

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 /31

Dated: 04/10/2019

Circular 9 of 2019

Subject: Tariff for On-Screen Properties for DD News Channel- guidelines reg.

Rates for Laptop Branding and Mug Branding, as On-Screen Property, for various DD channels have been prescribed. The details are as under:-

Channel Name	Minimum Monthly Rates (in Rs.)	
	Laptop branding*	Mug branding**
DD Bangla	2,00,000	70,000
DD Sahyadri	6,50,000	2,40,000
DD Oriya	25,000	10,000
DD Yadagiri	75,000	30,000
DD Punjabi	50,000	20,000
DD Girnar	1,50,000	60,000
DD Malayalam	75,000	30,000
DD Rajasthan	50,000	20,000
DD Saptagiri	1,25,000	40,000
DD UP	75,000	20,000
DD Kashir	25,000	10,000
DD Podhigai	2,25,000	80,000
DD Bihar	50,000	20,000
DD Northeast	25,000	10,000
DD Chandana	1,25,000	50,000
DD MP	50,000	10,000
DD Arunprabha	25,000	10,000

* The Laptop branding can be offered for a period less than a month on pro-rata basis, subject to a minimum of 15 days.

** The rate is for a Sticker over Mug, occupying around 6% of the TV Screen, placed on News Anchor's Desk.

2. Further to the above, the following guidelines, governing the presentation of Laptop/Mug Branding, are also to be adhered to:

- i. Laptop branding should be limited to the name of the brand/company, logo of the brand/company and its tag line;
- ii. The text/graphic etc. used in the Laptop branding can cover up to a maximum of 60% of the Laptop panel; and

- iii. The creative design of Laptop branding needs to be approved by DDG, Sales, PB Sectt., prior to the telecast of the property (Laptop branding) in any Doordarshan channel.
 - iv. Creative design in respect of Mug branding should also be approved on similar lines, prior to the telecast of the property (Mug branding) in any Doordarshan channel.
3. The above rates have been prescribed on an experimental basis, for a period of six months from the date of issue of this circular.
4. This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)
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- 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, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (Marketing), PB Sectt., New Delhi
3. Head, Sales, PB Sectt., New Delhi 01.
4. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

