

PRASAR B' HARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
CENTRAL SALES UNIT : ALL INDIA RADIO
MUMBAI 400 020



O/o Dy. Director of Sales
Central Sales Unit
All India Radio
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No.CSU – 1(3) 2018 - PIV/

Date: 7th May 2018

All Agencies / Advertisers,

Sub: Live Broadcast Of 18th Asian Games 2018 Over AIR

Dear Sir/ Madam,

India is making a positive impact in the field of multi discipline sports. The stupendous success of team India in recently concluded Commonwealth Games has generated a massive interest of audience in the Sports Broadcasts. Most of these rising stars of sports come from far flung areas and small towns. AIR, the biggest Radio Network in the world reaches every corner of India.

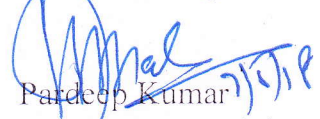
AIR has always remained in forefront in covering sports. We announce exclusive coverage of the 18th Asian Games to be held at Indonesia w.e.f. 17.08.2018 to 02.09.2018 with live running commentaries of major games including Hockey, Badminton, Kabaddi. We will also originate hourly live updates from various venues and daily Radio Reports in Hindi/ English and in regional languages from our regional Kendras.

This will give an immense opportunity to your clients to take their concepts, ideas, products to every household of India by becoming partners in this exclusive, live coverage of biggest sporting extravaganza of Asia on world's largest Radio Network. Rate card for the same is attached herewith for your kind reference.

Looking forward for positive response from your side at the earliest.

Thanking you,

Yours sincerely,


Pardeep Kumar
Programme Executive

PRASAR BHARATI
(India's Public Service Broadcaster)
Commercial and Revenue Division: New Delhi

Rate Card (All India Radio)

18th ASIAN GAMES, 2018 (Indonesia)

August 17, 2018 to September 02, 2018

Lead Sponsorship	Curtain Raiser (FM Gold Network and All Capital Stations)	Live Coverage (FM Gold Network and All Capital Stations)	Daily Highlight Capsule (FM Gold Network and All Capital Stations)	FM Updates (FM Rainbow Network)	Total FCT in seconds
Total FCT	120	2500	800	400	3820
Rate/10"	15000	15000	15000	12000	
Amount	180000	3750000	1200000	480000	5610000

Main Sponsorship	Curtain Raiser (FM Gold Network and All Capital Stations)	Live Coverage (FM Gold Network and All Capital Stations)	Daily Highlight Capsule (FM Gold Network and All Capital Stations)	FM Updates (FM Rainbow Network)	Total FCT
Total FCT	90	2100	700	300	3190
Rate/10"	16000	16000	16000	12535	
Amount	144000	3360000	1120000	376050	5000050

Associate Sponsorship	Curtain Raiser (FM Gold Network and All Capital Stations)	Live Coverage (FM Gold Network and All Capital Stations)	Daily Highlight Capsule (FM Gold Network and All Capital Stations)	FM Updates (FM Rainbow Network)	Total FCT
Total FCT	60	1500	600	250	2410
Rate/10"	17000	17000	17000	13120	
Amount	102000	2550000	1020000	328000	4000000

Spot Buy Rate per 10 Seconds	Rs. 18,000/-	(For Curtain Raiser, Live Coverage and Daily Highlights)
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Spot Buy Rate per 10 Seconds	Rs. 15,000/-	(For FM Updates)
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Sukhjinder Kaur
Controller - Marketing
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