt. Departments/PSUs
Duration One Minute with no FCT

(IN RUPEES)

<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>Prog. Cat.-1</th>
<th>Prog. Cat.-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>3960</td>
<td>2640</td>
</tr>
<tr>
<td>II</td>
<td>3300</td>
<td>1980</td>
</tr>
<tr>
<td>III</td>
<td>2640</td>
<td>1680</td>
</tr>
<tr>
<td>IV</td>
<td>1980</td>
<td>1320</td>
</tr>
<tr>
<td>V</td>
<td>1320</td>
<td>1020</td>
</tr>
</tbody>
</table>

Note: For more than one minute (restricted upto 3 mts.), pro-rata rates will be charged.

RATE FOR NATIONAL NEWS
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Time</th>
<th>Rate for 10 seconds spot (In Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Before 0800 hrs. Hindi news</td>
<td>9000</td>
</tr>
<tr>
<td>2.</td>
<td>Morning Mid News break - Hindi English Urdu</td>
<td>18000 18000 9000</td>
</tr>
<tr>
<td>3.</td>
<td>Afternoon news feature in English 1400-1430 hrs.</td>
<td>7000</td>
</tr>
<tr>
<td>4.</td>
<td>Afternoon news feature in Hindi 1430-1500 hrs.</td>
<td>7000</td>
</tr>
<tr>
<td>5.</td>
<td>Mid break in afternoon news feature English Hindi</td>
<td>14000 14000</td>
</tr>
<tr>
<td>6.</td>
<td>Before evening Hindi news at 2045 hrs.</td>
<td>6000</td>
</tr>
<tr>
<td>7.</td>
<td>After English news at 2115 hrs.</td>
<td>6000</td>
</tr>
<tr>
<td>8.</td>
<td>Mid break in evening news Hindi English</td>
<td>12000 12000</td>
</tr>
</tbody>
</table>

**NOTE:**

1. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.
2. Rate for more duration of spots (restricted upto 60 seconds) will be calculated on pro-rata basis.
3. Sponsorship will be accepted with those news bulletins, which do not attract any spot buys. Those bulletins, which attract heavy spot buys, should not be replaced under sponsorship. The sponsorship announcement will be as follows “so and so (the name of the advertiser) is proud to be associated with All India Radio news”. Sponsorship rate of news bulletins will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).

**RATE FOR REGIONAL NEWS (FOR 10 SECONDS SPOT)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the State/ language</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Andhra Pradesh</td>
<td>3340</td>
</tr>
<tr>
<td>2.</td>
<td>Arunachal Pradesh</td>
<td>1060</td>
</tr>
<tr>
<td>3.</td>
<td>Assam</td>
<td>2110</td>
</tr>
<tr>
<td>4.</td>
<td>Bihar</td>
<td>1650</td>
</tr>
<tr>
<td>5.</td>
<td>Chhattisgarh</td>
<td>1320</td>
</tr>
<tr>
<td></td>
<td>State</td>
<td>Rate</td>
</tr>
<tr>
<td>----</td>
<td>------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>6</td>
<td>Gujarat</td>
<td>1760</td>
</tr>
<tr>
<td>7</td>
<td>Haryana</td>
<td>1210</td>
</tr>
<tr>
<td>8</td>
<td>Goa</td>
<td>350</td>
</tr>
<tr>
<td>9</td>
<td>Himachal Pradesh</td>
<td>880</td>
</tr>
<tr>
<td>10</td>
<td>Jammu &amp; Kashmir</td>
<td>1500</td>
</tr>
<tr>
<td>11</td>
<td>Jharkhand</td>
<td>1540</td>
</tr>
<tr>
<td>12</td>
<td>Karnataka</td>
<td>3520</td>
</tr>
<tr>
<td>13</td>
<td>Kerala</td>
<td>2380</td>
</tr>
<tr>
<td>14</td>
<td>Madhya Pradesh</td>
<td>3780</td>
</tr>
<tr>
<td>15</td>
<td>Maharashtra</td>
<td>5720</td>
</tr>
<tr>
<td>16</td>
<td>Manipur</td>
<td>330</td>
</tr>
<tr>
<td>17</td>
<td>Meghalaya</td>
<td>1140</td>
</tr>
<tr>
<td>18</td>
<td>Mizoram</td>
<td>550</td>
</tr>
<tr>
<td>19</td>
<td>Nagaland</td>
<td>550</td>
</tr>
<tr>
<td>20</td>
<td>Orissa</td>
<td>2550</td>
</tr>
<tr>
<td>21</td>
<td>Pondicherry</td>
<td>520</td>
</tr>
<tr>
<td>22</td>
<td>Punjab</td>
<td>1100</td>
</tr>
<tr>
<td>23</td>
<td>Rajasthan</td>
<td>3780</td>
</tr>
<tr>
<td>24</td>
<td>Sikkim</td>
<td>330</td>
</tr>
<tr>
<td>25</td>
<td>Tamilnadu</td>
<td>2820</td>
</tr>
<tr>
<td>26</td>
<td>Tripura</td>
<td>700</td>
</tr>
<tr>
<td>27</td>
<td>Uttar Pradesh</td>
<td>4400</td>
</tr>
<tr>
<td>28</td>
<td>Uttaranchal</td>
<td>550</td>
</tr>
<tr>
<td>29</td>
<td>West Bengal</td>
<td>1850</td>
</tr>
<tr>
<td>30</td>
<td>DELHI</td>
<td>660</td>
</tr>
<tr>
<td>31</td>
<td>Port Blair (A &amp; N Islands)</td>
<td>330</td>
</tr>
<tr>
<td></td>
<td><strong>ALL STATES</strong></td>
<td><strong>54280</strong></td>
</tr>
</tbody>
</table>

**NOTE:**

1. Rate for more duration (restricted upto 60 secs.) will be calculated on pro-rata basis.

2. Rate for mid break news will be double the prescribed rates.

3. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.

4. Commercial time (FCT) for various news bulletins will be as under:

   - **5 mts News Bulletin**
     - Before & After: 60 seconds
     - Mid-break: 60 seconds

   - **10 mts. & longer duration**
     - Before & After: 180 seconds
     - Mid-break: 120 seconds (Can be split into two midbreaks of 60-60 seconds)
## STATE HOOK UP RATES FOR SPOT BUYS

<table>
<thead>
<tr>
<th>Name of State</th>
<th>Spot Buys per 10 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prog. Cat.-1</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>4180</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>1320</td>
</tr>
<tr>
<td>Assam</td>
<td>2640</td>
</tr>
<tr>
<td>Bihar</td>
<td>1650</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>1650</td>
</tr>
<tr>
<td>Goa</td>
<td>330</td>
</tr>
<tr>
<td>Gujarat</td>
<td>2200</td>
</tr>
<tr>
<td>Haryana</td>
<td>1210</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>880</td>
</tr>
<tr>
<td>Jamma &amp; Kashmir</td>
<td>2090</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>1540</td>
</tr>
<tr>
<td>Kerala</td>
<td>3190</td>
</tr>
<tr>
<td>Karnataka</td>
<td>4400</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>7150</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>4730</td>
</tr>
<tr>
<td>Manipur</td>
<td>330</td>
</tr>
<tr>
<td>Sikkim</td>
<td>330</td>
</tr>
<tr>
<td>Meghalaya</td>
<td>1430</td>
</tr>
<tr>
<td>Mizoram</td>
<td>550</td>
</tr>
<tr>
<td>Nagaland</td>
<td>550</td>
</tr>
<tr>
<td>Tripura</td>
<td>880</td>
</tr>
<tr>
<td>Orissa</td>
<td>3190</td>
</tr>
<tr>
<td>Punjab</td>
<td>1100</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>4730</td>
</tr>
<tr>
<td>Tamilnadu</td>
<td>4400</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>5500</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>550</td>
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<tr>
<td>West Bengal</td>
<td>1980</td>
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<tr>
<td>Delhi</td>
<td>660</td>
</tr>
<tr>
<td>Port Blair (A &amp; N)</td>
<td>330</td>
</tr>
</tbody>
</table>
## STATE HOOK UP RATES FOR SPONSORSHIP PROGRAMMES (In Rupees)

<table>
<thead>
<tr>
<th>Name of State</th>
<th>Prog. Cat.-1</th>
<th>Prog. Cat.-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>45180</td>
<td>30720</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>14280</td>
<td>10280</td>
</tr>
<tr>
<td>Assam</td>
<td>28540</td>
<td>20020</td>
</tr>
<tr>
<td>Bihar</td>
<td>17840</td>
<td>12010</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>17840</td>
<td>12010</td>
</tr>
<tr>
<td>Goa</td>
<td>3570</td>
<td>2380</td>
</tr>
<tr>
<td>Gujarat</td>
<td>23780</td>
<td>16220</td>
</tr>
<tr>
<td>Haryana</td>
<td>13080</td>
<td>8330</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>9510</td>
<td>6710</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>22590</td>
<td>15800</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>16650</td>
<td>11470</td>
</tr>
<tr>
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<td>34460</td>
<td>22290</td>
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<tr>
<td>Karnataka</td>
<td>47550</td>
<td>32670</td>
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<td>52880</td>
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<td>Madhya Pradesh</td>
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<td>34520</td>
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<td>2380</td>
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<td>Sikkim</td>
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<td>2380</td>
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<tr>
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<td>10280</td>
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<td>9510</td>
<td>6710</td>
</tr>
<tr>
<td>Orissa</td>
<td>34490</td>
<td>24240</td>
</tr>
<tr>
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<td>7790</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>51120</td>
<td>35810</td>
</tr>
<tr>
<td>Tamilnadu</td>
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<td>31150</td>
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<td>37530</td>
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<td>4220</td>
</tr>
<tr>
<td>West Bengal</td>
<td>21400</td>
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<td>Delhi</td>
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<td>4750</td>
</tr>
<tr>
<td>Port Blair (A &amp; N)</td>
<td>3570</td>
<td>2380</td>
</tr>
</tbody>
</table>
State Hook-up Rates for SPONSORED PROGRAMME of 15 Mts., 10 Mts. & 5 Mts. Duration with FCT 60 Sec., 40 Sec. & 20 Sec. respectively.

<table>
<thead>
<tr>
<th>Name of State</th>
<th>Programme Cat. 1</th>
<th>Programme Cat. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15'</td>
<td>10'</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>25080</td>
<td>16990</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>7920</td>
<td>5370</td>
</tr>
<tr>
<td>Assam</td>
<td>15840</td>
<td>10740</td>
</tr>
<tr>
<td>Bihar</td>
<td>9900</td>
<td>6730</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>9900</td>
<td>6730</td>
</tr>
<tr>
<td>Gujarat</td>
<td>13200</td>
<td>8920</td>
</tr>
<tr>
<td>Goa</td>
<td>1980</td>
<td>1350</td>
</tr>
<tr>
<td>Haryana</td>
<td>7260</td>
<td>4950</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>5280</td>
<td>3580</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>12540</td>
<td>8510</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>9240</td>
<td>6270</td>
</tr>
<tr>
<td>Kerala</td>
<td>19140</td>
<td>13030</td>
</tr>
<tr>
<td>Karnataka</td>
<td>26400</td>
<td>17890</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>42900</td>
<td>29030</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>28380</td>
<td>19270</td>
</tr>
<tr>
<td>Manipur</td>
<td>1980</td>
<td>1350</td>
</tr>
<tr>
<td>Sikkim</td>
<td>1980</td>
<td>1350</td>
</tr>
<tr>
<td>Meghalaya</td>
<td>8580</td>
<td>5840</td>
</tr>
<tr>
<td>Mizoram</td>
<td>3300</td>
<td>2240</td>
</tr>
<tr>
<td>Nagaland</td>
<td>3300</td>
<td>2240</td>
</tr>
<tr>
<td>Tripura</td>
<td>5280</td>
<td>3580</td>
</tr>
<tr>
<td>Orissa</td>
<td>19140</td>
<td>12980</td>
</tr>
<tr>
<td>Punjab</td>
<td>6600</td>
<td>4490</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>28380</td>
<td>19210</td>
</tr>
<tr>
<td>Tamilnadu</td>
<td>26400</td>
<td>17920</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>33000</td>
<td>22440</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>3300</td>
<td>2240</td>
</tr>
<tr>
<td>West Bengal</td>
<td>11880</td>
<td>8040</td>
</tr>
<tr>
<td>Delhi</td>
<td>3960</td>
<td>2650</td>
</tr>
<tr>
<td>Port Blair (A &amp; N)</td>
<td>1980</td>
<td>1350</td>
</tr>
</tbody>
</table>

Note: Rates for CUSTOMISED SPONSORED PROGRAMMES will be three times of the above rate.
### NATIONAL CHANNEL

<table>
<thead>
<tr>
<th>Time Category</th>
<th>Spot-Buy 10 seconds</th>
<th>Sponsorship of in-house programs of 30 minutes FCT 120 seconds</th>
<th>Sponsored programs of 15 minutes FCT 60 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Time</td>
<td>1450</td>
<td>15600</td>
<td>9600</td>
</tr>
<tr>
<td>1900-0000 hrs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non Prime Time</td>
<td>1200</td>
<td>13200</td>
<td>8400</td>
</tr>
<tr>
<td>0000 – 0600 hrs</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTE**

For other duration of programme the rate and FCT will be calculated on pro-rata basis.

25% extra for fixed time spot.
PART - III

VIVIDH BHARATI
GROUPING OF VIVIDH BHARATI STATIONS

Group – A (9):
Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Ahmedabad, Nagpur and Pune

Group – B (16):
Kanpur, Allahabad, Lucknow, Jaipur, Bhopal, Indore, Patna, Rajkot, Vadodara, Thiruvananthapuram, Kozhikode, Vijayawada, Surat, Ranchi, Chandigarh and Varanasi

Group – C (12):
Jodhpur, Udaipur, Dharwad, Jalandhar, Panaji, Srinagar, Jammu, Jabalpur, Jamshedpur, Siliguri,Cuttack & Guwahati

VB NETWORK (30):
Delhi, Mumbai, Kolkata, Ahmedabad, Pune, Nagpur, Kanpur, Allahabad, Lucknow, Jaipur, Bhopal, Indore, Patna, Curttack, Rajkot, Vadodara, Guwahati, Surat, Jodhpur, Ranchi, Chandigarh, Jalandhar, Panaji, Srinagar, Jammu, Jabalpur, Jamshedpur, Varanasi, Siliguri, Udaipur.

Additional 5 Stations broadcasting VB Programmes: Raipur, Gorakhpur, Rohtak, Gulbarga & Shimla

TIME CATEGORISATION OF VIVIDH BHARATI

<table>
<thead>
<tr>
<th>Time Category</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0630-1000</td>
</tr>
<tr>
<td></td>
<td>1900-2300</td>
</tr>
<tr>
<td>2</td>
<td>0600-0630</td>
</tr>
<tr>
<td></td>
<td>1000-1200</td>
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<tr>
<td></td>
<td>1330-1430</td>
</tr>
<tr>
<td></td>
<td>2300-2330</td>
</tr>
<tr>
<td>3</td>
<td>1200-1330</td>
</tr>
<tr>
<td></td>
<td>1430-1900</td>
</tr>
</tbody>
</table>

(2300-2330 is only for Mumbai, Pune & Nagpur)
SPOT BUY RATE FOR 10 SECONDS (IN RUPEES)

<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>T.C.-1</th>
<th>T.C.-2</th>
<th>T.C.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>500</td>
<td>440</td>
<td>330</td>
</tr>
<tr>
<td>B</td>
<td>390</td>
<td>330</td>
<td>280</td>
</tr>
<tr>
<td>C</td>
<td>280</td>
<td>220</td>
<td>170</td>
</tr>
<tr>
<td>VB Network</td>
<td>11000</td>
<td>9300</td>
<td>7500</td>
</tr>
<tr>
<td>VB National</td>
<td>14000</td>
<td>11900</td>
<td>9500</td>
</tr>
</tbody>
</table>

NOTE:

(For Spot-Buys)
1. Rate for more duration of spots (restricted upto 60 seconds) will be calculated on pro-rata basis and rounded off to nearest rupee.
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
3. 25% extra for fixed time spot.

Rates for SPONSORED PROGRAMME of 15mts, 10mts and 5mts. duration with FCT 60 seconds, 40 seconds & 20 seconds respectively.

<table>
<thead>
<tr>
<th>Group of Stations</th>
<th>Programme Cat.1 15’</th>
<th>Programme Cat.1 10’</th>
<th>Programme Cat.1 5’</th>
<th>Programme Cat.2 15’</th>
<th>Programme Cat.2 10’</th>
<th>Programme Cat.2 5’</th>
<th>Programme Cat.3 15’</th>
<th>Programme Cat.3 10’</th>
<th>Programme Cat.3 5’</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3000</td>
<td>2000</td>
<td>1350</td>
<td>2640</td>
<td>1760</td>
<td>1200</td>
<td>1980</td>
<td>1320</td>
<td>880</td>
</tr>
<tr>
<td>B</td>
<td>2340</td>
<td>1560</td>
<td>1040</td>
<td>1980</td>
<td>1320</td>
<td>880</td>
<td>1680</td>
<td>1120</td>
<td>750</td>
</tr>
<tr>
<td>C</td>
<td>1680</td>
<td>1120</td>
<td>750</td>
<td>1320</td>
<td>880</td>
<td>600</td>
<td>1020</td>
<td>680</td>
<td>500</td>
</tr>
<tr>
<td>VB Network</td>
<td>66900</td>
<td>44600</td>
<td>29750</td>
<td>56100</td>
<td>37400</td>
<td>24950</td>
<td>44940</td>
<td>29960</td>
<td>20000</td>
</tr>
<tr>
<td>VB National</td>
<td>84600</td>
<td>56400</td>
<td>37600</td>
<td>71280</td>
<td>47520</td>
<td>31680</td>
<td>56940</td>
<td>37960</td>
<td>25350</td>
</tr>
</tbody>
</table>

Rates for CUSTOMISED SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.

Sponsored Programme of more than 15 Mts. is not allowed. For less duration of Sponsored Programme, the rate and FCT will be calculated on pro-rata basis.

VB Network means 35 Hindi Stations (30 + 5 additional stations)

VB National means all the 42 Stations (37+5 additional stations)
TIME SLOTS FOR SPONSORED PROGRAMMES ON VBS

09.15 AM TO 12.00 PM (In consultation with the station)
12.30 PM TO 01.30 PM
02.30 PM TO 03.00 PM
03.00 PM TO 04.00 PM (only in case of National Network booking)
05.05 PM TO 05.30 PM
06.15 PM TO 07.00 PM (In consultation with the station)
07.45 PM TO 08.00 PM
08.15 PM TO 08.40 PM
09.00 PM TO 10.00 PM

NOTE:
1. Maximum duration of Sponsored Programmes on VBS will be 15 mts only.
2. The following programmes will be accepted as sponsored programmes :-
3. Bhakti Sangeet
4. Classical music based programme
5. Pitara (variety programme)
6. Hawa Mahal
7. Quiz programme
8. Sports based entertainment programmes
9. Plays and serials
10. Publicity programmes of music companies
11. Radio report of award functions
12. Magazine programme featuring news from the film world.
## RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMME

(In Rupees)

<table>
<thead>
<tr>
<th>Name of the programme</th>
<th>Prog. Dur. (in minutes)</th>
<th>Time Cat.</th>
<th>FCT (seconds)</th>
<th>Rate for VB Network (In Rs.)</th>
<th>Rate for VB National Network (In Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vandanvar</td>
<td>30</td>
<td>II</td>
<td>60</td>
<td>22000</td>
<td>28000</td>
</tr>
<tr>
<td>Bhule Bisre Geet</td>
<td>30 + 30</td>
<td>I</td>
<td>60</td>
<td>26000 + 26000</td>
<td>34000 + 34000</td>
</tr>
<tr>
<td>Sangeet Sarita</td>
<td>15</td>
<td>I</td>
<td>30</td>
<td>13000</td>
<td>17000</td>
</tr>
<tr>
<td>Triveni</td>
<td>15</td>
<td>I</td>
<td>30</td>
<td>13000</td>
<td>17000</td>
</tr>
<tr>
<td>Morning Chitralok</td>
<td>30 + 30</td>
<td>I</td>
<td>60 + 60</td>
<td>26000 + 26000</td>
<td>34000 + 34000</td>
</tr>
<tr>
<td>Manchahe Geet</td>
<td>30 + 30</td>
<td>II</td>
<td>60 + 60</td>
<td>22000+22000</td>
<td>28000+28000</td>
</tr>
<tr>
<td>Sakhi Saheli</td>
<td>30 + 30</td>
<td>III</td>
<td>60 + 60</td>
<td>18000 + 18000</td>
<td>23000 + 23000</td>
</tr>
<tr>
<td>Pitara</td>
<td>30 + 30</td>
<td>III</td>
<td>60 + 60</td>
<td>18000 + 18000</td>
<td>23000 + 23000</td>
</tr>
<tr>
<td>Filmi Hangama</td>
<td>30</td>
<td>III</td>
<td>60</td>
<td>18000</td>
<td>23000</td>
</tr>
<tr>
<td>Jaimala</td>
<td>40</td>
<td>I</td>
<td>60</td>
<td>26000</td>
<td>34000</td>
</tr>
<tr>
<td>Evening Chitralok</td>
<td>30</td>
<td>I</td>
<td>60</td>
<td>26000</td>
<td>34000</td>
</tr>
<tr>
<td>Hawa Mahal</td>
<td>15</td>
<td>I</td>
<td>30</td>
<td>13000</td>
<td>17000</td>
</tr>
<tr>
<td>Chhayaageet</td>
<td>30</td>
<td>I</td>
<td>60</td>
<td>26000</td>
<td>34000</td>
</tr>
<tr>
<td>Aap Ki Farmaish</td>
<td>30</td>
<td>I</td>
<td>60</td>
<td>26000</td>
<td>34000</td>
</tr>
</tbody>
</table>
NOTE:

1. 20% extra for branding the programme.

RATES FOR SPONSORSHIP OF LOCAL VARIATION PROGRAMMES OVER VBS

Programme Duration 30 minutes - FCT 60 seconds

<table>
<thead>
<tr>
<th>Stations</th>
<th>Time Cat.-1</th>
<th>Time Cat.-2</th>
<th>Time Cat.-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>2700</td>
<td>2380</td>
<td>1780</td>
</tr>
<tr>
<td>Group B</td>
<td>2100</td>
<td>1780</td>
<td>1510</td>
</tr>
<tr>
<td>Group C</td>
<td>1510</td>
<td>1190</td>
<td>920</td>
</tr>
</tbody>
</table>

NOTE:
1. For other duration of programmes FCT and rate will be calculated on pro-rata basis.

RATES FOR SPONSORED SONGS

Sponsored song can be Film / Non-film.

SONG DURATION: 3.30 MINUTES including FCT: 20 SECONDS

<table>
<thead>
<tr>
<th>Name of Programme</th>
<th>Duration</th>
<th>FCT (Sec)</th>
<th>Rate (In Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Cat.1 (Songs)</td>
<td>3.30</td>
<td>20</td>
<td>4200</td>
</tr>
<tr>
<td>(Trailer)</td>
<td>3.30</td>
<td>30</td>
<td>6000</td>
</tr>
<tr>
<td></td>
<td>2.30</td>
<td>20</td>
<td>4800</td>
</tr>
<tr>
<td></td>
<td>1.30</td>
<td>10</td>
<td>3600</td>
</tr>
<tr>
<td>Time Cat.2 (Songs)</td>
<td>3.30</td>
<td>20</td>
<td>3000</td>
</tr>
<tr>
<td>Time Cat.3 (Songs)</td>
<td>3.30</td>
<td>20</td>
<td>2400</td>
</tr>
</tbody>
</table>

NOTE:
25% extra for using songs from more than one film.

50% of Time Cat. 1 rate to be charged for repeating the same song / trailer in any of the lower time categories on the same day.
### Rates for Sponsored Songs for 3.30 mts.

**South Indian Film Music Chunks**

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Duration. Of Song</th>
<th>FCT (Sec)</th>
<th>Rate (In Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geet Malika</td>
<td>3.30</td>
<td>20</td>
<td>2400</td>
</tr>
<tr>
<td>Madhur Geetam</td>
<td>3.30</td>
<td>20</td>
<td>1800</td>
</tr>
<tr>
<td>Nandana – Bangalore</td>
<td>3.30</td>
<td>20</td>
<td>1400</td>
</tr>
<tr>
<td>Nandana – Dharwad</td>
<td>3.30</td>
<td>20</td>
<td>900</td>
</tr>
<tr>
<td>Janranjani – Hyderabad</td>
<td>3.30</td>
<td>20</td>
<td>1200</td>
</tr>
<tr>
<td>Janranjani – Vijayawada</td>
<td>3.30</td>
<td>20</td>
<td>900</td>
</tr>
<tr>
<td>Ganopaharam – Thiruvananthapuram</td>
<td>3.30</td>
<td>20</td>
<td>1200</td>
</tr>
<tr>
<td>Ganopaharam – Kozhikode</td>
<td>3.30</td>
<td>20</td>
<td>900</td>
</tr>
<tr>
<td>Ungalviruppanm – Chennai</td>
<td>3.30</td>
<td>20</td>
<td>1200</td>
</tr>
</tbody>
</table>

### Local Variation Programme

<table>
<thead>
<tr>
<th>Stations</th>
<th>Duration of Song</th>
<th>FCT (Sec)</th>
<th>T.C.1</th>
<th>T.C.2</th>
<th>T.C.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>3.30</td>
<td>20</td>
<td>1400</td>
<td>1200</td>
<td>950</td>
</tr>
<tr>
<td>Group B</td>
<td>3.30</td>
<td>20</td>
<td>1200</td>
<td>950</td>
<td>700</td>
</tr>
<tr>
<td>Group C</td>
<td>3.30</td>
<td>20</td>
<td>950</td>
<td>700</td>
<td>600</td>
</tr>
</tbody>
</table>
**Rates for Trailer – 3.30 mts.**

**South Indian Film Music Chunks**

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Duration. Of Trailer</th>
<th>FCT (Sec)</th>
<th>Rate in Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geet Malika</td>
<td>3.30</td>
<td>30</td>
<td>3600</td>
</tr>
<tr>
<td>Madhur Geetam</td>
<td>3.30</td>
<td>30</td>
<td>2700</td>
</tr>
<tr>
<td>Nandana – Bangalore</td>
<td>3.30</td>
<td>30</td>
<td>2100</td>
</tr>
<tr>
<td>Nandana – Dharwad</td>
<td>3.30</td>
<td>30</td>
<td>1350</td>
</tr>
<tr>
<td>Janranjani – Hyderabad</td>
<td>3.30</td>
<td>30</td>
<td>1800</td>
</tr>
<tr>
<td>Janranjani – Vijayawada</td>
<td>3.30</td>
<td>30</td>
<td>1350</td>
</tr>
<tr>
<td>Ganopaharam – Thiruvananthapuram</td>
<td>3.30</td>
<td>30</td>
<td>1800</td>
</tr>
<tr>
<td>Ganopaharam – Kozhikode</td>
<td>3.30</td>
<td>30</td>
<td>1350</td>
</tr>
<tr>
<td>Ungalviruppanm – Chennai</td>
<td>3.30</td>
<td>30</td>
<td>1800</td>
</tr>
</tbody>
</table>

**Local Variation Programme**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Duration of Trailer</th>
<th>FCT (Sec)</th>
<th>Rate TC 1</th>
<th>Rate TC 2</th>
<th>Rate TC 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A Stations</td>
<td>3.30</td>
<td>30</td>
<td>2000</td>
<td>1800</td>
<td>1500</td>
</tr>
<tr>
<td>Group B Stations</td>
<td>3.30</td>
<td>30</td>
<td>1600</td>
<td>1400</td>
<td>1200</td>
</tr>
<tr>
<td>Group C Stations</td>
<td>3.30</td>
<td>30</td>
<td>1250</td>
<td>1100</td>
<td>950</td>
</tr>
</tbody>
</table>
Rates for Trailer – 2.30 mts.

South Indian Film Music Chunks

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Duration. Of Trailer</th>
<th>FCT (Sec)</th>
<th>Rate in Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geet Malika</td>
<td>2.30</td>
<td>20</td>
<td>2900</td>
</tr>
<tr>
<td>Madhur Geetam</td>
<td>2.30</td>
<td>20</td>
<td>2150</td>
</tr>
<tr>
<td>Nandana – Bangalore</td>
<td>2.30</td>
<td>20</td>
<td>1650</td>
</tr>
<tr>
<td>Nandana – Dharwad</td>
<td>2.30</td>
<td>20</td>
<td>1100</td>
</tr>
<tr>
<td>Janranjani – Hyderabad</td>
<td>2.30</td>
<td>20</td>
<td>1450</td>
</tr>
<tr>
<td>Janranjani – Vijayawada</td>
<td>2.30</td>
<td>20</td>
<td>1100</td>
</tr>
<tr>
<td>Ganopaharam – Thiruvananthapuram</td>
<td>2.30</td>
<td>20</td>
<td>1450</td>
</tr>
<tr>
<td>Ganopaharam – Kozhikode</td>
<td>2.30</td>
<td>20</td>
<td>1100</td>
</tr>
<tr>
<td>Ungalviruppanm – Chennai</td>
<td>2.30</td>
<td>20</td>
<td>1450</td>
</tr>
</tbody>
</table>

Local Variation Programme

<table>
<thead>
<tr>
<th>Stations</th>
<th>Duration of Trailer</th>
<th>FCT (Sec.)</th>
<th>Rate TC 1</th>
<th>Rate TC 1</th>
<th>Rate TC 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A Stations</td>
<td>2.30</td>
<td>20</td>
<td>1450</td>
<td>1150</td>
<td>950</td>
</tr>
<tr>
<td>Group B Stations</td>
<td>2.30</td>
<td>20</td>
<td>1150</td>
<td>950</td>
<td>800</td>
</tr>
<tr>
<td>Group C Stations</td>
<td>2.30</td>
<td>20</td>
<td>950</td>
<td>750</td>
<td>600</td>
</tr>
</tbody>
</table>
### South Indian Film Music Chunks

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Duration Of Trailer</th>
<th>FCT (Sec)</th>
<th>Rate in Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geet Malika</td>
<td>1.30</td>
<td>10</td>
<td>2150</td>
</tr>
<tr>
<td>Madhur Geetam</td>
<td>1.30</td>
<td>10</td>
<td>1650</td>
</tr>
<tr>
<td>Nandana – Bangalore</td>
<td>1.30</td>
<td>10</td>
<td>1250</td>
</tr>
<tr>
<td>Nandana – Dharwad</td>
<td>1.30</td>
<td>10</td>
<td>800</td>
</tr>
<tr>
<td>Janranjani – Hyderabad</td>
<td>1.30</td>
<td>10</td>
<td>1100</td>
</tr>
<tr>
<td>Janranjani – Vijayawada</td>
<td>1.30</td>
<td>10</td>
<td>800</td>
</tr>
<tr>
<td>Ganopaharam – Thiruvananthapuram</td>
<td>1.30</td>
<td>10</td>
<td>1100</td>
</tr>
<tr>
<td>Ganopaharam – Kozhikode</td>
<td>1.30</td>
<td>10</td>
<td>800</td>
</tr>
<tr>
<td>Ungalviruppanam – Chennai</td>
<td>1.30</td>
<td>10</td>
<td>1100</td>
</tr>
</tbody>
</table>

### Local Variation Programme

<table>
<thead>
<tr>
<th>Stations</th>
<th>Duration of Trailer</th>
<th>FCT (Sec)</th>
<th>Rate TC 1</th>
<th>Rate TC 2</th>
<th>Rate TC 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A Stations</td>
<td>1.30</td>
<td>10</td>
<td>1150</td>
<td>950</td>
<td>800</td>
</tr>
<tr>
<td>Group B Stations</td>
<td>1.30</td>
<td>10</td>
<td>1100</td>
<td>750</td>
<td>600</td>
</tr>
<tr>
<td>Group C Stations</td>
<td>1.30</td>
<td>10</td>
<td>750</td>
<td>600</td>
<td>450</td>
</tr>
</tbody>
</table>
**Local Variation Time Slots for Vividh Bharati Stations**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Timings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>08.00 A.M. to 08.15 A.M.</td>
</tr>
<tr>
<td>2</td>
<td>09.15 A.M. to till the end of the 01\textsuperscript{st} Transmission</td>
</tr>
<tr>
<td>3</td>
<td>06.15 P.M. to 07.00 P.M.</td>
</tr>
<tr>
<td>4</td>
<td>08.45 P.M. to 09.00 P.M.</td>
</tr>
<tr>
<td>5</td>
<td>11.00 P.M. to 11.30 P.M.</td>
</tr>
</tbody>
</table>
PART – IV

OTHER FEATURES
1. **AD LIBS (live spots)**
   50% extra on the spot buy rate will continue to be charged over all channels.

2. **PROMOS:**
   (For Sponsored / Sponsorship Programmes)

   1. 6 free tag on promos of 10 seconds each prior to the broadcast of programme are allowed. This will be supplied by the Agency / Advertiser. Frequency of broadcast will be decided in consultation with the concerned station/s.
   2. An advertiser can have as many promos as he wants on payment basis. The rate of each promo will be 50% of the rate of that programme time category. However, no commission / concession will be given on such bookings.
   3. Promos will not be allowed along with national/regional news.
   4. A sponsored programme provider can use up to one-third of his unused FCT for promos for which he need not make any separate payment.

3. **RUN-ON- SCHEDULE**

   Run on schedule is a facility given to an advertiser who wants to do intense publicity for his products during a very short period. To avail this facility, an advertiser will have to take minimum 450 SECONDS SPOT BUYS per day.

   **RATES (PC/LRS):**

<table>
<thead>
<tr>
<th>Group</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group I Station</td>
<td>Rs. 12,375/-</td>
</tr>
<tr>
<td>Group II Station</td>
<td>Rs. 9,900/-</td>
</tr>
<tr>
<td>Group III Station</td>
<td>Rs. 7,420/-</td>
</tr>
<tr>
<td>Group IV Station</td>
<td>Rs. 4,950/-</td>
</tr>
<tr>
<td>Group V Station</td>
<td>Rs. 3,960/-</td>
</tr>
</tbody>
</table>
**RATES (FM Rainbow):**

<table>
<thead>
<tr>
<th>City</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>Rs. 19,800/-</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Rs. 19,800/-</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore/</td>
<td>Rs. 14,850/-</td>
</tr>
<tr>
<td>Hyderabad/Kodaikanal</td>
<td></td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>Rs. 12,600/-</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack/</td>
<td>Rs. 9900/-</td>
</tr>
<tr>
<td>Vijayawada/Vishakhapatnam/</td>
<td></td>
</tr>
<tr>
<td>Tiruchirapally/Coimbatore/Puducherry/</td>
<td></td>
</tr>
<tr>
<td>Madurai/Tirunelveli/Shillong</td>
<td></td>
</tr>
</tbody>
</table>

**RATES (FM Gold):**

<table>
<thead>
<tr>
<th>City</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>Rs. 19,800/-</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Rs. 19,800/-</td>
</tr>
<tr>
<td>Chennai/Kolkata</td>
<td>Rs. 14,850/-</td>
</tr>
</tbody>
</table>

**RATES (VBS):**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A Station</td>
<td>Rs. 14,850/-</td>
</tr>
<tr>
<td>Group B Station</td>
<td>Rs. 12,600/-</td>
</tr>
<tr>
<td>Group C Station</td>
<td>Rs. 7,650/-</td>
</tr>
</tbody>
</table>
Note

1. The advertiser may book as many stations as he wants. Pro-rata rates will be charged for number of stations/number of days booked.

2. Run-on-Schedule spots will not be broadcast during Relays / Commentaries/News/Film Music programme.

3. Scheduling of the spots will be at the discretion of AIR Stations. However, care would be taken to spread-out the FCT evenly throughout the transmission.

5. **DAY BRANDING (FCT: 450 Seconds)**

The Day Branding will be allowed if a client pays following amount for Day Branding:

**RATES (PC/LRS):**

<table>
<thead>
<tr>
<th>Station Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group I Station</td>
<td>Rs. 16,090/-</td>
</tr>
<tr>
<td>Group II Station</td>
<td>Rs. 12,370/-</td>
</tr>
<tr>
<td>Group III Station</td>
<td>Rs. 9,900/-</td>
</tr>
<tr>
<td>Group IV Station</td>
<td>Rs. 7,420/-</td>
</tr>
<tr>
<td>Group V Station</td>
<td>Rs. 5,690/-</td>
</tr>
</tbody>
</table>

**RATES (FM Rainbow):**

<table>
<thead>
<tr>
<th>City/Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>Rs. 27,220/-</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Rs. 24,750/-</td>
</tr>
<tr>
<td>Chennai/Kolkata/Bangalore</td>
<td>Rs. 19,800/-</td>
</tr>
<tr>
<td>Hyderabad/Kodaikanal</td>
<td></td>
</tr>
<tr>
<td>Lucknow/Kochi</td>
<td>Rs. 16,200/-</td>
</tr>
<tr>
<td>Panaji/Jallandhar/Cuttack</td>
<td>Rs. 12,370/-</td>
</tr>
<tr>
<td>Vijayawada/Vishakhapatnam</td>
<td></td>
</tr>
<tr>
<td>Tiruchirapally/Coimbatore/Puducherry</td>
<td></td>
</tr>
<tr>
<td>Madurai/Tirunelveli/Shillong</td>
<td></td>
</tr>
</tbody>
</table>
RATES (FM Gold):

Delhi : Rs. 27,220/-
Mumbai : Rs. 24,750/-
Chennai/Kolkata : Rs. 19,800/-

RATES (VBS):

Group A Station : Rs. 17,320/-
Group B Station : Rs. 13,720/-
Group C Station : Rs. 8,770/-

Note:

- The above rate is for a single station of the Group. The advertiser may book Day Branding over as many stations/channels as he wants. Pro-rata rates will be charged for more number of Stations.
- 10 Free Greetings of 5 seconds each will be allowed with Day Branding.
- FCT will not be used during Relays / Commentaries/News/Film Music programme.
- Scheduling of the spots will be at the discretion of AIR Stations. However, care would be taken to spread-out the FCT evenly throughout the transmission/special programmes.

5. CLASSIFIED ADVERTISING

Classifieds are allowed over all the channels and are accepted in 15 words only. Additional words will attract extra charge. Maximum 10 additional words are permitted.

Following subjects are covered under classified ads:

2. Matrimonial ads.
3. Greetings on birthday, wedding day/anniversary, any other special/festive day or occasion, good wishes to toppers of different examinations, entering a new house.
5. Tender notices, admission to educational institutions, last date for admissions.
6. Today’s engagements relating to cultural/literary functions, sports events, school, college functions, announcements regarding postponement/cancellation of any functions/events mentioned earlier.
RATES FOR CLASSIFIEDS
1. VB/PC/LRS Rs. 300/- for 15 words and Rs. 30/- per extra word.
2. FM Rs. 450/- for 15 words and Rs. 45/- per extra word

6. News on Phone:

News Headlines are available at a certain telephone number. The spot of 10 seconds duration will be charged on daily basis @ 30% of the regional news rate of the concerned language/state. (to be rounded off to the nearest rupee).

7. Radio on Demand:

The listeners can hear film songs coded in the computer by the station by dialing a specific telephone number. The spot will be charged on the basis of the number of days it remains in place. The spot will be of 10 seconds duration and charged as 10 seconds spot-buy rate of film music rate.

8. PRODUCTION CHARGES

AIR can take up production work for spots/sponsored programmes.

PRODUCTION CHARGES FOR SPOTS AND JINGLES -

<table>
<thead>
<tr>
<th>IN RUPEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPOT UPTO 30 SECONDS</td>
</tr>
<tr>
<td>6000</td>
</tr>
</tbody>
</table>

Note: Spots/Jingles less than 30 seconds duration will not be undertaken for production. However, on demand from clients, it can be produced in two parts making a total of 30 seconds duration. Rates for Spots / Jingles more than 30 seconds will be charged as 60 seconds.

PRODUCTION CHARGES FOR SPONSORED PROGRAMMES (IN RUPEES)

<table>
<thead>
<tr>
<th>Programme</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Programme</td>
<td>15 Mts.</td>
<td>10000</td>
</tr>
<tr>
<td>Special prog./dial-in/dial-out</td>
<td>30 Mts.</td>
<td>20000</td>
</tr>
</tbody>
</table>

*The broadcast fee will be charged in addition to the above production fee.*

NOTE:

1. No concession/commission is given on production charges.
2. Though the programme is produced by AIR, Sponsored Programmes rates will be charged for the broadcast.
3. Applicable service tax to be charged on production fee as well as on broadcast fee.
4. A Sponsor is entitled for free opening & closing credit lines of 5 sec. each in addition to FCT.
5. A maximum of 15 Mts. Sponsored Programme will be allowed.
## 9. SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF MUSIC / SPOKEN WORDS PROGRAMME

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name of Programme</th>
<th>Duration</th>
<th>FCT Allowed</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>National Programmes of Music (classical/regional/folk/light music etc.)</td>
<td>30 mts.</td>
<td>60 sec.+ 2 credit lines</td>
<td>16,500</td>
</tr>
<tr>
<td>2</td>
<td>Sunday Night Concert</td>
<td>30 mts.</td>
<td>60 sec.+ 2 credit lines</td>
<td>12,100</td>
</tr>
<tr>
<td>3</td>
<td>National Sports Magazine (Hindi)</td>
<td>30 mts.</td>
<td>30 sec.+ 2 credit lines</td>
<td>7,700</td>
</tr>
<tr>
<td>4</td>
<td>National Sports Magazine (English)</td>
<td>30 mts.</td>
<td>30 sec.+ 2 credit lines</td>
<td>6,600</td>
</tr>
<tr>
<td>5</td>
<td>National Programme of Feature (Hindi)</td>
<td>30 mts.</td>
<td>30 sec.+ 2 credit lines</td>
<td>7,700</td>
</tr>
<tr>
<td>6</td>
<td>National Programme of Feature (English)</td>
<td>30 mts.</td>
<td>30 sec.+ 2 credit lines</td>
<td>6,600</td>
</tr>
<tr>
<td>7</td>
<td>Science Magazine</td>
<td>30 mts.</td>
<td>30 sec.+ 2 credit lines</td>
<td>6,600</td>
</tr>
<tr>
<td>8</td>
<td>National Programme of Talks (Hindi)</td>
<td>15 mts.</td>
<td>20 sec.+ 2 credit lines</td>
<td>5,500</td>
</tr>
<tr>
<td>9</td>
<td>National Programme of Talks (Hindi)</td>
<td>15 mts.</td>
<td>20 sec.+ 2 credit lines</td>
<td>5,500</td>
</tr>
</tbody>
</table>

**SPOT BUY RATES PER 10 SECONDS BEFORE NATIONAL PROGRAMMES**

<table>
<thead>
<tr>
<th></th>
<th>CAP.SIZE</th>
<th>60 sec.</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For other duration of programmes, the rate and FCT will be calculated on pro-rata basis.
## 10. SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF PLAYS

*Programme Duration 60 minutes, FCT 60 seconds*

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Language</th>
<th>No. of Broadcasting Stations</th>
<th>Name of Stations</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hindi</td>
<td>32</td>
<td>Delhi, Jabalpur, Lucknow, Patna, Varanasi, Agra, Gorakhpur, Indore, Jaipur, Ajmer, Rohtak, Bhopal, Najibabad, Raipur, Suratgarh, Udaipur, Gwalior, Jodhpur, Rampur, Darbhanga, Bikaner, Ambikapur, Chhatarpur, Jagdalpur, Port Blair, Rewa, Shimla, Mathura, Ranchi, Jamshedpur, Allahabad, Bhagalpur</td>
<td>11,000</td>
</tr>
<tr>
<td>2</td>
<td>Assamese</td>
<td>2</td>
<td>Guwahati, Dibrugarh</td>
<td>2200</td>
</tr>
<tr>
<td>3</td>
<td>Bangla</td>
<td>3</td>
<td>Calcutta, Siliguri, Silchar</td>
<td>3300</td>
</tr>
<tr>
<td>4</td>
<td>Dogri</td>
<td>1</td>
<td>Jammu</td>
<td>1100</td>
</tr>
<tr>
<td>5</td>
<td>Gujarati</td>
<td>5</td>
<td>Mumbai, Ahmedabad, Vadodara, Rajkot, Bhuj</td>
<td>5500</td>
</tr>
<tr>
<td>6</td>
<td>Kashmiri</td>
<td>1</td>
<td>Srinagar</td>
<td>1100</td>
</tr>
<tr>
<td>7</td>
<td>Kannada</td>
<td>7</td>
<td>Bangalore, Dharwad, Mangalore, Mysore, Bhadrawati, Gulbarga, Hassan</td>
<td>7700</td>
</tr>
<tr>
<td>8</td>
<td>Marathi</td>
<td>8</td>
<td>Mumbai, Pune, Nagpur, Sangli, Jalgaon, Kolhapur, Aurangabad, Ratnagiri, Parbhani</td>
<td>8800</td>
</tr>
<tr>
<td>9</td>
<td>Malayalam</td>
<td>4</td>
<td>Thiruvanthapuram, , Kozhikode, Trissur, Cannanore</td>
<td>4400</td>
</tr>
<tr>
<td>10</td>
<td>Manipuri</td>
<td>1</td>
<td>Imphal</td>
<td>1100</td>
</tr>
<tr>
<td>11</td>
<td>Nepali</td>
<td>1</td>
<td>Kurseong</td>
<td>1100</td>
</tr>
<tr>
<td>12</td>
<td>Oriya</td>
<td>4</td>
<td>Cuttack, Jeypore, Sambalpur, Bhawanipatna</td>
<td>4400</td>
</tr>
<tr>
<td>13</td>
<td>Punjabi</td>
<td>1</td>
<td>Jalandhar</td>
<td>1100</td>
</tr>
<tr>
<td>14</td>
<td>Tamil</td>
<td>6</td>
<td>Chennai, Coimbatore, Tiruchirapalli, Madurai, Pondicherry, Tirunelvelli</td>
<td>6600</td>
</tr>
<tr>
<td>15</td>
<td>Telugu</td>
<td>5</td>
<td>Chennai, Hyderabad, Vijaywada, Vishakhapatnam, Cuddapah</td>
<td>5500</td>
</tr>
</tbody>
</table>
11. **Allocating Broadcasting Time for Sponsored Programmes**

(i) No agency / client should be allocated more than 15 minutes time-slot at a stretch for sponsored programme. It may also be ensured that the product / services of only those clients are publicized against the admissible FCT on whose behalf the contract has been entered into.

(ii) Stations must ensure that the identity of AIR is protected in all respects. All India Radio will not allow any competing brand to develop at AIR’s cost and by using its platform.

12. **RATES FOR SPONSORSHIP OF STAGE PROGRAMMES**

<table>
<thead>
<tr>
<th>Group</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Station</td>
<td>Rs. 13,200</td>
</tr>
<tr>
<td>II Station</td>
<td>Rs. 9,900</td>
</tr>
<tr>
<td>III Station</td>
<td>Rs. 7,700</td>
</tr>
<tr>
<td>IV Station</td>
<td>Rs. 4,840</td>
</tr>
<tr>
<td>V Station</td>
<td>Rs. 3,520</td>
</tr>
</tbody>
</table>

**DISPLAY OF BANNERS**

Display of only three cloth banners of size 3 x 1 meters is allowed i.e. (i) one at the main premises (ii) near the entrance gate & (iii) side wall of the auditorium. These banners will be prepared by the sponsor/s.

**IN NO CASE BANNER IS ALLOWED TO BE DISPLAYED ON THE STAGE**

**ANNOUNCEMENTS**

The sponsor may be allowed three announcements on the stage (a) at the beginning (b) during natural break (c) at the end of the programme.

The announcements will be “__________” is proud to be associated with this/today’s programme.
13. **RATES FOR POLITICAL ADVERTISEMENTS DURING VARIOUS ELECTIONS:**

FM STATIONS: Rs. 1700/- for 10 seconds spot  
PC /LRS: Rs. 1000/- for 10 seconds spot  
VBS: Rs. 800/- for 10 seconds spot

**Note:**
No production work will be undertaken by All India Radio. For more duration of spots (restricted up to 60 seconds), rates will be charged on pro-rata basis.

14. **MARATHON RUNS**

Individual All India Radio Station where the Marathon Run is being organized may charge Prime Time Spot Buy Rate / Sponsorship rate of the station concerned as given in the rate card.

15. **PRIZE SCHEME**

Private parties are allowed to give prizes to listeners on the following conditions:

(i) The prize hamper should reach the AIR Station prior to the day the prize is to be announced on the air.
(ii) The advertiser who gives the prize will have to pay for a five seconds credit line during the programme.
(iii) The credit line will be half the rate of a 10 second spot of the programme through which the prize is awarded.
(iv) The contract may indicate “prize scheme credit line”.
(v) The credit line will consist of the name of the product and a punch line.

16. **SHOPPING MALL / RADIO SHOPPING**

Rates to be charged:

a) Sponsored /Sponsorship Fee of the slot + 20% branding charges  
b) SBR for 60 seconds + 2 paid greetings

17. **RATES FOR ELECTRONIC DISPLAY SYSTEM**
An amount of Rs. 220/- for 24 hours scrolling will be charged. The other conditions are as under:

a) The above rate would be applicable for messages comprising of maximum of 25 words for a running cycle of 24 hours. There would be no commitment with regard to number of exposures during the running cycle of 24 hours.
b) In case of advertisers opting for large messages, higher rates shall be charged on pro-rata basis.
c) On the above rates 20% rebate shall be allowed on booking for full week, 30% rebate on bookings for the full month and 40% rebate on bookings for the full quarter.
d) The scrollers should be as per All India Radio / Doordarshan Commercial and Program Code.
e) On the above rates, Service Tax as admissible from time to time (presently @ 12.36 %) would be levied.
f) Advance payment will be required.

18. SPORTS EVENTS
A) Local level (PC): Spot-buy rates for Film Music of the concerned station
   (FM) : Spot-buy rate of Prime Time Cat. of the concerned stn.

B) Regional level (PC) : SBR of Film Music State Hook-up rates of the concerned state
   (Rates for sponsorships may be calculated on 90% of the SBR value and FCT, in no case, should be less than 120 seconds).

C) National level : Rates to be formulated by CSU, AIR, Mumbai in consultation with DG: AIR

19. HIRING OF AIR STUDIOS

Booking Charges : Rs. 100/-
Hiring charges : Rs. 900/- per hour
PART V

CONCESSIONS/DISCOUNT
1. If a spot is broadcast in prime time category is repeated in non-prime time category on the same day over VBS, 25% discount will continue for the same number of spots booked in prime time category.

2. BULK BOOKING DISCOUNT (For FM/PC /LRS /VBS)

Bulk Booking Discount is applicable for Spot-Buys, Sponsorship of in-house programmes as well as sponsored programmes.

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>30 to 60 days</th>
<th>61 to 120 days</th>
<th>121 to 180 days</th>
<th>181 to 240 days</th>
<th>241 to 300 days</th>
<th>301 to less than 365 days</th>
<th>Yearly Booking for 365 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-12</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>13-25</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>26-45</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>45 AND ABOVE</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td>17%</td>
<td>20%</td>
</tr>
</tbody>
</table>

NOTE: The above discount is also available on state hook up rates. This discount is meant for the Clients / Advertisers & will be calculated on the gross amount and will be deductible at source.

3. BUNCH BOOKING CONCESSIONS:

For Vividh Bharati Service, if a spot is booked over 2 stations in a state for one month or more, 3% discount is offered.

NOTE: As per Directorate's instruction No. 4/12/2013-PIV/20 dated 7th Jan 2014 the sponsored programs booked from 01/04/2014 will not be entitled for bunch booking discount.
4. **ANNUAL TURNOVER INCENTIVE FOR THE ADVERTISING AGENCY ON BUSINESS PLACED ACROSS ALL CHANNELS**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Quantum of business given (in Rs.)</th>
<th>Rate of agency incentive (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Upto 5 lakhs</td>
<td>Nil</td>
</tr>
<tr>
<td>2.</td>
<td>Above 5 lakhs but less than 10 lakhs</td>
<td>1% of the amount of which the total net business exceeds 10 lakhs</td>
</tr>
<tr>
<td>3.</td>
<td>Above 10 lakhs but less than 30 lakhs</td>
<td>10000 + 2% of the amount of which the total net business exceeds 20 lakhs</td>
</tr>
<tr>
<td>4.</td>
<td>Above 30 lakhs but less than 50 lakhs</td>
<td>30000 + 3% of the amount of which the total net business exceeds 30 lakhs</td>
</tr>
<tr>
<td>5.</td>
<td>Above 50 lakhs but less than 70 lakhs</td>
<td>90000 + 4% of the amount of which the total net business exceeds 50 lakhs</td>
</tr>
<tr>
<td>6.</td>
<td>Above 70 lakhs but less than 1 crore</td>
<td>170000 + 5% of the amount of which the total net business exceeds 70 lakhs</td>
</tr>
<tr>
<td>7.</td>
<td>Above 1 crore</td>
<td>320000 + 6% of the amount of which the total net business exceeds 1 crore</td>
</tr>
</tbody>
</table>

**NOTE:**

Incentive to the Advertising Agencies - having no outstanding dues with AIR - will be issued by the Central Sales Unit, AIR, Mumbai in the form of Credit Note, which they can use for their future business with AIR.

5. **COMMISSION/ INCENTIVE**

   (i) 15% Commission to Registered Agencies. Business will be accepted only on advance payment.

   (ii) 15% Commission to Accredited Agencies. Business may be accepted on credit basis.

   (iii) 10% Incentive to Canvassers. Business will be accepted on advance payment.

6. **CONCESSIONS:**

   (i) 15% to Central and State Government Departments.

   (ii) 15% to Public Sector Undertakings and Autonomous Bodies functioning under the aegis of the Central and State Governments.
(iii) 10% to private clients and SSI Units. Business will be accepted only on advance payment.

Admissible Service Tax will be charged on the Net Amount.

**NOTE:** The credit facility of 45 days is available for accredited advertising agencies & 60 days credit facility for Central Govt. Deptt., State Govt. Deptt. & PSUs.

(iv) 50% for spots on AIDS, cancer, blood/eye/kidney donation, leprosy, TB, Dengue, Malaria and other similar epidemics etc.
(v) 50% to NGOs / Voluntary Organizations for the following AIR Stations:

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ahwa</td>
<td>2.</td>
<td>Almora</td>
</tr>
<tr>
<td>4.</td>
<td>Bhawanipatna</td>
<td>5.</td>
<td>Chaibasa</td>
</tr>
<tr>
<td>7.</td>
<td>Daman</td>
<td>8.</td>
<td>Dharamshala</td>
</tr>
<tr>
<td>16.</td>
<td>Itanagar</td>
<td>17.</td>
<td>Jaisalmer</td>
</tr>
<tr>
<td>22.</td>
<td>Karaikal</td>
<td>23.</td>
<td>Kargil</td>
</tr>
<tr>
<td>28.</td>
<td>Kokrajhar</td>
<td>29.</td>
<td>Kurseong</td>
</tr>
<tr>
<td>31.</td>
<td>Lunglei</td>
<td>32.</td>
<td>Marcapuram</td>
</tr>
<tr>
<td>34.</td>
<td>Mokokchung</td>
<td>35.</td>
<td>Obra</td>
</tr>
<tr>
<td>37.</td>
<td>Passighat</td>
<td>38.</td>
<td>Pauri</td>
</tr>
<tr>
<td>40.</td>
<td>Suratgarh</td>
<td>41.</td>
<td>Tawang</td>
</tr>
<tr>
<td>43.</td>
<td>Tura</td>
<td>44.</td>
<td>Tuticorin</td>
</tr>
</tbody>
</table>

**NOTE:**
- The above concession is not allowed with News, Sports Commentary and relay.
- No other concession to the advertisers/clients will be allowed on availing the above 50% concession. However, commission/incentive to the Advertising Agencies / Canvassers will be allowed.
PART – VI

GENERAL INSTRUCTIONS
1. **GUIDELINES FOR ADS**

a. Advertisement on cigarettes, bidis or tobacco products, pan masala, alcohol drinks and other intoxicants are not allowed for broadcast.

b. Advertisements for Medicinal products should be accompanied by the approval of the Drugs Controller before broadcast.

c. Ads should not contain any exaggerated, superlative or misleading claim.

d. All those engaged in advertising are strongly recommended to familiarize themselves with the AIR Code and Code of Commercial for advertising on All India Radio.

e. The following products/services are allowed for broadcast on All India Radio:

1. Jewelry
2. Matrimonial Agencies
3. Mutual Funds approved by SEBI
4. Hair Dyes
5. Foreign Products
6. Foreign Banks including financial services
7. Family Planning Devices
8. Government-run lotteries
9. Finance Rating Agencies
10. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
12. Holidays Resorts
13. Baby foods (with a Mandatory clause “Breast Milk is the best for babies up to a specific age” to be broadcast prior to the advertisement).
14. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. While booking such ads, stations should obtain indemnity bond from Agency/Client indemnifying AIR from any legal wrangles.

**Note:** A statutory message up to 3 Sec. with advertisements related to soft drinks, baby food etc. is not chargeable.

e. Advertising shall be so designed as to conform to the Laws of the Country and should not offence against morality, decency and religious susceptibilities of the people.

f. NO ADVERTISEMENT SHALL BE PERMITTED WHICH

- derides any race, caste, colour, creed and nationality;
- is against any of the directive principles, or any other provision of the Constitution of India;
- tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any ways;
- presents criminality as desirable;
- adversely affects friendly relations with Foreign States;
- exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State dignitary.
2. TECHNICAL SPECIFICATIONS FOR RECORDING

Commercial announcements recorded on CD in wave form conforming to the following standards.

CD recording shall contain spoken identification announcements as follows:

i) An announcement giving the name of the advertiser, products, the number of commercials and the duration of each in the order of recording.

ii) A label shall be attached to the carton containing the tape giving the following details:

CDNo................Client..................Product..............................

Agency...............Spot No...............Period of Broadcast..............

Duration of each Commercial.................Language........................

Date of submission..............

iii) All recorded material should be made available well in advance. (at least 20 days in advance of the date of broadcast). Every CD must contain a copy of the script of the recorded material.

3. In Sponsored Programmes, the sponsors’ publicity will be limited to FCT. It cannot form part of the content. However, FCT can be spread over the programme at proper punctuation points.

4. Payment Procedure

a) For other than the Accredited Agencies payment shall be made in advance (not later than 15 days before the broadcast is due to commence) by Demand Drafts/Pay Orders on a local Bank in favour of “PB(BCI) CBS, AIR(name of the concerned CBS). The payment is also acceptable through ECS mode.

b) When the Advertiser operates through the Accredited Agencies the payment of Ad charges will be made on monthly basis within 45 days and for PSU/Central/State Government within 60 days from the first of the month following the date of broadcast. Payment will be made by Pay order/Demand Drafts on a local Bank in favour of “PB(BCI), CBS, AIR”.................(payable where the CBS is located). In case of Central Sales Unit, AIR, Mumbai, the payment should be in favour of “PB(BCI), CSU, AIR payable at Mumbai. All Government transactions are to be made in whole rupees i.e. 50 paise and above being rounded to the next Rupee and less than 50 Paise being ignored.
NOTES :

i. As per Clause 17 of the contract the Agency shall be responsible for the payment of advertising and related bills severally as well as jointly with the Advertiser.

ii. As per Clause 18(a) of the contract if the Accredited Agency fails to make payment of monthly bills by the due date A.I.R. shall be entitled to charge interest at the rate of 14.5% p.a. on all amounts due to it, which are not paid within the stipulated period. The interest shall be charged from the day following the due date of payment and computed on monthly basis.

iii. When Govt. dues, which are payable by certain fixed dates are paid by cheque/draft, it should reach the receiving office one day before the due date “Working Day” shall be deemed to be a day on which the office is open for transacting their normal business.

5. CANCELLATION OF BOOKINGS:

As per clause 21 of the contract Advertiser may cancel the bookings giving notice in writing to the AIR office where the booking is made, as follows:

a. Not less than 45 clear days notice in respect of spot advertisements.
b. Not less than 60 clear days notice in respect of sponsored programmes.
c. 2 % cancellation charges on the gross amount will have to be borne by the Agency / Clients in case the notice for cancellation is not received within the stipulated time as mentioned above.

6. GRANT OF AGENCY STATUS / ENROLMENT OF CANVASSERS

A. CANVASSERSHIP:

Any individual may apply for Canvassership through their nearest CBS Center in the prescribed form available free of cost. A fee of Rs. 500/- (Non-refundable) will be charged towards processing cost. Canvassership status will be effective from the date of issue of Letter to this effect by the CBS Center concerned. Canvassers, who fail to place a minimum business of Rs. 100000/- per annum, may lose their Canvassership. After two consecutive financial years business with AIR, they can apply for Registered Agency status.

B. REGISTRATION STATUS:

NEW Advertising Agencies, which are genuinely interested / engaged in advertising, shall be eligible for REGISTRATION status subject to the satisfaction of competent authority of All India Radio about their bonafides. Interested Agencies may send their application in the prescribed form (available free of cost) to any of the following:
i) The Director of Sales, Central Sales Unit, All India Radio, Mumbai-400 020

ii) The Station Director, Commercial Broadcasting Service of their locality.

iii) A Registration Fee of Rs. 3000/- (non-refundable) will be charged.

iv) The Agencies will be deemed registered with AIR from the date of provisional registration by CBS Center but commission to such agencies will be released only after granting of registration status by CSU and thereby entering into an agreement with the Agency.

v) Agencies failed to place a minimum business of Rs. 2 lakh per annum with AIR, may lose their registration status.

C. ACCREDITATION STATUS:

Those Registered Agencies shall be considered for Accreditation Status, who have:

i) Completed at least two years continuous business with All India Radio as Registered Agency and given a minimum business of Rs. 3 Lakh per year for two financial years. The Year would start from the 1st of the month in which the Registration has been given.

ii) An annual turnover of Rs. 5,00,000 or above

iii) A paid up capital of Rs. 1,00,000 in the case of Limited Liability companies and Rs. 50,000 in the case of Private Limited or proprietary or Partnership concerns.

iv) Produced certificate from the appropriate Income Tax Authority of having filed Income Tax returns along with the copy of the return for the year immediately preceding the date of application for granting accreditation, and also the Income Tax Clearance certificate of the latest for which the assessment has been finalized. An Agency not assessed even once, will not be eligible for accreditation status.

v) Accredited Agencies, which fail to place a minimum business of Rs. 3 Lakh per year, may lose their accreditation status.

vi) For availing the credit facility, the Agency should submit a Bank Guarantee for the required amount in the prescribed format on a Stamp Paper to the Central Sales Unit, Mumbai

vii) A non-refundable processing fee of Rs. 5000 will be charged.
7. APPLICATION /COMMUNICATIONS

a) In case bookings involves more than one state: Director, C.S.U. Mumbai or any of the Mktg. Divisions may be contacted:

Marketing Divisions (Prasar Bharati)
9. Thiruvananthapuram. 10. Jalandhar

b) Booking for Single Station, more than one station in a state: Programme Head of the concerned CBS Center may be approached.

Names of the CBS Centers :-

c) In case of bookings over single station: Head of that particular Station may be approached.

Application for Accreditation shall be sent in the prescribed form to:

The Director of Sales
CENTRAL SALES UNIT
All India Radio
Broadcasting House
Backbay Reclamation
Mumbai-400 020