

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 /44

Dated:27/02/2019

Circular 1 of 2019


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

Rates for Laptop Branding, Mug Branding, and Caption/sticker within News Digest/Headlines and Weather Report, as On-Screen Property, for DD News channel have been prescribed. The details are as under:-

Sl. No.	Types of On Screen Property	Rate (in Rs.)	Remarks
1	Laptop Branding	Rs. 30,00,000/= per Month	The Laptop branding can be offered for a period less than a month on pro-rata basis, subject to a minimum of 15 days.
2	Mug Branding	Rs. 11,00,000/= per Month	The rate is for a Sticker over Mug, occupying around 6% of the TV Screen, placed on News Anchor's Desk.
3	News Headlines/ Digest	Rs. 2,00,000/= per Month	The rate is for a Sticker/Caption occupying around 5% of the TV Screen placed along with the news headlines.
4	Weather Report	Rs. 20,000/= per Month	The rate is for a Sticker/Caption occupying around 5% of the TV Screen placed along with graphics/ weather information during the weather report

2. The above rates have been prescribed on an experimental basis, for a period of four months from the date of issue of this circular.

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**
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, (CRD I), Mumbai, Commercial Revenue Division, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (CRD II, DCD), 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.