

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2018-19/Tariff/८४

Dated: 16/05/2019

Subject: Tariff for On-screen Properties for special programme on Coverage of Election results, 2019 for simulcast on DD News and DD India channels.

This is in continuation to the letter of even No. dated 15.05.2019 (copy enclosed) wherein the rates were prescribed for Laptop Branding, Mug Branding, Caption/sticker within News Digest/Headlines, and L-Band/Aston Band as On-Screen Property, during the special programme on coverage of Election results, 2019 which is to be simulcast on DD News and DD India channels.

In this regard, it may also be noted that these prescribed rates are the minimum rates. However, depending upon the demand assessment, Sales and Marketing Divisions may charge higher rates for the said properties for the above mentioned special programme.



(Amit Sharma)
Dy. Director (Comm., T&C)
Ph. No. 011-23118516

To,

- 1. The Director General
Doordarshan
Doordarshan Bhawan (Tower-A)
Copernicus Marg
New Delhi-110001**
- 2. The Director General
DD News
Doordarshan Bhawan (Tower-B)
Copernicus Marg
New Delhi-110001**

Copy for information and necessary action to:

1. Additional Director General, (SMD, Mumbai), Commercial Revenue Division, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (SMD, PB Sectt.), Prasar Bharati House, Copernicus Marg, New Delhi 01.
3. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.

✓ 4. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for information to:

1. SO to CEO, Prasar Bharati.
2. PPS to Member (F), Prasar Bharati.

Prasar Bharati
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Prasar Bharati Secretariat (T&C Division)
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Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2018-19/Tariff/07

Dated: 15/05/2019

Subject: Tariff for On-screen Properties for special programme on Coverage of Election results, 2019 for simulcast on DD News and DD India channels.

2. Rates for Laptop Branding, Mug Branding, Caption/sticker within News Digest/Headlines, and L-Band/Aston Band as On-Screen Property, during special programme on Coverage of Election results, 2019 for simulcast on DD News and DD India channels have been prescribed. The rates per day for the said properties are detailed as under:

PROPERTY	RATE PER DAY
Laptop Branding	Rs. 1,65,000/- (Rupees One Lakh and Sixty Five Thousand only)
Mug Branding	Rs. 60,000/- (Rupees Sixty Thousand only)
Caption/Sticker in News Digest/Headlines	Rs. 12,000/- (Rupees Twelve Thousand only)
L band/Aston band (for each insertion of 5 second duration)	Rs. 3,500/- (Rupees Three Thousand and Five Hundred only)

3. This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)
Dy. Director (Comm., T&C)
Ph. No. 011-23118516

To,

1. **The Director General**
Doordarshan
Doordarshan Bhawan (Tower-A)
Copernicus Marg
New Delhi-110001
2. **The Director General**
DD News
Doordarshan Bhawan (Tower-B)
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2. PPS to Member (F), Prasar Bharati.