

**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/58.

Dated: 07/03/2019

**Circular 5 of 2019**

**Subject: Bonus scheme in respect of political advertisements of political parties/candidates on AIR stations/services.**

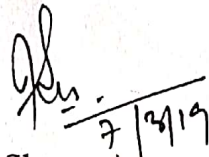
The stipulations pertaining to broadcast of political advertisements of political parties/candidates on AIR stations/services are prescribed in the extent Rate Card of AIR. These stipulations restrict offering of bonus spot scheme for such political advertisements.

2. The said restriction has been reviewed and it has been decided to extend the 1:1 bonus spot scheme, **on an experimental basis for a period of four months**, on FM Channels (Gold and Rainbow) and all the Local Radio Stations (LRS), for political advertisements of political parties/candidates. The other stipulations, as mentioned above, however, remain unchanged.

3. While extending the bonus spot scheme, as mentioned above, the following are to be adhered to:

- i. All bookings are to be accepted on advance payment only.
- ii. The scheme is applicable for spot bookings only and not for sponsorships /sponsored programmes. It is also not applicable for those spots booked with News Bulletins, Live Broadcasts and Time checks.
- iii. The free bonus spots are to be broadcast on the same day.
- iv. The bonus spots should be offered in any of the lower category to the original category of booking. The stations are at liberty to schedule and broadcast these bonus spots in any category below the original bookings.

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



(Amit Sharma)

Dy. Director (Comm., T&C)

Ph. No. 011-23118516

To,  
**The Director General: All India Radio**  
**Akashwani Bhawan,**  
**Sansad Marg, New Delhi-01**

**Copy for information and necessary action to:**

1. Deputy Director General, CBS Delhi, Akashwani Bhawan, Sansad Marg, New Delhi-01.
- ✓ 2. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.