

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

No. TC-1/011(I)/2018-19/Tariff/17

Dated: 02/07/2019

Circular 7 of 2019

Subject: Rate card for Arunprabha Channel.

Rate Card for Arunprabha Channel has been approved by CEO, PB. The details are as under:

Rate Card for DD Arunprabha Channel			
In-house Programmes			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
07:00 PM- 11:00 PM	2400	180	1200
Rest of the time	1600	180	800
News- Before/After			3200
News- Mid-Break			4000
Note: Part sponsorship package can also be offered ranging from 50% to 100% of sponsorship value on pro-rata basis.			

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
07:00 PM- 11:00 PM	2400	180	1200
Rest of the time	1600	180	800

Note: For both In-house and Outside Sponsored Programmes:

- SBR (Spot Buy Rate) is defined for spot of 10 seconds duration.
- Sponsorship fee/Telecast fee and Free Commercial time (FCT) associated therewith are defined for time slot of 30 minutes duration.
- Rates specified are exclusive of the applicable Taxes.

2. The above mentioned Rate card is valid with immediate effect.
3. With the release of the above rate card, the rates prescribed earlier for DDK Itanagar vide Circular No.05/2016 issued vide letter No. DCS/33(13)/TARIFF/2015 dated 18-01-2016 stand withdrawn.
4. This issues with the approval of CEO, Prasar Bharati.


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

To

The Director General: Doordarshan
Doordarshan Bhawan (Tower-A)
Copernicus Marg, New Delhi-110001

Contd./-

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Copy for information and necessary action to:

1. Additional Director General, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai - 400030.
2. Additional Director General (SMD, DCD), Prasar Bharati Sectt., Prasar Bharati House, Copernicus Marg, New Delhi -110001.
3. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
4. Head of Programmes, DDK Itanagar.
5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.