



**RATES FOR  
ADVERTISEMENTS  
ON  
ALL INDIA RADIO  
with effect from April 2008**

## CATALOGUE

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**PART – I**

**FM STATIONS**

**FM RAINBOW (18)**

**DELHI, MUMBAI, CHENNAI, KOLKATA, BANGALORE,  
LUCKNOW, PANAJI, JALLANDHAR, KANPUR,  
KODAIKANAL, HYDERABAD, VISHAKHAPATNAM,  
VIJAYAWADA, KOCHI, TIRUCHIRAPALLY,  
COIMBATORE**

**CUTTACK (Evening Transmission only)  
& PUDUCHERRY (Morning Transmission only)**

**FM GOLD (4)**

**DELHI, MUMBAI, CHENNAI & KOLKATA**

| <b>Time Category</b> | <b>Hours</b>                       |
|----------------------|------------------------------------|
| <b>1</b>             | <b>0700 – 1100<br/>1800 - 2100</b> |
| <b>2</b>             | <b>1100 – 1500<br/>2100 - 2200</b> |
| <b>3</b>             | <b>1500 – 1800<br/>2200 - 0700</b> |

**FM RAINBOW RATES  
SPOT BUY RATES FOR 10 SECONDS**

**(IN RUPEES)**

| <b>Name of Stations</b>  | <b>Time Category - 1</b> | <b>Time Category - 2</b> | <b>Time Category - 3</b> |
|--|--------------------------|--------------------------|--------------------------|
| <b>Delhi</b>   | <b>1000</b>              | <b>700</b>               | <b>400</b>               |
| <b>Mumbai</b>  | <b>800</b>               | <b>600</b>               | <b>400</b>               |
| <b>Chennai/Kolkata/<br/>Bangalore/ Hyderabad<br/>Kodaikanal</b>  | <b>700</b>               | <b>500</b>               | <b>300</b>               |
| <b>Lucknow / Kanpur/ Kochi</b>   | <b>500</b>               | <b>400</b>               | <b>250</b>               |
| <b>Panaji/Jalandhar/Cuttack<br/>Vijayawada/Vishakhapatnam/<br/>Tiruchirapally/<br/>Coimbatore/Puducherry</b> | <b>400</b>               | <b>300</b>               | <b>200</b>               |

**NOTE:**

- Spot Buy Rate for more than 10 seconds will be calculated on pro-rata basis.**
- Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.**
- 25% extra for fixed time spot.**

**RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MINUTES DURATION WITH FCT 120 SECONDS**

**(IN RUPEES)**

| Name of Stations  | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Delhi   | 10500             | 7500              | 4300              |
| Mumbai  | 9000              | 6500              | 4300              |
| Chennai/Kolkata/<br>Bangalore/Hyderabad/<br>Kodaikanal  | 7500              | 5400              | 3250              |
| Lucknow/ Kanpur/ Kochi  | 5400              | 4300              | 2700              |
| Panaji/Jalandhar/Cuttack/Vijayawada/<br>Vishakhapatnam/Tiruchirapally/Coimbatore/<br>Puducherry | 4300              | 3250              | 2200              |

**NOTE:**

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra will be charged for branding.
3. In case a client wants to use only 90 seconds, rates could be proportionately less. But less than 90 seconds is not admissible.

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES DURATION WITH FCT 150 SECONDS.**

**(IN RUPEES)**

| Name of Station  | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|--|-------------------|-------------------|-------------------|
| Delhi  | 12000             | 8400              | 4800              |
| Mumbai   | 9600              | 7200              | 4800              |
| Chennai/Kolkata/<br>Bangalore/Hyderabad/<br>Kodaikanal   | 8400              | 6000              | 3600              |
| Lucknow /Kanpur/ Kochi   | 6000              | 4800              | 3000              |
| Panaji/Jalandhar/Cuttack/Vijayawada/<br>Vishakhapatnam/Tiruchirapally/ Coimbatore/<br>Puducherry | 4800              | 3600              | 2400              |

**NOTE:**

1. For other duration of programmes the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.
2. Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).
3. The following updates of 1-minute duration with FCT 10 seconds will be charged at Rs. 1000/- and the rate will be calculated on pro-rata basis for increased duration.
  - i. Traffic information update
  - ii. Flight information update
  - iii. Foreign exchange, Stock Exchange and Sports updates etc. etc.

## RATES FOR SPONSORED SONGS

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

SONG DURATION: 3.30 Minutes including FCT: 20 SECONDS

(IN RUPEES)

| Name of Station   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Delhi   | 2000              | 1500              | 1200              |
| Mumbai  | 2000              | 1500              | 1200              |
| Chennai/Kolkata/<br>Bangalore/Hyderabad/<br>Kodaikanal  | 1500              | 1300              | 1000              |
| Lucknow/ Kanpur/ Kochi  | 1100              | 900               | 700               |
| Panaji/Jalandhar/Cuttack/Vijayawada/<br>Vishakhapatnam/Tiruchirapally/Coimbatore/<br>Puducherry | 800               | 700               | 500               |

## RATES FOR TRAILERS

(IN RUPEES)

| Name of Station   | Duration  | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-----------|-------------------|-------------------|-------------------|
| Delhi   | 3.30 mts. | 3000              | 2250              | 1800              |
|   | 2.30 mts. | 2400              | 1800              | 1450              |
|   | 1.30 mts. | 1800              | 1350              | 1100              |
| Mumbai  | 3.30 mts. | 3000              | 2250              | 1800              |
|   | 2.30 mts. | 2400              | 1800              | 1450              |
|   | 1.30 mts. | 1800              | 1350              | 1100              |
| Chennai/Kolkata/<br>Bangalore/Hyderabad/<br>Kodaikanal  | 3.30 mts. | 2250              | 1950              | 1500              |
|   | 2.30 mts. | 1800              | 1550              | 1200              |
|   | 1.30 mts. | 1350              | 1200              | 900               |
| Lucknow/ Kanpur/ Kochi  | 3.30 mts. | 1650              | 1350              | 1050              |
|   | 2.30 mts. | 1300              | 1100              | 850               |
|   | 1.30 mts. | 1000              | 800               | 650               |
| Panaji/Jalandhar/Cuttack/Vijayawada/<br>Vishakhapatnam/Tiruchirapally/<br>Coimbatore/Puducherry | 3.30 mts. | 1200              | 1050              | 750               |
|   | 2.30 mts. | 1000              | 850               | 600               |
|   | 1.30 mts. | 700               | 650               | 450               |

## FM GOLD – RATES

### SPOT BUY RATES FOR 10 SECONDS

(IN RUPEES)

| Name of Station   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|-------------------|-------------------|-------------------|-------------------|
| Delhi             | 900               | 650               | 350               |
| Mumbai            | 700               | 550               | 350               |
| Chennai / Kolkata | 650               | 450               | 250               |

#### NOTE:

- Spot Buy Rate for more than 10 seconds will be calculated on pro-rata basis.
- Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
- 25% extra for fixed time spot.

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

(IN RUPEES)

| Name of Station | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|-----------------|-------------------|-------------------|-------------------|
| Delhi           | 9750              | 7000              | 3800              |
| Mumbai          | 7500              | 6000              | 3800              |
| Chennai/Kolkata | 7000              | 4900              | 3000              |

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra will be charged for branding.
3. In case a client wants to use only 90 seconds, rates could be proportionately less. But less than 90 seconds is not admissible.

### RATES FOR SPONSORED PROGRAMMES OF 30 MINUTES DURATION WITH FCT 150 SECONDS

(IN RUPEES)

| Name of Station   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|-------------------|-------------------|-------------------|-------------------|
| Delhi             | 10800             | 7800              | 4200              |
| Mumbai            | 8400              | 6600              | 4200              |
| Chennai / Kolkata | 7800              | 5400              | 3000              |

**NOTE:**

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.
2. Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).
3. The following updates of 1-minute duration with FCT 10 seconds will be charged at Rs. 500/- and the rate will be calculated on pro-rata basis for increased duration.
  - a. Traffic information update
  - b. Flight information update
  - c. Foreign exchange, Stock Exchange and Sports updates. etc. etc.

**RATES FOR SPONSORED SONGS**

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

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

**(IN RUPEES)**

| Name of Station  | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|------------------|-------------------|-------------------|-------------------|
| Delhi            | 1800              | 1350              | 1100              |
| Mumbai           | 1800              | 1350              | 1100              |
| Chennai/ Kolkata | 1350              | 1200              | 900               |

**RATES FOR TRAILERS**

**(IN RUPEES)**

| Name of Station | Duration  | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|-----------------|-----------|-------------------|-------------------|-------------------|
| Delhi           | 3.30 mts. | 2700              | 2000              | 1650              |
|                 | 2.30 mts. | 2150              | 1600              | 1300              |
|                 | 1.30 mts. | 1600              | 1200              | 1000              |
| Mumbai          | 3.30 mts. | 2700              | 2000              | 1650              |
|                 | 2.30 mts. | 2150              | 1600              | 1300              |
|                 | 1.30 mts. | 1600              | 1200              | 1000              |
| Chennai/Kolkata | 3.30 mts. | 2000              | 1800              | 1100              |
|                 | 2.30 mts. | 1600              | 1450              | 860               |
|                 | 1.30 mts. | 1200              | 1100              | 800               |



**RATES FOR NEWS BULLETINS ON FM GOLD CHANNELS**

1. Before or after News Bulletins on 4 FM Gold Channels (as package) : Rs. 2,500/- per 10 seconds
2. Regional/National News by individual FM Gold Channel (Before/After News Bulletins)
- (i) FM Gold, Delhi : Rs. 1000/- per 10 seconds
  - (ii) FM Gold, Mumbai : Rs. 800/- per 10 seconds
  - (iii) FM Gold, Kolkata : Rs. 700/- per 10 seconds
  - (iv) FM Gold, Chennai : Rs. 700/- per 10 seconds

**PACKAGED FM-RATES**

I. All 18 FM Rainbow Stations

II. 4 FM Rainbow Stations at 4 Metros

III. 4 FM Gold Stations at 4 Metros

IV. All 22 FM Stations (18 FM Rainbow + 4 FM Gold)

I. ALL 18 FM RAINBOW STATIONS

(IN RUPEES)

| Particulars   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Spot Buy rates for 10 seconds   | 7200              | 5000              | 3000              |
| Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds | 77,000            | 54,000            | 32,000            |
| Rates for sponsored programmes of 30 minutes with FCT 150 seconds               | 86,000            | 60,000            | 40,000            |

II. 4 FM RAINBOW STATIONS AT 4 METROS (VIZ. DELHI, MUMBAI, CHENNAI & KOLKATA)

(IN RUPEES)

| Particulars   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Spot Buy rates for 10 seconds   | 2500              | 1800              | 1000              |
| Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds | 27,000            | 19,000            | 10,000            |
| Rates for sponsored programmes of 30 minutes with FCT 150 seconds               | 30,000            | 21,500            | 12,000            |

**III. 4 FM GOLD STATIONS AT 4 METROS (VIZ. DELHI, MUMBAI, CHENNAI & KOLKATA)**

(IN RUPEES)

| Particulars   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Spot Buy rates for 10 seconds   | 2000              | 1600              | 900               |
| Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds | 21,500            | 17,000            | 9500              |
| Rates for sponsored programmes of 30 minutes with FCT 150 seconds               | 24,000            | 19,000            | 10,500            |

**IV. ALL 22 FM STATIONS ( 18 RAINBOW + 4 GOLD )**

(IN RUPEES)

| Particulars   | Time Category - 1 | Time Category - 2 | Time Category - 3 |
|---|-------------------|-------------------|-------------------|
| Spot Buy rates for 10 seconds   | 8200              | 6000              | 3500              |
| Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds | 88,000            | 64,000            | 37,000            |
| Rates for sponsored programmes of 30 minutes with FCT 150 seconds               | 98,000            | 72,000            | 42,000            |

**Note: Bulk Booking Discount will be given on FM Package rate.**

**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, 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, Bhadravati, Cuddappa, Chattarpur, Dharwad, Dibrugarh, Gwalior, Jalgaon, Jammu, Jodhpur, Kolhapur, Mangalore/Udipi, Manjeri , Mysore, NES Shillong, Rewa, Sambhalpur, Shimla, Sangli, Shillong, Siliguri, Srinagar, Suratgarh, Tirunelveli, Thrissur, Udaipur.**

**Local Radio Stations: Kochi, Kota**

**Group-IV (45 Stations)**

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

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

**Group –V (80 Stations)**

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

**Local Radio Stations**

**Adilabad, Akola, Alwar, Anantpur, Balaghat, Banswara, Baripada, Beed, Belonia, Betul, Bijapur, Bilaspur, Bolangir, Chandrapur, Chaibasa, Chhindwara, Chitradurg, Chittorgarh, Daman, Daltonganj, Diphu, Dhule, Godhara, Guna, Halflong, Hamirpur, Hazaribagh, Hospet, Jowai, Jhalawar, Joranda, Jorhat, Kailashahar, Karwar, Kathua, Khandwa, Keonjhar, Kurnool, Markapuram, Mokokchung, Nagarcoil, Nagaur, Nanded, Nizamabad, Nowgong, Osmanabad, Patiala, Poonch, Puri, Purnea, Raigarh, Raichur, Rourkela, Sagar, Sasaram, Satara, Sawai Madhopur, Shantiniketan, Ziro (Arunachal).**

**CATEGORISATION OF PROGRAMMES FOR SPOT BUYS AND SPONSORSHIP OF  
IN HOUSE PROGRAMMES/SPONSORED PROGRAMMES**

| <b>Category</b> | <b>Programmes</b>   |
|-----------------|---|
| <b>1.</b>       | <b>Film Music/listeners choice</b>  |
| <b>2.</b>       | <b>Farm and Home, Women, Children &amp; Youth Programmes, Health Programmes, Morning Information Programmes, Phone-in Programmes, Plays, Radio Report, Light/Folk Music, Talk &amp; Discussions</b> |
| <b>3.</b>       | <b>All other programmes such as features, magazines, classical and western music</b>  |

**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)**

| <b>Group of Stations</b>               | <b>Programme Category - 1</b> | <b>Programme Category - 2</b> | <b>Programme Category - 3</b> |
|--|-------------------------------|-------------------------------|-------------------------------|
| <b>I</b>                               | <b>600</b>                    | <b>400</b>                    | <b>250</b>                    |
| <b>II</b>                              | <b>500</b>                    | <b>300</b>                    | <b>200</b>                    |
| <b>III</b>                             | <b>400</b>                    | <b>250</b>                    | <b>150</b>                    |
| <b>IV</b>                              | <b>300</b>                    | <b>200</b>                    | <b>100</b>                    |
| <b>V</b>                               | <b>200</b>                    | <b>150</b>                    | <b>80</b>                     |
| <b>ALL<br/>PC/LRS<br/>188 Stations</b> | <b>55,000</b>                 | <b>37,000</b>                 | <b>21,500</b>                 |

**NOTE:**

Rate for other duration will be calculated on pro-rata basis and rounded off to nearest Rupee. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot-buy rate 25% extra for fixed time spot.

**RATE FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MTS. DURATION WITH FCT 120 SECONDS**

**(IN RUPEES)**

| Group of Stations          | Programme Category - 1 | Programme Category - 2 | Programme Category - 3 |
|----------------------------|------------------------|------------------------|------------------------|
| I                          | 6500                   | 4300                   | 2700                   |
| II                         | 5400                   | 3200                   | 2100                   |
| III                        | 4300                   | 2700                   | 1600                   |
| IV                         | 3200                   | 2100                   | 1000                   |
| V                          | 2100                   | 1600                   | 900                    |
| ALL PC/LRS<br>188 Stations | 6,00,000               | 4,00,000               | 2,30,000               |

**NOTE:**

1. For other duration of programme, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra for branding the programme.
3. In case a client wants to use only 90 seconds, instead of 120 seconds FCT then rates could be proportionately less. But less than 90 seconds is not admissible.

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES DURATION WITH FCT 150 SECONDS**

**(IN RUPEES)**

| Group of Stations          | Programme Category - 1 | Programme Category - 2 | Programme Category - 3 |
|----------------------------|------------------------|------------------------|------------------------|
| I                          | 8000                   | 4800                   | 3300                   |
| II                         | 6000                   | 3600                   | 2600                   |
| III                        | 4800                   | 3300                   | 2200                   |
| IV                         | 3600                   | 2600                   | 1500                   |
| V                          | 2600                   | 2200                   | 1200                   |
| ALL PC/LRS<br>188 Stations | 7,00,000               | 5,00,000               | 3,05,000               |

**NOTE:**

The Rate and FCT will be calculated on pro-rata basis for programmes more or less than 30 minutes duration. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.

### RATES FOR SPONSORED SONGS

Sponsored song can be Old / New / Film / Non-film.

SONG DURATION: 3.30 MINUTES including FCT : 20 SECONDS

(IN RUPEES)

| Group I | Group II | Group III | Group IV | Group V |
|---------|----------|-----------|----------|---------|
| 1800    | 1300     | 1000      | 650      | 500     |

### RATES FOR TRAILERS

| Duration  | Group I | Group II | Group III | Group IV | Group V |
|-----------|---------|----------|-----------|----------|---------|
| 3.30 mts. | 2700    | 1800     | 1500      | 1000     | 750     |
| 2.30 mts. | 2150    | 1450     | 1200      | 800      | 600     |
| 1.30 mts. | 1600    | 1100     | 900       | 600      | 450     |

### RATE FOR NATIONAL NEWS

| S.No. | Time   | Rate for 10 seconds spot<br>(In Rs.) |
|-------|--|--------------------------------------|
| 1.    | Before 0800 hrs. Hindi news                      | 6500                                 |
| 2.    | Morning Mid News break - Hindi                   | 13000                                |
|       | English  | 13000                                |
|       | Urdu   | 6500                                 |
| 3.    | Afternoon news feature in English 1400-1430 hrs. | 5200                                 |
| 4.    | Afternoon news feature in Hindi 1430-1500 hrs.   | 5200                                 |
| 5.    | Mid break in afternoon news feature:-English     | 10400                                |
|       | Hindi  | 10400                                |
| 6.    | Before evening Hindi news at 2045 hrs.           | 4500                                 |
| 7.    | After English news at 2115 hrs.                  | 4500                                 |
| 8.    | Mid break in evening news                        |                                      |
|       | Hindi  | 9000                                 |
|       | English  | 9000                                 |

### NOTE:

1. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.
2. Rate for other duration will be calculated on pro-rata basis.
3. It is proposed that sponsorship will be accepted only with the news bulletins, which do not attract any spot buys. Those bulletins, which attract heavy spot buys, should not be placed 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)**

| S. No. | Name of the State        | Rs.  |
|--------|--------------------------|------|
| 1      | Andhra Pradesh           | 1900 |
| 2      | Arunachal Pradesh        | 600  |
| 3      | Assam                    | 1200 |
| 4      | Bihar                    | 1200 |
| 5      | Chhattisgarh             | 700  |
| 6      | Gujarat                  | 1400 |
| 7      | Haryana                  | 500  |
| 8      | Goa                      | 350  |
| 9      | Himachal Pradesh         | 700  |
| 10     | Jammu & Kashmir          | 1000 |
| 11     | Jharkhand                | 1200 |
| 12     | Karnataka                | 2000 |
| 13     | Kerala                   | 1400 |
| 14     | Madhya Pradesh           | 2200 |
| 15     | Maharashtra              | 2200 |
| 16     | Manipur                  | 300  |
| 17     | Meghalaya                | 600  |
| 18     | Mizoram                  | 350  |
| 19     | Nagaland                 | 350  |
| 20     | Orissa                   | 1350 |
| 21     | Puducherry               | 200  |
| 22     | Punjab                   | 800  |
| 23     | Rajasthan                | 2000 |
| 24     | Sikkim                   | 200  |
| 25     | Tamilnadu                | 2200 |
| 26     | Tripura                  | 350  |
| 27     | Uttar Pradesh            | 3000 |
| 28     | Uttarakhand              | 500  |
| 29     | West Bengal              | 1300 |
| 30     | DELHI                    | 700  |
| 31     | Port Blair (A&N Islands) | 300  |

**NOTE:**

1. Rate for other duration will be calculated on pro-rata basis.
2. Rate for mid break news will be 100% extra over and above these 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      | : | 30 seconds |

|                           |                |   |             |
|---------------------------|----------------|---|-------------|
| 10 Mts. & longer duration | Before & After | : | 180 seconds |
|                           | Mid-break      | : | 120 seconds |



## STATE HOOK-UP RATES

### STATE HOOK-UP RATES FOR SPOT BUYS – 10 SECONDS DURATION (IN RUPEES)

| Sl. No. | Name of the State | Spot per 10 seconds |             |             |
|---------|-------------------|---------------------|-------------|-------------|
|         |                   | Prog.Cat.-1         | Prog.Cat.-2 | Prog.Cat.-3 |
| 1       | Andhra Pradesh    | 3600                | 2400        | 1400        |
| 2       | Arunachal Pradesh | 1100                | 800         | 400         |
| 3       | Assam             | 2100                | 1400        | 800         |
| 4       | Bihar             | 1400                | 950         | 500         |
| 5       | Chhatisgarh       | 1400                | 950         | 500         |
| 6       | Gujarat           | 1700                | 1400        | 850         |
| 7       | Haryana           | 1050                | 650         | 350         |
| 8       | Himachal Pradesh  | 750                 | 520         | 300         |
| 9       | J & K             | 1600                | 1100        | 600         |
| 10      | Jharkhand         | 1330                | 900         | 510         |
| 11      | Kerala            | 2200                | 1375        | 830         |
| 12      | Karnataka         | 3800                | 2550        | 1450        |
| 13      | Maharashtra       | 6175                | 4175        | 2350        |
| 14      | Madhya Pradesh    | 4100                | 2700        | 1600        |
| 15      | Manipur           | 300                 | 200         | 100         |
| 16      | Sikkim            | 300                 | 200         | 100         |
| 17      | Meghalaya         | 1230                | 800         | 450         |
| 18      | Mizoram           | 475                 | 330         | 170         |
| 19      | Nagaland          | 475                 | 330         | 170         |
| 20      | Tripura           | 750                 | 525         | 290         |
| 21      | Orissa            | 2750                | 1900        | 1050        |
| 22      | Punjab            | 950                 | 600         | 360         |
| 23      | Rajasthan         | 4075                | 2800        | 1600        |
| 24      | Tamilnadu         | 3050                | 1950        | 1200        |
| 25      | Uttar Pradesh     | 4750                | 3000        | 1825        |
| 26      | Uttarakhand       | 475                 | 330         | 170         |
| 27      | West Bengal       | 1700                | 1140        | 675         |

**Note: Bulk Booking Discount will be given on above rates.**

**STATE HOOK-UP RATES SPONSORSHIP PROGRAMME**

**(IN RUPEES)**

| <b>Name of the State</b> | <b>Prog.Cat.-1</b>   | <b>Prog.Cat.-2</b>   | <b>Prog.Cat.-3</b>   |
|--------------------------|--|--|--|
|                          | <b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b> | <b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b> | <b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b> |
| <b>Andhra Pradesh</b>    | <b>38880</b>   | <b>25920</b>   | <b>15120</b>   |
| <b>Arunachal Pradesh</b> | <b>11880</b>   | <b>8640</b>  | <b>4320</b>  |
| <b>Assam</b>             | <b>22680</b>   | <b>15120</b>   | <b>8640</b>  |
| <b>Bihar</b>             | <b>15120</b>   | <b>10260</b>   | <b>5400</b>  |
| <b>Chhatisgarh</b>       | <b>15120</b>   | <b>10260</b>   | <b>5400</b>  |
| <b>Gujarat</b>           | <b>18360</b>   | <b>15120</b>   | <b>9180</b>  |
| <b>Haryana</b>           | <b>11340</b>   | <b>7020</b>  | <b>3780</b>  |
| <b>Himachal Pradesh</b>  | <b>8100</b>  | <b>5600</b>  | <b>3250</b>  |
| <b>J &amp; K</b>         | <b>17280</b>   | <b>11880</b>   | <b>6480</b>  |
| <b>Jharkhand</b>         | <b>14360</b>   | <b>9720</b>  | <b>5510</b>  |
| <b>Kerala</b>            | <b>23760</b>   | <b>14850</b>   | <b>8960</b>  |
| <b>Karnataka</b>         | <b>41040</b>   | <b>27540</b>   | <b>15660</b>   |
| <b>Maharashtra</b>       | <b>66690</b>   | <b>45090</b>   | <b>25380</b>   |
| <b>Madhya Pradesh</b>    | <b>44280</b>   | <b>29160</b>   | <b>17280</b>   |
| <b>Manipur</b>           | <b>3240</b>  | <b>2160</b>  | <b>1080</b>  |
| <b>Sikkim</b>            | <b>3240</b>  | <b>2160</b>  | <b>1080</b>  |
| <b>Meghalaya</b>         | <b>13280</b>   | <b>8640</b>  | <b>4860</b>  |
| <b>Mizoram</b>           | <b>5130</b>  | <b>3560</b>  | <b>1840</b>  |
| <b>Nagaland</b>          | <b>5130</b>  | <b>3560</b>  | <b>1840</b>  |
| <b>Tripura</b>           | <b>8100</b>  | <b>5670</b>  | <b>3130</b>  |
| <b>Orissa</b>            | <b>29700</b>   | <b>20520</b>   | <b>11340</b>   |
| <b>Punjab</b>            | <b>10260</b>   | <b>6480</b>  | <b>3890</b>  |
| <b>Rajasthan</b>         | <b>44010</b>   | <b>30240</b>   | <b>17280</b>   |
| <b>Tamilnadu</b>         | <b>32940</b>   | <b>21060</b>   | <b>12960</b>   |
| <b>Uttar Pradesh</b>     | <b>51300</b>   | <b>32400</b>   | <b>19710</b>   |
| <b>Uttarakhand</b>       | <b>5130</b>  | <b>3560</b>  | <b>1840</b>  |
| <b>West Bengal</b>       | <b>18360</b>   | <b>12310</b>   | <b>7290</b>  |

**Note: Bulk Booking Discount will be given on above rates.**

**STATE HOOK-UP RATES FOR SPONSORED PROGRAMMES**

**(IN RUPEES)**

| Name of the State | Prog.Cat.-1   | Prog.Cat.-2   | Prog.Cat.-3   |
|-------------------|---|---|---|
|                   | Sponsored programmes of 30 minutes with FCT 150 secs. | Sponsored programmes of 30 minutes with FCT 150 secs. | Sponsored programmes of 30 minutes with FCT 150 secs. |
| Andhra Pradesh    | 43200   | 28800   | 16800   |
| Arunachal Pradesh | 13200   | 9600  | 4800  |
| Assam             | 25200   | 16800   | 9600  |
| Bihar             | 16800   | 11400   | 6000  |
| Chhatisgarh       | 16800   | 11400   | 6000  |
| Gujarat           | 20400   | 16800   | 10200   |
| Haryana           | 12600   | 7800  | 4200  |
| Himachal Pradesh  | 9000  | 6250  | 3600  |
| J & K             | 19200   | 13200   | 7200  |
| Jharkhand         | 15960   | 10800   | 6120  |
| Kerala            | 26400   | 16500   | 9960  |
| Karnataka         | 45600   | 30600   | 17400   |
| Maharashtra       | 74100   | 50100   | 28200   |
| Madhya Pradesh    | 49200   | 32400   | 19200   |
| Manipur           | 3600  | 2400  | 1200  |
| Sikkim            | 3600  | 2400  | 1200  |
| Meghalaya         | 14760   | 9600  | 5400  |
| Mizoram           | 5700  | 3960  | 2040  |
| Nagaland          | 5700  | 3960  | 2040  |
| Tripura           | 9000  | 6300  | 3480  |
| Orissa            | 33000   | 22800   | 12600   |
| Punjab            | 11400   | 7200  | 4320  |
| Rajasthan         | 48900   | 33600   | 19200   |
| Tamilnadu         | 36600   | 23400   | 14400   |
| Uttar Pradesh     | 57000   | 36000   | 21900   |
| Uttarakhand       | 5700  | 3960  | 2040  |
| West Bengal       | 20400   | 13680   | 8100  |

## NATIONAL CHANNEL

| <b>Time Category</b>                     | <b>Spot-Buy 10 seconds</b> | <b>Sponsorship of in-house programs of 30 minutes FCT 120 seconds</b> | <b>Sponsored programs of 30 minutes FCT 150 seconds</b> |
|--|----------------------------|---|---|
| <b>Time Category - 1<br/>1900-2200</b>   | <b>1200</b>                | <b>13000</b>  | <b>16000</b>  |
| <b>Time Category - 2<br/>2200 - 0100</b> | <b>1000</b>                | <b>11000</b>  | <b>14000</b>  |
| <b>Time Category - 3<br/>0100-0600</b>   | <b>800</b>                 | <b>9000</b>   | <b>12000</b>  |

**NOTE:**

**For other duration of programme, the rate and FCT will be calculated on pro-rata basis. 25% extra for fixed time spot.**

**A Sponsored Programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.**

**PART - III**  
**VIVIDH BHARATI**

## GROUPING OF VIVIDH BHARATI STATIONS

### Group – A (9):

Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Ahmedabad, Nagpur and Pune

### Group – B (19):

Kanpur, Allahabad, Lucknow, Jaipur, Bhopal, Indore, Patna, Rajkot, Vadodara, Thiruvananthapuram, Kozhikode, Tiruchirapalli, Coimbatore, Kochi, 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

| Time Category | Hours  |
|---------------|--|
| 1             | 0630-1000<br>1900-1945   |
| 2             | 0600-0630<br>1000-1200<br>1945-2300  |
| 3             | 1200-1900<br>2300-2330<br>( 2300-2330 is only for Mumbai, Pune and Nagpur) |

## SPOT BUY RATE FOR 10 SECONDS (IN RUPEES)

| Group of Stations | Time Cat.-1 | Time Cat.-2 | Time Cat.-3 |
|-------------------|-------------|-------------|-------------|
| A                 | 450         | 400         | 300         |
| B                 | 350         | 300         | 250         |
| C                 | 250         | 200         | 150         |
| VB Network        | 8000        | 7000        | 5500        |
| VB National       | 11000       | 9000        | 7000        |

NOTE: 1. VB Network means Hindi Stations (30 only) + 5 additional stations

VB National means all the 40 Stations. + 5 additional stations

2. Rate for other duration will be calculated on pro-rata basis.

3. Time check is to be charged as 10-second ordinary spot.

4. 25% extra for fixed time spot.

**TIME SLOTS FOR SPONSORED PROGRAMMES ON VBS :**

**06.30 AM TO 07.00 AM**

**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**

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES WITH FCT 150 SECONDS**

**(IN RUPEES)**

| <b>Group of Stations</b> | <b>Time Cat.-1</b> | <b>Time Cat.-2</b> | <b>Time Cat.-3</b> |
|--------------------------|--------------------|--------------------|--------------------|
| <b>A</b>                 | <b>5500</b>        | <b>4800</b>        | <b>3600</b>        |
| <b>B</b>                 | <b>4200</b>        | <b>3600</b>        | <b>3000</b>        |
| <b>C</b>                 | <b>3000</b>        | <b>2400</b>        | <b>1800</b>        |
| <b>VB Network</b>        | <b>96,000</b>      | <b>84,000</b>      | <b>66,000</b>      |
| <b>VB National</b>       | <b>1,32,000</b>    | <b>1,08,000</b>    | <b>84,000</b>      |

**NOTE:**

- 1. Rate for other duration will be calculated on pro-rata basis. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.**
- 2. The following programmes will be accepted as sponsored programmes :-**

**Bhakti Sangeet**

**Classical music based programme Pitara (variety programme) Hawa Mahal**

**Quiz programme**

**Sports based entertainment programmes Plays and serials**

**Publicity programmes of music companies**

**Radio report of award functions**

**Magazine programme featuring news from the film world.**

**RATES FOR SPONSORSHIP OF IN HOUSE VBS PROGRAMME**

| Name of the programme | Prog. Dur. (in minutes) | Time Cat. | FCT (seconds) | Rate for VB Network (In Rs.) | Rate for VB National Network (In Rs.) |
|-----------------------|-------------------------|-----------|---------------|------------------------------|---------------------------------------|
| Vandanvar             | 30                      | II        | 60            | 21000                        | 27000                                 |
| Arpan                 | 30                      | II        | 60            | 21000                        | 27000                                 |
| Bhule Bisre Geet      | 30 + 30                 | I         | 60            | 24000 + 24000                | 33000 + 33000                         |
| Sangeet Sarita        | 15                      | I         | 30            | 12000                        | 16500                                 |
| Triveni               | 15                      | I         | 30            | 12000                        | 16500                                 |
| Morning Chitralok     | 30 + 30                 | I         | 60 + 60       | 24000 + 24000                | 33000 + 33000                         |
| Manchahe Geet         | 30 + 30                 | III       | 60 + 60       | 16500 + 16500                | 21000 + 21000                         |
| Sakhi Saheli          | 30 + 30                 | III       | 60 + 60       | 16500 + 16500                | 21000 + 21000                         |
| Pitara                | 30 + 30                 | III       | 60 + 60       | 16500 + 16500                | 21000 + 21000                         |
| Music Masala          | 30                      | III       | 60            | 16500                        | 21000                                 |
| Jaimala               | 30                      | I         | 60            | 24000                        | 33000                                 |
| Evening Chitralok     | 30                      | II        | 60            | 21000                        | 27000                                 |
| Hawa Mahal            | 15                      | II        | 30            | 10500                        | 13500                                 |
| Chhayageet            | 30                      | II        | 60            | 21000                        | 27000                                 |
| Aap Ki Farmaish       | 30                      | II        | 60            | 21000                        | 27000                                 |

**NOTE :**

1. 20% extra for branding the programme.
2. For long term booking following discounts will be given:

|           |   |    |             |   |     |
|-----------|---|----|-------------|---|-----|
| Monthly   | - | 2% | Half Yearly | - | 8%  |
| Quarterly | - | 5% | Yearly      | - | 10% |

**RATES FOR SPONSORSHIP OF LOCAL VARIATION PROGRAMMES OVER VBS**

Programme Duration 30 minutes - FCT 60 seconds

| Stations | Time Category-1 | Time Category-2 | Time Category-3 |
|----------|-----------------|-----------------|-----------------|
| Group A  | 2400            | 2100            | 1600            |
| Group B  | 1900            | 1600            | 1400            |
| Group C  | 1400            | 1100            | 800             |

**NOTE:**

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis.
2. 5% discount will be offered for booking of same programme over minimum two Vividh Bharati Stations in a State for 30 days or more continuous booking..



## RATES FOR SPONSORED SONGS

Sponsored song can be old / new / Film / Non-film.

SONG DURATION : 3.30 MINUTES including FCT : 20 SECONDS

| Name of Programme      | Duration | FCT (Seconds) | Rate (In Rupees) |
|------------------------|----------|---------------|------------------|
| Morning Chitralok Song | 3.30     | 20            | 3500             |
| Trailer                | 3.30     | 30            | 5000             |
|                        | 2.30     | 20            | 4000             |
|                        | 1.30     | 10            | 3000             |

There will not be any restriction on the use of songs or dialogues in Trailers. 25% extra for using songs from more than one film.

|                   |      |    |      |
|-------------------|------|----|------|
| Evening Chitralok | 3.30 | 20 | 2500 |
| Naye Tarane       | 3.30 | 20 | 2000 |

### NOTE:

50% of morning chitralok rate to be charged for repeating the same song / trailer in the evening chitralok on the same day.

### Rates for Sponsored Songs for 3.30 mts.

| South Indian Film Music Chunks   |                  |             |               |
|----------------------------------|------------------|-------------|---------------|
| Name of the Programme            | Duration of Song | FCT (secs.) | Rate (In Rs.) |
| Geet Malika                      | 3.30             | 20          | 2000          |
| Madhur Geetam                    | 3.30             | 20          | 1500          |
| Nandana – Bangalore              | 3.30             | 20          | 1200          |
| Nandana – Dharwad                | 3.30             | 20          | 750           |
| Janranjani – Hyderabad           | 3.30             | 20          | 1000          |
| Janranjani – Vijayawada          | 3.30             | 20          | 750           |
| Ganopaharam – Thiruvananthapuram | 3.30             | 20          | 1000          |
| Ganopaharam – Kozhikode          | 3.30             | 20          | 750           |
| Ungalviruppanm – Chennai         | 3.30             | 20          | 1000          |

### Local Variation Programme

| Stations | Duration of Song | FCT (secs.) | Morning/Evening | Afternoon |
|----------|------------------|-------------|-----------------|-----------|
| Group A  | 3.30             | 20          | 1200            | 800       |
| Group B  | 3.30             | 20          | 1000            | 600       |
| Group C  | 3.30             | 20          | 800             | 500       |

**Rates for Trailers**

| <b>South Indian Film Music Chunks</b>   |                             |                    |                      |
|---|-----------------------------|--------------------|----------------------|
| <b>Name of the Programme</b>            | <b>Duration. Of Trailer</b> | <b>FCT (secs.)</b> | <b>Rate (In Rs.)</b> |
| <b>Geet Malika</b>                      | <b>3.30</b>                 | <b>30</b>          | <b>2900</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>2350</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>1750</b>          |
| <b>Madhur Geetam</b>                    | <b>3.30</b>                 | <b>30</b>          | <b>2200</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>1750</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>1300</b>          |
| <b>Nandana – Bangalore</b>              | <b>3.30</b>                 | <b>30</b>          | <b>1750</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>1400</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>1050</b>          |
| <b>Nandana – Dharwad</b>                | <b>3.30</b>                 | <b>30</b>          | <b>1100</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>900</b>           |
|   | <b>1.30</b>                 | <b>10</b>          | <b>650</b>           |
| <b>Janranjani – Hyderabad</b>           | <b>3.30</b>                 | <b>30</b>          | <b>1450</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>1200</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>900</b>           |
| <b>Janranjani – Vijayawada</b>          | <b>3.30</b>                 | <b>30</b>          | <b>1100</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>900</b>           |
|   | <b>1.30</b>                 | <b>10</b>          | <b>650</b>           |
| <b>Ganopaharam – Thiruvananthapuram</b> | <b>3.30</b>                 | <b>30</b>          | <b>1450</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>1200</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>900</b>           |
| <b>Ganopaharam – Kozhikode</b>          | <b>3.30</b>                 | <b>30</b>          | <b>1100</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>900</b>           |
|   | <b>1.30</b>                 | <b>10</b>          | <b>650</b>           |
| <b>Ungalviruppanm – Chennai</b>         | <b>3.30</b>                 | <b>30</b>          | <b>1450</b>          |
|   | <b>2.30</b>                 | <b>20</b>          | <b>1200</b>          |
|   | <b>1.30</b>                 | <b>10</b>          | <b>900</b>           |

**Local Variation Programme**

| <b>Stations</b> | <b>Duration of Trailer</b> | <b>FCT (secs.)</b> | <b>Morning/Evening</b> | <b>Afternoon</b> |
|-----------------|----------------------------|--------------------|------------------------|------------------|
| <b>Group A</b>  | <b>3.30</b>                | <b>30</b>          | <b>1750</b>            | <b>1350</b>      |
|                 | <b>2.30</b>                | <b>20</b>          | <b>1200</b>            | <b>900</b>       |
|                 | <b>1.30</b>                | <b>10</b>          | <b>900</b>             | <b>650</b>       |
| <b>Group B</b>  | <b>3.30</b>                | <b>30</b>          | <b>1350</b>            | <b>900</b>       |
|                 | <b>2.30</b>                | <b>20</b>          | <b>900</b>             | <b>600</b>       |
|                 | <b>1.30</b>                | <b>10</b>          | <b>700</b>             | <b>450</b>       |
| <b>Group C</b>  | <b>3.30</b>                | <b>30</b>          | <b>1050</b>            | <b>750</b>       |
|                 | <b>2.30</b>                | <b>20</b>          | <b>700</b>             | <b>500</b>       |
|                 | <b>1.30</b>                | <b>10</b>          | <b>550</b>             | <b>350</b>       |

**Local Variation Time Slots for Vividh Bharati Stations**

| <b>Sl.No.</b> | <b>Timings</b>  |
|---------------|---|
| <b>1</b>      | <b>08.00 A.M.to 08.15 A.M.</b>  |
| <b>2</b>      | <b>09.15 A.M. to till the end of the 01<sup>st</sup> Transmission</b> |
| <b>3</b>      | <b>06.15 P.M. to 07.00 P.M.</b>                                       |
| <b>4</b>      | <b>08.45 P.M. to 09.00 P.M.</b>                                       |
| <b>5</b>      | <b>11.00 P.M. to 11.30 P.M.</b>                                       |

**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**

**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.**

**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.**

**Promos will not be allowed along with national/regional news.**

**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. INFOMERCIALS**

**Infomercials will be allowed to Government Departments/ PSUs. The duration of an infomercial will be of 60 seconds. 10 seconds out of the 60 can be commercial endorsement, which will be charged as a 20 second spot.**

**4. 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) :**

|                          |          |                     |
|--------------------------|----------|---------------------|
| <b>Group I Station</b>   | <b>:</b> | <b>Rs. 11,250/-</b> |
| <b>Group II Station</b>  | <b>:</b> | <b>Rs. 9000/-</b>   |
| <b>Group III Station</b> | <b>:</b> | <b>Rs. 6750/-</b>   |
| <b>Group IV Station</b>  | <b>:</b> | <b>Rs. 4500/-</b>   |
| <b>Group V Station</b>   | <b>:</b> | <b>Rs. 3600/-</b>   |

- The advertiser may book as many stations as he wants. Pro-rata rates will be charged for more number of stations / number of days booked. Additional FCT is also allowed on pro-rata basis.**
- Run-on-Schedule spots will not be broadcast during Relays / Commentaries/News/Film Music.**
- 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

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

### RATES (PC/LRS) :

|                   |   |              |
|-------------------|---|--------------|
| Group I Station   | : | Rs. 14,625/- |
| Group II Station  | : | Rs. 11,250/- |
| Group III Station | : | Rs. 9,000/-  |
| Group IV Station  | : | Rs. 6,750/-  |
| Group V Station   | : | Rs. 5,175/-  |

- The above rate is applicable for a single station (FCT 450 seconds on that day) in each group. The advertiser may book Day Branding over as many stations 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.
- 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.

## 7. CLASSIFIED ADVERTISEMENTS

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

Following subjects are covered under classified ads:

1. Sale/purchase of house or residential plots, old motor vehicles and old household goods.
2. Matrimonial ads.
3. Greetings on birthday, wedding day/anniversary, any other special/festival day or occasion, for winning election of any level like Gram Panchayat, Taluka, District Level, M.L.A./M.P., Welcome of Ministers by their well wishers, best wishes to toppers of different examinations, good wishes for entering a new house.
4. Change of place/opening ceremony of shop/business establishments, hospitals, schools.
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                      Rs. 250/- for 15 words and Rs. 25/- per extra word.  
2.FM                            Rs. 400/- for 15 words and Rs. 40/- per extra word

### 7. News on Phone:

News Headlines are available on a specific telephone number. The spot of a 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).

### 8. 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.

### 9. PRODUCTION CHARGES

AIR can take up production work for spots/sponsored programmes for clients booking directly and Agencies.

#### PRODUCTION CHARGES FOR SPOTS AND JINGLES

| Duration of spots | Rate (Rs.) | Duration of Jingle | Rate  | Group of stations<br>PC / LRS & VB |
|-------------------|------------|--------------------|-------|------------------------------------|
| 30 second         | 6000       | 30 second          | 15000 | I    A                             |
|                   | 4500       |                    | 14000 | II   B                             |
|                   | 3600       |                    | 12000 | III  C                             |
|                   | 3000       |                    | 10000 | IV  -                              |
|                   | 2400       |                    | 8000  | V   -                              |

Note: Spots 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.

**PRODUCTION CHARGES FOR SPONSORED PROGRAMMES (IN RUPEES)**

| Duration of prog. | Play/feature/ musical progs. | Radio report/ magazine/ Rural prog. | Spoken word interspersed with music | Film music based | Special prog./ dial-in/ dial-out | Group of Stations PC - LRS / VBS |
|-------------------|------------------------------|-------------------------------------|-------------------------------------|------------------|----------------------------------|----------------------------------|
| 30 minutes        | 10000                        | 8000                                | 10000                               | 6000             | 15000                            | I / A                            |
|                   | 10000                        | 8000                                | 10000                               | 6000             | 15000                            | II / B                           |
|                   | 8000                         | 6000                                | 5000                                | 4000             | 12000                            | III / C                          |
|                   | 6000                         | 5000                                | 4000                                | 3000             | 10000                            | IV / -                           |
|                   | 5000                         | 3000                                | 3000                                | 2000             | 8000                             | V / -                            |

Sponsored Programmes less than 30 mts. duration will not be undertaken for production. However, on demand from clients, it can be produced in two parts making a total of 30mts. duration.

**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 for production work.

10. A Sponsor is entitled for free opening and closing credit lines of five seconds each in addition to FCT.

11. An in-house programme of 30 minutes duration given on sponsorship can have as many as 3 sponsors each paying for full FCT. Two sponsors will be allowed for 15 minutes programme and four sponsors will be allowed for programmes of 45 minutes & 60 minutes..

12. In sponsored programmes, 1/3<sup>rd</sup> FCT can be banked and broadcast in the same time category / lower category on the same day. Banked FCT can be utilized as promos also.

**13. SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF MUSIC/ SPOKEN WORDS PROGRAMME**

| S.N. | Name of Programme   | Duration | FCT Allowed             | Amount (Rs.) |
|------|---|----------|-------------------------|--------------|
| 1    | National Programmes of Music (classical/regional/folk/light music etc.) | 90 mts.  | 60 sec.+ 2 credit lines | 15,000       |
| 2    | National Programme of Regional and Folk Music                           | 60 mts.  | 60 sec.+ 2 credit lines | 11,000       |
| 3    | National Sports Magazine (Hindi)  | 30 mts.  | 30 sec.+ 2 credit lines | 7,000        |



|   |  |                  |                         |       |
|---|--|------------------|-------------------------|-------|
| 4 | National Sports Magazine (English)                       | 30 mts.          | 30 sec.+ 2 credit lines | 6,000 |
| 5 | National Programme of Feature (Hindi)                    | 30 mts           | 30 sec.+ 2 credit lines | 7,000 |
| 6 | National Programme of Feature (English)                  | 30 mts           | 30 sec.+ 2 credit lines | 6,000 |
| 7 | Science Magazine   | 30 mts           | 30 sec.+ 2 credit lines | 6,000 |
| 8 | National Programme of Talks (Hindi)                      | 15 mts.          | 20 sec.+ 2 credit lines | 5,000 |
| 9 | National Programme of Talks (English)                    | 15 mts.          | 20 sec.+ 2 credit lines | 5,000 |
|   | SPOT BUY RATES PER 10 SECONDS BEFORE NATIONAL PROGRAMMES | CAP.SIZE 60 sec. | -                       | 2,000 |

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

**SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF PLAYS (Programme Duration 60 minutes, FCT 60 seconds)**

| S. No. | Language  | No. of Broadcasting Stations | Name of Stations  | Amount (Rs.) |
|--------|-----------|------------------------------|---|--------------|
| 1      | Hindi     | 32                           | 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 | 10,000       |
| 2      | Assamese  | 2                            | Guwahati, Dibrugarh   | 2,000        |
| 3      | Bangla    | 3                            | Calcutta, Siliguri, Silchar   | 3,000        |
| 4      | Dogri     | 1                            | Jammu   | 1,000        |
| 5      | Gujarati  | 5                            | Mumbai, Ahmedabad, Vadodara, Rajkot, Bhuj   | 5,000        |
| 6      | Kashmiri  | 1                            | Srinagar  | 1,000        |
| 7      | Kannada   | 7                            | Bangalore, Dharwad, Mangalore, Mysore, Bhadravati, Gulbarga, Hassan   | 7,000        |
| 8      | Marathi   | 8                            | Mumbai, Pune, Nagpur, Sangli, Jalgaon, Kolhapur, Aurangabad, Ratnagiri, Parbhani  | 8,000        |
| 9      | Malayalam | 4                            | Thiruvanthapuram, Kozhikode, Thrissur, Cannanore  | 4,000        |
| 10     | Manipuri  | 1                            | Imphal  | 1000         |
| 11     | Nepali    | 1                            | Kurseong  | 1000         |
| 12     | Oriya     | 4                            | Cuttack, Jeypore, Sambalpur, Bhawanipatna   | 4,000        |
| 13     | Punjabi   | 1                            | Jalandhar   | 1,000        |
| 14     | Tamil     | 6                            | Chennai, Coimbatore, Tiruchirapalli, Madurai, Pondicherry, Tirunelveli  | 6,000        |
| 15     | Telugu    | 5                            | Chennai, Hyderabad, Vijaywada, Vishakhapatnam, Cuddapah   | 5,000        |

**14. Allocating Broadcasting Time for Sponsored Programmes**

- (i) No agency / client should be allocated more than 60 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.
- (iii) Sponsored Programme of minimum 5 minutes duration with 25 seconds FCT can be accepted on pro-rata basis with prior approval of the Directorate. However, no free tag-on promo is allowed with any sponsored programme of less than 15 minutes duration.

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

|                   |            |
|-------------------|------------|
| Group I Station   | Rs. 12,000 |
| Group II Station  | Rs. 9,000  |
| Group III Station | Rs. 7,000  |
| Group IV Station  | Rs. 4,400  |
| Group V Station   | Rs. 3,200  |

**DISPLAY OF BANNERS**

Display of only three cloth banners of size 3 x 1 meter is permitted – (i) one at the main premises (ii) at the entrance gate and (iii) on the 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) in 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.

**16. 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.

## 17. 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.

## 19. 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

## 20. RATES FOR ELECTRONIC DISPLAY SYSTEM

An amount of Rs. 200/- 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.

## 20. SPORTS EVENTS :

A) Local level (PC) : Spot-buy rates for Film Music of the concerned station  
(FM) : Spot-buy rate of Time Cat. - 1 of the concerned station.

B) Regional level (PC) : Spot-buy rates of Film Music State Hook-up rates of the concerned state

(Rates for sponsorships to 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

D) International level : Rates will be formulated by DG:AIR.

## 21. HIRING OF AIR STUDIOS

Booking Charges : Rs. 100/-  
Hiring charges : Rs. 800/- per hour

**PART V**  
**CONCESSIONS/DISCOUNT**

1. **CONCESSIONS / DISCOUNT**

If a spot broadcast in upper time category is repeated in lower time category on the same day over VBS, 25% discount will be allowed in the lower category for the same number of spots booked in upper time category.

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

**It is applicable to both – spot booking as well as sponsorship.**

| Number of Stations | 30 to 90 days | 91 to 180 days | 181 to 270 days | 271 to less than 365 days | Yearly booking for 365 days |
|--------------------|---------------|----------------|-----------------|---------------------------|-----------------------------|
| 5-12               | 5%            | 6%             | 7%              | 8%                        | 10%                         |
| 13-25              | 6%            | 7%             | 8%              | 10%                       | 12%                         |
| 26-45              | 7%            | 8%             | 9%              | 12%                       | 13%                         |
| 45 AND ABOVE       | 8%            | 9%             | 10%             | 13%                       | 15%                         |

**NOTE:**

The above discount is also available with State-hookup rates in respect of spots as well as sponsorship. The discount is meant for the advertiser and 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 11 or more number of Stations for one month or more, 8% discount is offered.  
5% discount on booking over 2 stations in a state for one month or more.

Note : The above Bunch Booking Concessions are not available with VB Network and VB National Rates.

4. **ANNUAL TURNOVER INCENTIVE FOR THE ADVERTISING AGENCY ON BUSINESS PLACED ACROSS ALL CHANNELS**

| S.No. | Quantum of business given (in Rs.)    | Rate of agency incentive (in Rs.)  |
|-------|---------------------------------------|--|
| 1.    | Upto 5 lakhs                          | Nil  |
| 2.    | Above 5 lakhs but less than 10 lakhs  | 1% of the amount of which the total net business exceeds 5 lakhs           |
| 3.    | Above 10 lakhs but less than 30 lakhs | 5000 + 2% of the amount of which the total net business exceeds 10 lakhs   |
| 4.    | Above 30 lakhs but less than 50 lakhs | 45000 + 3% of the amount of which the total net business exceeds 30 lakhs  |
| 5.    | Above 50 lakhs but less than 70 lakhs | 105000 + 4% of the amount of which the total net business exceeds 50 lakhs |
| 6.    | Above 70 lakhs but less than 1 crore  | 185000 + 5% of the amount of which the total net business exceeds 70 lakhs |
| 7.    | Above 1 crore                         | 335000 + 6% of the amount of which the total net business exceeds 1 crore  |

**NOTE:**

Incentive is payable to an agency having no outstanding dues with AIR.

## 5. CONVISSER'S COMMISSION

In a Financial Year, Conviasser's commission will be as under :

|                    |     |
|--------------------|-----|
| Upto Rs. 50,000/-  | 8%  |
| Above Rs. 50,000/- | 10% |

Note: Business to be accepted only on advance payment.

## 6. OTHER CONCESSIONS

- (i) 15% to Central and State Government Departments.
- (ii) 15% to Public Sector Undertakings / Autonomous Bodies
- (iii) 10% for private clients and SSI Units.

Admissible Service Tax will be charged on the Net Amount.

### NOTE:

The above concessions are available to those clients who book their business directly with All India Radio and not through any Advertising Agency.

- (iv) 50% for spots on AIDS, cancer, blood/eye/kidney donation, leprosy, TB, Dengue, Malaria and other similar epidemics etc.

- (iv) 50% to NGOs / Voluntary Organizations for the following AIR Stations :

|                 |                |                 |
|-----------------|----------------|-----------------|
| 1. Ahwa         | 2. Almora      | 3. Belonia      |
| 4. Bhawanipatna | 5. Chaibasa    | 6. Daltonganj   |
| 7. Daman        | 8. Dharamshala | 9. Diphu        |
| 10. Gangtok     | 11. Gulbarga   | 12. Halflong    |
| 13. Hamirpur    | 14. Idukki     | 15. Imphal      |
| 16. Itanagar    | 17. Jaisalmer  | 18. Jhalawar    |
| 19. Joranda     | 20. Jowai      | 21. Kailashahar |
| 22. Karaikal    | 23. Kargil     | 24. Kathua      |
| 25. Kavarathi   | 26. Keonjhar   | 27. Kohima      |
| 28. Kokrajhar   | 29. Kurseong   | 30. Leh         |
| 31. Lunglei     | 32. Marcapuram | 33. Marcara     |
| 34. Mokokchung  | 35. Obra       | 36. Ooty        |
| 37. Passighat   | 38. Pauri      | 39. Poonch      |
| 40. Suratgarh   | 41. Tawang     | 42. Tezu        |
| 43. Tura        | 44. Tuticorin  |                 |

### NOTE :

No other concession will be allowed on availing the above 50% concession.  
The above concession is not allowed with News, Sports Commentary

**PART – VI**  
**GENERAL INSTRUCTIONS**

## **GENERAL INSTRUCTIONS**

### **1. AGENCY COMMISSION:**

**The Accredited Agencies/ Registered Agencies will be allowed 15% commission.**

**Admissible Service Tax will be charged on the Net Amount.**

**Note : The credit facility of 45 days is available for Accredited Agencies and 60 days credit facility for Central Government Departments, State Government Departments and PSUs.**

### **2. 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 legislation affecting advertising in this country, particularly the following Acts and the Rules framed under them, as amended from time to time:-**
  - i. **Drugs and Cosmetics Act, 1940.**
  - ii. **Drugs Controls Act, 1950**
  - iii. **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.**
  - iv. **Copyright Act, 1957**
  - v. **Trade and Merchandise Marks Act, 1958.**
  - vi. **Prevention of Food Adulteration Act, 1954**
  - vii. **Pharmacy Act, 1948**
  - viii. **Prize Competition Act, 1955**
  - ix. **Emblems and Names (Prevention of Improper Use) Act, 1950**
  - x. **Consumer Protection Act, 1986**
  - xi. **Indecent Representation of Women (Prohibition) Act,1986**
  - xii. **Code of Ethics for advertising in India issued by the Advertising Council of India.**
  - xiii. **Code of Standards in relation to the advertising of medicines and treatments.**
  - xiv. **Standards of practice for Advertising Agencies.**
  - xv. **Code for Commercial Broadcasting, copy of which may be had from the Central Sales Unit.**
- e **The following products/services are allowed for broadcast on All India Radio :**
  - 1. **Jewellery / Precious Stones**
  - 2. **Matrimonial Agencies**
  - 3. **Astrologers / Numerologists**



4. Mutual Funds approved by SEBI
5. Hair Dyes
6. Foreign Products
7. Foreign Banks including financial services
8. Family Planning Devices
9. Government-run lotteries
10. Finance Rating Agencies
11. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
12. Guide Books
13. Holidays Resorts
14. Baby foods provided a Mandatory clause “Breast Milk is the best for babies up to a specific age” is broadcast prior to the advertisement.
15. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. All such advertisements must carry a statutory message at the end as follows :-

“Listeners are advised to check the genuineness of the claims made. While booking such ads Agency/Client must also indemnify AIR from any legal wrangles.”

f 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.

g NO ADVERTISEMENT SHALL BE PERMITTED WHICH

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

### 3. TECHNICAL SPECIFICATIONS FOR RECORDING

Commercial announcements recorded on magnetic recording tape shall conform to the following standards.

- a. The recording shall be full track on 6.3 mm.  $\pm 0.06$  mm wide good quality professional magnetic tape (Standard Play of 1.5 mm thick) at a level given below at a tape speed of 19.05 cms/sec & 7.5 inches/sec.)
- b. The spool size shall not be less than 5” (13 cms.) in diameter. (7” (18 cms.) diameter spool shall be preferred).
- c. The tape should have at least 3 to 4 metre of leader tape or blank tape in the beginning before the recorded message starts. This also applies to the spacing in between two advertisements recorded on a single tape.

- d. The distortion at the normal recording level (185 nwb/m) should be less than 1%. Signal to Noise ratio should be better than 52 db. The overall frequency response should be +2 db between 30 Hz. And 10 KHz.
- e. After the initial blank margin there should be 10 sec of 1 KHz. Tone recorded at a normal recording flux level of 185 nwb/m. The recording or item of programme should not exceed this normal recording level (i.e. 185 nwb/m.)
- f. Tape 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:
 

Tape No.....Client.....Product.....

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

Duration of each      Language.....Date of  
Commercial .....                      submission.....
  - iii) All recorded material should be made available well in advance. (at least 20 days in advance of the date of broadcast). Every tape must contain a copy of the script of the recorded material.

**NOTE : RECORDINGS ON CDs ARE ALSO ACCEPTED**

- 4. 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.
- 5. **PROCEDURE OF PAYMENTS :**
  - a) When the operation is through other than Accredited Agencies the 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 "State Bank of India, Account Prasar Bharati, All India Radio"..
  - b) When the Advertiser operates through the Accredited Agencies the payment of Ad charges will be made on monthly basis within 45 days and 60 days for PUC/Central/State Government from the first of the month following the date of broadcast 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 latest on the working day preceding the date on which the payment is to be made. "Working Day" shall be deemed to be a day on which the office is open for transacting their normal business.**

## **6 CANCELLATION OF BOOKINGS:**

**As per clause 21 of the contract Advertiser may cancel the bookings upon notice in writing to the 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.**

## **7 GRANT OF AGENCY STATUS**

### **A. REGISTRATION :**

**NEW Agencies, which are genuinely interested / engaged in advertising, shall be eligible for REGISTRATION subject to the satisfaction of competent authority about their bonafides. Interested Agencies may send their application in the prescribed form to any of the following :**

- i) The Director of Sales, Central Sales Unit, All India Radio, Mumbai – 400 020**
- ii) The Station Director or the Assistant Station Director, Commercial Broadcasting Service of their locality.**  
**Application forms may be obtained from Central Sales Unit or any Commercial Broadcasting Service Centers (free of cost)**
- iii) A Registration Fee of Rs. 3000/-(non-refundable) will be charged.**

**B. ACCREDITATION :**

Those agencies which are genuinely interested / engaged in advertising, shall be considered for Accreditation, who have :

- i) Completed at least two years business with All India Radio as registered agency.
- 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 of 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) Given to All India Radio a minimum business of Rs. 1 lakh per year for two consecutive years. The year would start from the 1<sup>st</sup> of the month in which the Registration is given.
- 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.
- vii) A non-refundable processing fee of Rs. 5000 will be charged.

**8 ALL COMMUNICATIONS TO BE ADDRESSED TO:**

- a) In case of bookings involving more than one state : Director, C.S.U. Mumbai or any of the Mktg. Divisions mentioned below.

**Marketing Divisions (Prasar Bharati)**

- |                       |              |             |            |
|-----------------------|--------------|-------------|------------|
| 1. Delhi              | 2. Mumbai    | 3. Chennai  | 4. Kolkata |
| 5. Hyderabad          | 6. Bangalore | 7. Guwahati | 8. Kochi   |
| 9. Thiruvananthapuram |              |             |            |

- b) In case of bookings involving more than one station in a state: S.D/ A.S.D of the concerned CBS Center mentioned below.

Names of the CBS Centers :-

- |              |               |                        |             |
|--------------|---------------|------------------------|-------------|
| 1. Ahmedabad | 2. Bangalore  | 3. Bhopal              | 4. Mumbai   |
| 5. Kolkata   | 6. Chandigarh | 7. Cuttack             | 8. Delhi    |
| 9. Hyderabad | 10. Jaipur    | 11. Kanpur             | 12. Chennai |
| 13. Patna    | 14. Srinagar  | 15. Thiruvananthapuram |             |

- c) In case of bookings over single station: Head of that particular CBS Centre.

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**