



Daypart	Day	Time Band	Rate (Rs) /10 sec
RODP	Mon-Sun	0700-1200	4000
RODP	Mon-Sun	1200-2100	4500
RODP	Mon-Sun	2100-2400	6800
RODP	Mon-Sun	2400-0700	500

The Rate Card is valid from 1st Jan 2009

The RODP/ROS time band entitles spot airing only during the repeat telecast

New shows will have separate rates, different from the previous show during the same time band

Rates do not include sponsorship premiums. Sponsorship deals will be priced separately

Excludes all taxes, levies and surcharges. Includes Agency commission

Rates are for 10 sec spots. All rates are in INR

Specials and Events will be priced separately

Fixed spot position will carry a 20% premium

RODP/ROS spots will run anytime in the pre-defined time band

For advertising opportunities please contact:

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RODP: Run Of Daypart

ROS: Run On Schedule