

**RATES  
FOR  
ADVERTISEMENTS  
ON  
ALL INDIA RADIO**



# CATALOGUE

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**PART - I**

**FM RAINBOW**

**&**

**FM GOLD**

**CHANNELS**

**FM RAINBOW (25)**

**BANGALORE, CHANDIGARH, CHENNAI, COIMBATORE, CUTTACK, DELHI, HYDERABAD, JALANDHAR, KANPUR, KOCHI, KODAIKANAL, KOLKATA, LUCKNOW, MADURAI, MUMBAI, PANAJI, PATNA, PUDUCHERRY, RAEBARELI, RANCHI, SHILLONG, TIRUCHIRAPALLY, TIRUNELVELI, VIJAYAWADA, VISHAKHAPATNAM**

**FM GOLD (5)**

**CHENNAI, DELHI, KOLKATA, LUDHIANA & MUMBAI.**

**TIME BAND**

<b>CATEGORY</b>	<b>Hours</b>
Prime Time (Category 1)	0700 - 1100 1700 - 2300
Mid Prime Time (Category II)	1100 - 1700
Non Prime Time (Category III)	2300 - 0700

**FM RAINBOW RATES  
SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)**

<b>Name of Stations</b>	<b>Time Cat. - I</b>	<b>Time Cat.-II</b>	<b>Time Cat.-III</b>
Delhi	1100	770	440
Mumbai	880	660	440
Bangalore /Chennai/Hyderabad/Kolkata/ Kodaikanal	770	550	330
Kanpur/Koch/Lucknow/Patna/Ranchi	550	440	280
Chandigarh/Coimbatore/ Cuttack /Jalandhar/ Madurai/ Panaji / Puducherry/ Raebareli/ Shillong/Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam/	440	330	220

## FM RAINBOW RATES

RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMS OF 30 MINUTES DURATION WITH FCT 120 SECONDS (IN RUPEES).

Name of Stations	Time Cat. - I	Time Cat.-II	Time Cat.-III
Delhi	11880	8320	4750
Mumbai	9500	7130	4750
Bangalore/Chennai/ Hyderabad/ Kodaikanal/Kolkata	8320	5940	3570
Kanpur/Kochi/Lucknow/Patna/Ranchi	5940	4750	3020
Chandigarh/ Coimbatore/ Cuttack/ Jalandhar/ Madurai/Panaji/ Puducherry/ Raebareli/ Shillong / Tirunelveli/ Tiruchirapally/ Vijayawada/Vishakhapatnam/	4750	3570	2380

## FM GOLD – RATES

SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)

Name of Stations	Time Cat. - I	Time Cat.-II	Time Cat.-III
Delhi	1100	770	440
Mumbai	880	660	440
Chennai/Kolkata	770	550	330
Ludhiana	440	330	220

## FM GOLD RATES

RATE FOR SPONSORSHIP OF INHOUSE PROGRAMS OF 30 MINUTES DURATION WITH FCT 120 SECONDS (IN RUPEES)

Name of Station	Time Cat. - I	Time Cat.-II	Time Cat.-III
Delhi	11880	8320	4750
Mumbai	9500	7130	4750
Chennai/Kolkata	8320	5940	3570
Ludhiana	4750	3570	2380

(For Spot-Buys)

1. Rate for more duration of spots (restricted up to 120 seconds) will be calculated on pro-rata basis and rounded off to nearest rupee.
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
3. 25% extra for fixed time spot.

**(For Sponsorship of In-House Programmes)**

1. In a 30 minutes programme, 20% i.e. 360 Sec. can be utilized for commercials. For other duration of in-house programme, the Rate and FCT will be calculated on pro-rata basis and rounded off to the nearest rupee.
2. The total commercial time can be utilised by a combination of multiple sponsorships (Maximum 3) and spot-buys. The first position in the credit line would be allotted to the Sponsor who confirms first.
3. Associate sponsorship of 90 seconds FCT will be available on pro-rata basis.
4. 20% extra for branding and presenting status.
5. Opening & Closing credit lines would be free. Each client would be entitled for 5 Sec. credit line including punch line.
  - Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).
  - The following updates of ONE-MINUTE duration with FCT 10'' will be charged at Rs.1100/- and on pro-rata basis for increased duration.
    - ✓ Traffic information
    - ✓ Flight information
    - ✓ Sports, foreign Exchange, stock exchange etc.

## FM RAINBOW/GOLD

Rates for SPONSORED PROGRAMME of 15mts, 10mts and 5mts. duration with FCT 60 seconds, 40 seconds & 20 seconds respectively.

(In Rupees)

Name of Station	Time Cat.1			TimeCat.2			TimeCat.3		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
Delhi	6600	4400	2200	4620	3080	1540	2640	1760	880
Mumbai	5280	3520	1760	3960	2640	1320	2640	1760	880
Bangalore/Chennai/ Hyderabad/ Kodaikanal/Kolkata	4620	3080	1540	3300	2200	1100	1980	1320	660
Kanpur/Kochi/Lucknow/ Patna/Ranchi	3300	2200	1100	2640	1760	880	1680	1120	560
Chandigarh/ Coimbatore/ Cuttack/ Jalandhar/ Ludhiana/Madurai/Panaji/ Puducherry/ Raebareli/ Shillong / Tirunelveli/ Tiruchirapally/ Vijayawada/Vishakhapatnam	2640	1760	880	1980	1320	660	1320	880	440

Rates for CUSTOMISED SPONSORED PROGRAMME wherein the entire content of the programme is publicizing the products / services with No FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.

## FM RAINBOW/FM GOLD

Rates for Campaign Songs/Jingles from Govt. Department/PSU Duration One Minute (60 seconds) with no FCT

(In Rupees)

Name of Station	Time Category -1	Time Category - 2	Time Category – 3
Delhi	6600	4620	2640
Mumbai	5280	3960	2640
Bangalore/Chennai/Hyderabad/Kodaikanal/Kolkata	4620	3300	1980
Kanpur/Kochi/Lucknow/Patna/Ranchi	3300	2640	1680
Chandigarh/ Coimbatore/ Cuttack/ Jalandhar/ Ludhiana/ Madurai/Panaji/ Puducherry/ Raebareli/ Shillong / Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam	2640	1980	1320

**Note: For more than one minute (restricted up to 3 minutes.), pro-rata rates will be charged.**

## FM RAINBOW/FM GOLD

RATES FOR SPONSORED SONGS ON FM RAINBOW/GOLD

Sponsored song can be old/new/film/non-film songs

SONG DURATION: 3.30 Minutes including FCT: 20 Seconds

(In Rupees)

Name of Station	Time Category -1	Time Category - 2	Time Category – 3
Delhi	2200	1650	1320
Mumbai	2200	1650	1320
Bangalore/Chennai/Hyderabad/Kodaikanal/Kolkata	1650	1430	1100
Kanpur/Kochi/Lucknow/Patna/Ranchi	1210	1000	800
Chandigarh/ Coimbatore/ Cuttack/ Jalandhar/ Ludhiana/ Madurai/Panaji/ Puducherry/ Raebareli/ Shillong / Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam	900	800	550



## Rates for Trailers (On FM RAINBOW/ FM GOLD CHANNELS)

(In Rupees)

Name of FM Stations	Duration	T.C. -I	T.C.-2	T.C.-3
Delhi	3.30 minutes.	3300	2310	1320
	2.30 minutes.	2640	1850	1060
	1.30 minutes.	1980	1390	790
Mumbai	3.30 minutes.	2640	1980	1320
	2.30 minutes.	2110	1580	1060
	1.30 minutes.	1580	1190	790
Bangalore/Chennai/Hyderabad/Kodaikanal/Kolkata	3.30 minutes.	2310	1650	990
	2.30 minutes.	1850	1320	790
	1.30 minutes.	1390	990	590
Kanpur/Kochi/Lucknow/Patna/Ranchi	3.30 minutes.	1650	1320	840
	2.30 minutes.	1320	1060	670
	1.30 minutes.	990	790	500
Chandigarh/ Coimbatore/ Cuttack/ Jalandhar/ Ludhiana/ Madurai/Panaji/ Puducherry/ Raebareli/ Shillong / Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam	3.30 minutes.	1320	990	660
	2.30 minutes.	1060	790	530
	1.30 minutes.	790	590	400

## Rates for News Bulletins on FM GOLD Stations

### 1. Before or after News Bulletins on 5 FM Gold Stations

Delhi/ Mumbai/ Kolkata/ Chennai/Ludhiana : Rs. 4760/- per 10 seconds spot

### 2. Regional/National News Bulletin by individual FM Gold Stations(Before / After News Bulletins)

Delhi : Rs. 1320/- per 10 seconds  
Mumbai : Rs. 1050/- per 10 seconds  
Kolkata : Rs. 930/- per 10 seconds  
Chennai : Rs. 930/- per 10 seconds  
Ludhiana : Rs. 530/- per 10 seconds

## **FM NETWORK RATES**

**I. All 25 FM Rainbow Stations**

**II. All 5 FM Gold Stations**

**III. 4 FM Gold /Rainbow Stations at 4 Metros**

**IV. All 30 FM Stations (25 FM Rainbow + 5 FM Gold)**

### **I. ALL 25 FM RAINBOW STATIONS**

**(IN RUPEES)**

<b>Particulars</b>	<b>T.C.-1</b>	<b>T.C.-2</b>	<b>T.C.-3</b>
Spot Buy rates for 10 seconds	14300	10670	6790
Rates for sponsorship of in-house programs of 30 minutes with FCT 120 seconds	154430	115310	73390
<b>Rates for sponsored programs</b>	85800	64020	40740
15 minute with 60 sec. FCT			
10 minute with 40 sec. FCT	57200	42680	27160
5 minute with 20 sec. FCT	28600	21340	13580

**Rates for CUSTOMISED SPONSORED PROGRAMS wherein the entire content of the programs is publicizing the products / services, with No FCT, will be three times of the normal Sponsored Programs as mentioned above. The rates will be rounded off to nearest hundred.**

### **II. ALL 5 FM GOLD STATIONS (DELHI, CHENNAI, KOLKATA, MUMBAI & LUDHIANA)**

<b>Particulars</b>	<b>T.C.-1</b>	<b>T.C.-2</b>	<b>T.C.-3</b>
Spot Buy rates for 10 seconds	3960	2860	1760
Rates for sponsorship of in-house programs of 30 minutes with FCT 120 seconds.	42770	30900	19020
<b>Rates for sponsored programs</b>			
15 minute with 60 sec. FCT	23760	17160	10560
10 minute with 40 sec. FCT	15840	11440	7040
5 minute with 20 sec. FCT	7920	5720	3520

**Rates for CUSTOMISED SPONSORED PROGRAMS wherein the entire content of the programs is publicizing the products / services, with No FCT, will be three times of the normal Sponsored Programs as mentioned above. The rates will be rounded off to nearest hundred.**

**III. 4 FM GOLD/RAINBOW STATIONS AT 4 METROS (VIZ. DELHI, MUMBAI, CHENNAI&KOLKATA)  
(IN RUPEES)**

<b>Particulars</b>	<b>T.C.-1</b>	<b>T.C.-2</b>	<b>T.C.-3</b>
Spot Buy rates for 10 seconds	3520	2530	1540
Rates for sponsorship of in-house programs of 30 minutes with FCT 120 seconds	38020	27330	16640
<b>Rates for sponsored programs</b>			
15 minute with 60 sec. FCT	21120	15180	9240
10 minute with 40 sec. FCT	14080	10120	6160
5 minute with 20 sec. FCT	7040	5060	3080

Rates for **CUSTOMISED SPONSORED PROGRAMMES** wherein the entire content of the programmes is publicizing the products / services, with No FCT, will be three times of the normal Sponsored Programmes as mentioned above. The rates will be rounded off to nearest hundred.

**IV. ALL 30 FM STATIONS (25 RAINBOW + 5 GOLD) (IN RUPEES)**

<b>Particulars</b>	<b>T.C.-1</b>	<b>T.C.-2</b>	<b>T.C.-3</b>
Spot Buy rates for 10 seconds	18260	13530	8550
Rates for sponsorship of in-house programs of 30 minutes with FCT 120 seconds.	197200	146210	92410
<b>Rates for sponsored programs</b>			
15 minute with 60 sec. FCT	109560	81180	51300
10 minute with 40 sec. FCT	73040	54120	34200
5 minute with 20 sec. FCT	36520	27060	17100

Rates for **CUSTOMISED SPONSORED PROGRAMS** wherein the entire content of the programs is publicizing the products / services with No FCT will be three times of the normal Sponsored Programs as mentioned above. The rates will be rounded off to nearest hundred.

**PART - II**  
**PRIMARY CHANNEL**

## **GROUPING OF PRIMARY CHANNEL STATIONS, INCLUDING LOCAL RADIO STATIONS.**

### **Group I (4 Stations)**

Delhi, Chennai, Kolkata, Mumbai.

### **Group II (13 Stations)**

Ahmedabad, Bangalore, Bhopal, Coimbatore, Hyderabad, Indore, Jaipur/Ajmer, Kochi (LRS), Kozhikode, Lucknow, Nagpur, Patna, Pune.

### **Group III (28 Stations)**

Agra, Allahabad, Aurangabad, Cuttack, Gorakhpur, Guwahati, Gwalior, Jabalpur, Jalandhar, Jamshedpur, Jodhpur, Kota(LRS), Madurai, Najibabad, Nasik(LRS), Panaji, Raipur, Rajkot, Rampur, Ranchi, Rohtak, Srinagar, Thiruvananthapuram, Tiruchirapally, Thrissur, Varanasi, Vijayawada, Vishakhapatnam.

### **Group IV (70+85 =155 Stations)**

#### **Primary Channel Stations (70)**

Agartala, Ahwa, Aizwal, Almora, Ambikapur, Barmer, Bhadarwah, Bhadrawati, Bhagalpur, Bhawanipatna, Bhuj, Bikaner, Chattarpur, Churu, Cuddappa, Darbhanga, Dharmshala, Dharwad Dibrugarh, Gangtok, Gulbarga, Hassan, Idduki, Imphal, Itanagar, Jagdalpur, Jaisalmer, Jalgaon, Jammu, Jeypore, Kannur, Kargil, Kavarati, Kohima, Kokrajhar, Kolhapur, Kothagudam, Kurseong, Leg, Lungleh, Mangalore/Udupi, Markara, Mathura, Mysore, NES Shillong, Obra, Ooty, Parbhani, Passighat, Pauri, Port Blair, Puducherry, Ratnagiri, Rewa, Sahadol, Sambhalpur, Sangli, Shillong, Shimla, Shivpuri, Silchar, Siliguri, Suratgarh, Tawang, Tezpur, Tezu, Tirunelveli, Tura, Tuticorin, Udaipur.

#### **Local Radio Stations (85)**

Adilabad, Ahmednagar, Akola, Alwar, Amravati, Anantpur, Balaghat, Banswara, Bareilly, Baripada, Beed, Behrampur, Belonia, Betul, Bhatinda, Bijapur, Bilaspur, Bolangir, Chaibasa, Chandrapur, Chhindwara, Chitradurga, Chittorgarh, Churachandpur, Daltonganj, Daman, Dharampuri, Dhule, Diphu, Faizabad, Godhara, Guna, Halflong, Hamirpur, Hazaribagh, Himmatnagar, Hissar, Hospet, Jhalawar, Jhansi, Joranda, Jorhat, Jowai, Kailashahar, Karaikal, Karwar, Kathua, Keonjhar, Khandwa, Kurnool, Kurukshetra, Macherla, Mandla, Manjeree, Markapuram, Mokochung, Mount Abu, Murshidabad, Nagaon, Nagarcoil, Nagaur, Nanded, Nizamabad, Oras (Sindhudurg), Osmanabad, Patiala, Poonch, Puri, Purnea, Raichur, Raigarh, Rajgarh, Rourkela, Sagar, Saraipally, Sasaram, Satara, Sawai Modhopur, Shantiniketan, Solapur, Soro, Tirupati, Warangal, Yavatmal, Ziro.

**CATEGORISATION OF PROGRAMMES FOR SPOT BUYS AND SPONSORSHIP OF IN HOUSE PROGRAMMES**

<b>Category</b>	<b>Programmes</b>
<b>1</b>	<b>Film Music/ Album Music/ Listener's Choice</b>
<b>2</b>	<b>All spoken words programmes and other music programmes</b>

**Note:**

1. Any programme can be upgraded in programme category at the discretion of the Station Director in consultation with the CBS Director and under intimation to Director of Sales, CSU, AIR, Mumbai. This is true of all channels.
2. Any interactive/Phone-in program of any Chief Minister to be broadcast on a regular basis will attract 50% more than the sponsored program rate of category-I of that station. A program more than 60 minutes should not be permitted. (Guidelines for broadcast of such programs circulated vide Order No. 21/36/2004-P I, dated 27.01.2005 may be strictly adhered to).

**SPOT BUY RATES FOR 10 SECONDS**

**(IN RUPEES)**

<b>Group</b>	<b>PROGRAMME CATEGORY 1</b>	<b>PROGRAMME CATEGORY 2</b>
I	<b>830</b>	<b>550</b>
II	<b>660</b>	<b>440</b>
III	<b>500</b>	<b>300</b>
IV	<b>330</b>	<b>220</b>
<b>All PC/LRS Stations (200, in all)</b>	<b>77050</b>	<b>50420</b>

**RATE FOR SPONSORSHIP OF IN-HOUSE PROGRAM OF 30 MTS. DURATION WITH FCT 120 SECONDS.**

**(IN RUPEES)**

<b>Group of Stations</b>	<b>PROGRAMME CATEGORY 1</b>	<b>PROGRAMME CATEGORY 2</b>
I	<b>8960</b>	<b>5940</b>
II	<b>7130</b>	<b>4750</b>
III	<b>5400</b>	<b>3240</b>
IV	<b>3560</b>	<b>2380</b>
<b>ALL PC/ LRS Stations (200, in all)</b>	<b>831530</b>	<b>545130</b>

**NOTE:-**

(For Spot-Buys)

1. Rate for more duration of spots (restricted upto 120 seconds) will be calculated on pro-rata basis and rounded off to nearest rupee.
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds spot.
3. 25% extra for fixed time spot.

**(For Sponsorship of In-House Programs)**

1. In a 30 minutes programs, 20% i.e. 360 Sec. can be utilized for commercials. For other duration of in house programs, the Rate and FCT will be calculated on pro-rata basis and rounded off to the nearest rupee.
2. The total commercial time can be utilized by a combination of multiple sponsorships (maximum 3) and spot-buys. The first position in the credit line would be allotted to the Sponsor who confirms first.
3. Associate sponsorship of 90 seconds FCT will be available on pro-rata basis.
4. 20% extra for branding and presenting status.
5. Opening & Closing credit lines would be free. Each client would be entitled for 5 Sec. credit line including punch line.

**RATES FOR SPONSORED PROGRAMS OF 15minutes, 10minutes and 5minutes duration with FCT 60 seconds, 40 seconds & 20 seconds respectively.**

(In Rupees)

Group of Stations	PROGRAMME CATEGORY 1			PROGRAMME CATEGORY 2		
	15'	10'	5'	15'	10'	5'
I	4980	3320	1660	3300	2200	1100
II	3960	2640	1320	2640	1760	880
III	3000	2000	1000	1800	1200	600
IV	1980	1320	660	1320	880	440
<b>TOTAL Fee for 200 stations</b>	<b>462300</b>	<b>308200</b>	<b>154100</b>	<b>302520</b>	<b>201680</b>	<b>100840</b>

**Rates for CUSTOMISED SPONSORED PROGRAMS wherein the entire content of the program is publicizing the products/service with no FCT.**

(In Rupees)

Group of Stations	PROGRAMME CATEGORY1			PROGRAMME CATEGORY 2		
	15'	10'	5'	15'	10'	5'
I	14940	9960	4980	9900	6600	3300
II	11880	7920	3960	7920	5280	2640
III	9000	6000	3000	5400	3600	1800
IV	5940	3960	1980	3960	2640	1320
<b>TOTAL Fee for 200 stations</b>	<b>1386900</b>	<b>924600</b>	<b>462300</b>	<b>907560</b>	<b>605040</b>	<b>302520</b>

**RATES FOR SPONSORED SONGS (3.30 MINUTES, including FCT: 20 SECONDS)**

(Whether the songs are old, new, film or non-film songs)

Group I	Rs 1660
Group II	Rs. 1320
Group III	Rs. 1000
Group IV	Rs. 660

**RATES FOR TRAILERS**

Duration	Group I	Group II	Group III	Group IV
3.30 minutes.	2490	1980	1500	990
2.30 minutes.	1990	1580	1200	790
1.30 Minutes.	1490	1190	900	590

**Rates for Campaign Songs/ Jingles from Govt. Department/ PSUs Duration One Minute with no FCT.**

(In Rupees)

Group of Stations	PROGRAMME CATEGORY 1	PROGRAMME CATEGORY 2
I	4980	3300
II	3960	2640
III	3000	1800
IV	1980	1320

**Note: For more than one minute (restricted up to 3 minutes.), pro-rata rates will be charged.**



## **RATE FOR NATIONAL NEWS (IN RUPEES)**

<b>S.No.</b>	<b>Time</b>	<b>Rate for 10 seconds spot (in Rs.)</b>
1	Before 0800 hrs. Hindi news	9900
2	Morning Mid News break- Hindi	19800
	English	19800
	Urdu	9900
3	Mid break in afternoon news English 1400-1415 hrs	15400
	Hindi 1415-1430 hrs	15400
4	Before evening Hindi news at 2045 hrs.	6600
5	After English news at 2115 hrs.	6600
6	Mid break in evening news Hindi	13200
	English	13200

**NOTE:**

1. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.
2. Rate for more duration of spots (**restricted for 10 second as minimum and 120 seconds as maximum**) will be calculated on pro-rata basis. Sponsorship will be accepted with those news bulletins, which do not attract any spot buys. Those bulletins, which attract heavy spot buys, should not be replaced under sponsorship. The sponsorship announcement will be as follows "so and so (the name of the advertiser) is proud to be associated with All India Radio news". Sponsorship rate of news bulletins will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).

**RATE FOR REGIONAL NEWS(FOR 10 SECONDS SPOT)(IN RUPEES)**

S.No.	Name of the State	Rate
1	Andhra Pradesh	2380
2	Arunachal Pradesh	1320
3	Assam	2510
4	Bihar	1650
5	Chhattisgarh	1720
6	Gujarat	2250
7	Haryana	1210
8	Goa	500
9	Himachal Pradesh	990
10	Jammu & Kashmir	1980
11	Jharkhand	1590
12	Karnataka	3700
13	Kerala	2910
14	Madhya Pradesh	5020
15	Maharashtra	7010
16	Manipur	660
17	Meghalaya	1140
18	Mizoram	660
19	Nagaland	660
20	Orissa	3300
21	Pudducherry	660
22	Punjab	1160
23	Rajasthan	4760
24	Sikkim	330
25	Tamilnadu	3310
26	Telangana	1580
27	Tripura	990
28	Uttar Pradesh	4400
29	Uttarakhand	660
30	West Bengal	1850
31	Delhi	830
32	Port Blair(A&N Islands)	330
	<b>All States</b>	<b>64150</b>

**NOTE:**

1. Rate for more duration (restricted for 10 seconds as minimum and up to 120 seconds as maximum) will be calculated on pro-rata basis.
2. Rate for mid break news will be double the prescribed rates.
3. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.
4. Commercial time (FCT) for various news bulletins will be as under:

5 minutes News Bulletin:	Before & After : 60 seconds
	Mid-break : 60 seconds
10 minutes. & longer duration:	before & after : 180 seconds
	Mid-break : 120 seconds
	: (Can be split into two mid-breaks of 60-60 seconds)

**STATE HOOK-UP RATES FOR SPOT BUYS (PER 10 SECONDS)****(IN RUPEES)**

Name of State	PROGRAMME CATEGORY 1	PROGRAMME CATEGORY 2
Andhra Pradesh	2980	1920
Arunachal Pradesh	1650	1100
Assam	3140	2060
Bihar	1980	1320
Chhattisgarh	2150	1400
Gujarat	2810	1840
Haryana	1160	740
Goa	500	300
Himachal Pradesh	990	660
Jammu& Kashmir	2480	1620
Jharkhand	1990	1260
Karnataka	4620	3080
Kerala	3640	2360
Madhya Pradesh	6280	4120
Maharashtra	8760	5770
Manipur	660	440
Meghalaya	1320	880
Mizoram	660	440
Nagaland	660	440
Orissa	4130	2720
Punjab	1160	740
Rajasthan	5950	3900
Sikkim	330	220
Tamilnadu	4800	3130
Telangana	1980	1320
Tripura	990	660
Uttar Pradesh	5310	3340
Uttrakhand	660	440
West Bengal	2150	1430
Delhi	830	550
Port Blair(A&N Islands)	330	220
<b>TOTAL</b>	<b>77050</b>	<b>50420</b>

## STATE HOOKUP RATES FOR SPONSORSHIP PROGRAMMES

Sponsorship of In-house programmes of 30 minutes with FCT 120 seconds

(IN RUPEES)

Name of State	PROGRAMME CATEGORY 1	PROGRAMME CATEGORY 2
Andhra Pradesh	32160	20760
Arunachal Pradesh	17800	11900
Assam	33880	22280
Bihar	21370	14270
Chhattisgarh	23200	15140
Gujarat	30330	19890
Haryana	12520	8000
Goa	5400	3240
Himachal Pradesh	10680	7140
Jammu& Kashmir	26760	17520
Jharkhand	21480	13620
Karnataka	49850	33310
Kerala	39300	25500
Madhya Pradesh	67780	44540
Maharashtra	94540	62380
Manipur	7120	4760
Meghalaya	14240	9520
Mizoram	7120	4760
Nagaland	7120	4760
Orissa	44560	29420
Punjab	12520	8000
Rajasthan	64210	42170
Sikkim	3560	2380
Tamilnadu	51810	33830
Telangana	21370	14270
Tripura	10680	7140
Uttar Pradesh	57330	36090
Uttrakhand	7120	4760
West Bengal	23200	15460
Delhi	8960	5940
Port Blair(A&N Islands)	3560	2380
<b>TOTAL</b>	<b>831530</b>	<b>545130</b>

## STATE HOOKUP RATES FOR SPONSORED PROGRAMMES

**(15 minutes, 10 minutes and 5 minutes duration with FCT 60 seconds, 40 seconds and 20 seconds respectively).**

**(IN RUPEES)**

Name of State	PROGRAMME CATEGORY 1			PROGRAMME CATEGORY 2		
	15 min	10 min	5 min	15 min	10 min	5 min
Andhra Pradesh	17880	11920	5960	11520	7680	3840
Arunachal Pradesh	9900	6600	3300	6600	4400	2200
Assam	18840	12560	6280	12360	8240	4120
Bihar	11880	7920	3960	7920	5280	2640
Chhattisgarh	12900	8600	4300	8400	5600	2800
Gujarat	16860	11240	5620	11040	7360	3680
Haryana	6960	4640	2320	4440	2960	1480
Goa	3000	2000	1000	1800	1200	600
Himachal Pradesh	5940	3960	1980	3960	2640	1320
Jammu& Kashmir	14880	9920	4960	9720	6480	3240
Jharkhand	11940	7960	3980	7560	5040	2520
Karnataka	27720	18480	9240	18480	12320	6160
Kerala	21840	14560	7280	14160	9440	4720
Madhya Pradesh	37680	25120	12560	24720	16480	8240
Maharashtra	52560	35040	17520	34620	23080	11540
Manipur	3960	2640	1320	2640	1760	880
Meghalaya	7920	5280	2640	5280	3520	1760
Mizoram	3960	2640	1320	2640	1760	880
Nagaland	3960	2640	1320	2640	1760	880
Orissa	24780	16520	8260	16320	10880	5440
Punjab	6960	4640	2320	4440	2960	1480
Rajasthan	35700	23800	11900	23400	15600	7800
Sikkim	1980	1320	660	1320	880	440
Tamilnadu	28800	19200	9600	18780	12520	6260
Telangana	11880	7920	3960	7920	5280	2640
Tripura	5940	3960	1980	3960	2640	1320
Uttar Pradesh	31860	21240	10620	20040	13360	6680
Uttarakhand	3960	2640	1320	2640	1760	880
West Bengal	12900	8600	4300	8580	5720	2860
Delhi	4980	3320	1660	3300	2200	1100
A&N Islands	1980	1320	660	1320	880	440
	462300	308200	154100	302520	201680	100840

**Note: Rate for CUSTOMISED SPONSORED PROGRAMMES will be three times of the above rates.**

## NATIONAL CHANNEL

(IN RUPEES)

<b>Time Category</b>	<b>Spot- Buy 10 seconds</b>	<b>Sponsorship of in-house programmes of 30 minutes with FCT 120 seconds</b>	<b>Sponsored programmes of 15 minutes with FCT 60 seconds</b>
<b>Prime Time 1900-0000 hrs.</b>	<b>1450</b>	<b>15600</b>	<b>9600</b>
<b>Non Prime Time 0000-0600 hrs.</b>	<b>1200</b>	<b>13200</b>	<b>8400</b>

### Note

- For other duration of program the rate and FCT will be calculated on pro-rata basis.
- 25% extra for fixed time spot.

**PART - III**

**VIVIDH BHARATI**

## **GROUPING OF VIVIDH BHARATI STATIONS**

### **Group – A (9):**

Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, Nagpur and Pune

### **Group – B (18):**

Allahabad, Bhopal, Chandigarh, Gorakhpur, Indore, Jaipur, Kanpur, Kozhikode, Lucknow, Patna, Raipur, Rajkot, Ranchi, Surat, Thiruvananthapuram, Vadodara, Varanasi and Vijayawada.

### **Group – C (14):**

Cuttack, Dharwad, Gulbarga, Guwahati, Jabalpur, Jalandhar, Jammu, Jamshedpur, Jodhpur, Panaji, Rohtak, Siliguri, Srinagar, Udaipur.

### **VB NETWORK (33):**

Ahmedabad, Allahabad, Bhopal, Chandigarh, Cuttack, Delhi, Gorakhpur, Guwahati, Indore, Jabalpur, Jaipur, Jalandhar, Jammu, Jamshedpur, Jodhpur, Kanpur, Kolkata, Lucknow, Mumbai, Nagpur, Patna, Panaji, Pune, Rajkot, Raipur, Ranchi, Rohtak, Srinagar, Siliguri, Surat, Udaipur, Vadodara, Varanasi.

### **NATIONAL NETWORK (41):**

Ahmedabad, Allahabad, Bangalore, Bhopal, Chandigarh, Chennai, Cuttack, Delhi, Dharwad, Gorakhpur, Gulbarga, Guwahati, Hyderabad, Indore, Jabalpur, Jaipur, Jalandhar, Jammu, Jamshedpur, Jodhpur, Kanpur, Kolkata, Kozhikode, Lucknow, Mumbai, Nagpur, Patna, Panaji, Pune, Rajkot, Raipur, Ranchi, Rohtak, Srinagar, Siliguri, Surat, Thiruvananthapuram, Udaipur, Vadodara, Varanasi, Vijayawada.

## **TIME CATEGORISATION OF VIVIDH BHARATI**

<b>Time Category</b>	<b>Hours</b>
1	0630-1000 1900-2300
2	0600-0630 1000-1200 1330-1430 2300-2330
3	1200-1330 1430-1900

**(2300-2330 is only for Mumbai, Pune & Nagpur)**



**SPOT BUY RATE FOR 10 SECONDS (IN RUPEES)**

Group of Stations	T.C.-1	T.C.-2	T.C.-3
A	500	440	330
B	390	330	280
C	280	220	170
<b>VB Network</b>	<b>12210</b>	<b>10230</b>	<b>8220</b>
<b>VB National</b>	<b>15440</b>	<b>12980</b>	<b>10390</b>

NOTE:

(For Spot-Buys)

1. Rate for more duration of spots (restricted up to 120 seconds) will be calculated on pro-rata basis
2. Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.
3. 25% extra for fixed time spot.

**Rates for SPONSORED PROGRAMS with a duration of**

15mts	FCT 60 seconds,
10mts	FCT 40 seconds
5mts	FCT 20 seconds

(IN RUPEES)

Group of Station	Programs Cat.1			Programs Cat.2			Programs Cat.3		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
A	3000	2000	1350	2640	1760	1200	1980	1320	880
B	2340	1560	1040	1980	1320	880	1680	1120	750
C	1680	1120	750	1320	880	600	1020	680	500
<b>VB Network</b>	<b>73260</b>	<b>48840</b>	<b>32700</b>	<b>61380</b>	<b>40920</b>	<b>27600</b>	<b>49320</b>	<b>32880</b>	<b>22530</b>
<b>VB National Network</b>	<b>92640</b>	<b>61760</b>	<b>41370</b>	<b>77880</b>	<b>51920</b>	<b>35040</b>	<b>62340</b>	<b>41560</b>	<b>28420</b>

**Rates for CUSTOMISED SPONSORED PROGRAMS wherein the entire content of the programs is publicizing the products / services with No FCT will be three times of the normal Sponsored Programs as mentioned above. The rates will be rounded off to nearest hundred.**

The duration of Sponsored Programs is restricted to 15 Minutes. However, programmes having entertainment content are allowed up to 30 minutes.

VB Network means 34 Hindi Stations. VB National means all the 41 Stations.

## **TIME SLOTS FOR SPONSORED PROGRAMS ON VBS**

09.15AM TO 12.00 PM (In consultation with the station)

12.30 PM TO 01.30 PM

02.30 PM TO 03.00 PM

03.00 PM TO 04.00 PM (only in case of National Network booking)

05.05 PM TO 05.30 PM

06.15 PM TO 07.00 PM (In consultation with the station)

07.45 PM TO 08.00 PM

08.15 PM TO 08.40 PM

09.00PM TO 10.00 PM

### **NOTE:**

1. Maximum duration of Sponsored Programs on VBS will be 15 minutes only.
2. The following programs will be accepted as sponsored programs :-
  - Bhakti Sangeet
  - Classical music based programs
  - Film Music based programmes
  - Variety programs
  - Hawa Mahal
  - Quiz programs
  - Sports based entertainment programs
  - Plays and serials
  - Publicity programs of music companies
  - Radio report of award functions
  - Magazine programs featuring news from the film world.

## RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMS

(In Rupees)

Name of the programs	Prog. Duration. (in minutes)	Time Cat.	FCT (seconds)	Rate for VB Network (In Rs.)	Rate for VB National Network (In Rs.)
Vandanvar	30	II	60	26400	33600
Bhule Bisre Geet	30 + 30	I	60	31200 + 31200	40800 + 40800
Sangeet Sarita	15	I	30	15600	20400
Triveni	15	I	30	15600	20400
Morning Chitralok	30 + 30	I	60 + 60	31200 + 31200	40800 + 40800
Manchahe Geet	30 + 30	II	60 + 60	26400 + 26400	33600 + 33600
Sakhi Saheli	30 + 30	III	60 + 60	21600 + 21600	27600 + 27600
Pitara	30 + 30	III	60 + 60	21600 + 21600	27600 + 27600
Filmi Hangama	30	III	60	21600	27600
Jaimala	40	I	60	31200	40800
Evening Chitralok	30	I	60	31200	40800
Hawa Mahal	15	I	30	15600	20400
Chhayageet	30	I	60	31200	40800
Aap Ki Farmaish	30	I	60	31200	40800

**NOTE:**

- 20% extra shall be charged for branding the programmes.

**RATES FOR SPONSORSHIP OF LOCAL VARIATION PROGRAMS OVER VBS**

Programs Duration 30 minutes - FCT 60 seconds

Stations Time	Cat.-1	Time Cat.-2	Time Cat.-3
Group A	2700	2380	1780
Group B	2100	1780	1510
Group C	1510	1190	920

**NOTE:**

1. For other duration of programs FCT and rate will be calculated on pro-rata basis.

**RATES FOR SPONSORED SONGS**

Sponsored song can be Film / Non-film.

**SONG DURATION: 3.30 MINUTES including FCT: 20 SECONDS**

Name of Programs	Duration	FCT (Sec)	Rate (In Rupees)
Time Cat.1 (Songs)	3.30	20	6300
(Trailer)	3.30	30	9000
	2.30	20	7200
	1.30	10	5400
Time Cat.2 (Songs)	3.30	20	4500
Time Cat.3 (Songs)	3.30	20	3600

**NOTE:**

25% extra for using songs from more than one film.

50% of Time Cat. 1 rate to be charged for repeating the same song / trailer in any of the lower time categories on the same day.

**Rates for Sponsored Song for 3.30 minutes  
South Indian Film Music Chunks**

Name of the Programs	Rate (In Rs.) FCT 20 Sec.
Geet Malika	3600
Madhur Geetam	2700
Nandana- Bangalore	2100
Nandana- Dharwad	1350
Janranjani - Hyderabad	1800
Janranjani - Vijayawada	1350
Ganopaharam - Thiruvananthapuram	1800
Ganopaharam - Kozhikode	1350
Ungalviruppanm - Chennai	1800

**Local Variation Programmes**

Stations	Duration of Song	FCT (Sec)	T.C.1	T.C.2	T.C.3
Group A	3.30	20	2100	1800	1450
Group B	3.30	20	1800	1450	1050
Group C	3.30	20	1450	1050	900

**Rates for Trailer  
South Indian Film Music Chunks**

Name of the Programs	Rate (In Rs.) 3.30 minutes with FCT 30 Sec.	Rate (In Rs.) 2.30 minutes with FCT 20 Sec.	Rate (In Rs.) 1.30 minutes with FCT 10 Sec.
Geet Malika	4300	3500	2600
Madhur Geetam	3250	2600	2000
Nandana– Bangalore	2500	2000	1500
Nandana– Dharwad	1600	1300	950
Janranjani – Hyderabad	2150	1750	1300
Janranjani – Vijayawada	1600	1300	950
Ganopaharam – Thiruvananthapuram	2150	1750	1300
Ganopaharam – Kozhikode	1600	1300	950
Ungalviruppanm – Chennai	2150	1750	1300

**Local Variation Programmes**

Stations	Duration of Song in minutes	FCT (Sec)	T.C.1	T.C.2	T.C.3
Group A	3.30	30	2400	2150	1800
	2.30	20	1750	1400	1150
	1.30	10	1400	1150	950
Group B	3.30	30	1900	1700	1450
	2.30	20	1400	1150	950
	1.30	10	1300	900	700
Group C	3.30	30	1500	1300	1150
	2.30	20	1150	900	700
	1.30	10	900	700	550

**Local Variation Time Slots for Vividh Bharati Stations**

S.No.	Timings
1	08.00 A.M.to 08.15 A.M.
2	09.15 A.M. to 12 noon
3	06.15 P.M. to 07.00 P.M.
4	08.45 P.M. to 09.00 P.M.
5	11.00 P.M. to 11.30 P.M.

**PART - IV**  
**OTHER FEATURES**

### 1. AD LIBS (live spots)

50% extra on the spot buy rate will continue to be charged over **all channels**.

### 2. PROMOS: (For Sponsored / Sponsorship Programs)

1. 6 free tag on promos of 10 seconds each prior to the broadcast of programs are allowed. This will be supplied by the Agency / Advertiser. Frequency of broadcast will be decided in consultation with the concerned stations.
2. Promos will not be allowed along with National/Regional News.
3. A sponsored programs provider can use up to one-third of his unused FCT for promos for which he need not make any separate payment.
4. An advertiser can have as many promos as he wants on payment basis. The rate for such promos will be 50 % of the respective category and station. However, no concession will be given on direct bookings.

### 3. RUN- ON- SCHEDULE

Run on schedule is a facility given to an advertiser who wants to do intense publicity for his products during a very short period. To avail this facility, an advertiser will have to take minimum 450 SECONDS SPOT BUYS per day.

#### RATES (PC/LRS):

Group I Station	Rs. 15,500/-
Group II Station:	Rs. 12,400/-
Group III Station:	Rs. 9,000/-
Group IV Station:	Rs.6, 200/-

#### RATES (FM Rainbow):

Delhi	Rs. 19, 800/-
Mumbai	Rs. 19, 800/-
Bangalore/Chennai/ Hyderabad/ Kodaikanal/Kolkata/	Rs. 14, 850/-
Kanpur/Kochi/Lucknow/Patna/ Ranchi	Rs. 12, 600/-
Chandigarh/Coimbatore/ Cuttack /Jalandhar/ Madurai/ Panaji / Puducherry/ Raebareli/ Shillong/Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam/	Rs. 9, 900/-



**RATES (FM Gold):**

Delhi:	Rs. 19,800/-
Mumbai:	Rs. 19,800/-
Chennai/Kolkata:	Rs. 14,850/-
Ludhiana:	Rs. 9,900/-

**RATES (VBS):**

Group A Station:	Rs. 14,850/-
Group B Station:	Rs. 12,600/-
Group C Station:	Rs. 7,650/-

**Note:-**

1. The advertiser may book as many stations as he wants. Pro-rata rates will be charged for number of stations/number of days booked.
2. For any booking beyond 450 seconds, pro-rata rates shall be charged, unit being 10 seconds.
3. Run-on-Schedule spots will not be broadcast during Relays / Commentaries/News.
4. Scheduling of the spots will be at the discretion of AIR Stations. However, care would be taken to spread-out the FCT evenly throughout the transmission.

**4 DAY BRANDING (FCT:-450 SECONDS)**

The Day Branding will be allowed if a client pays following amount for Day Branding:

RATES (PC/LRS):

Group I Station	Rs. 20,000/-
Group II Station	Rs. 16,000/-
Group III Station	Rs. 12,000/-
Group IV Station	Rs. 8,000/-

**RATES (FM RAINBOW)**

Delhi	Rs. 27,220/-
Mumbai	Rs. 24,750/-
Bangalore/Chennai/Hyderabad/Kodaikanal/ Kolkata	Rs. 19,800/-
Kanpur/Kochi/Lucknow/Patna/Ranchi	Rs. 16,200/-
Chandigarh/Coimbatore/ Cuttack /Jalandhar/ Madurai/ Panaji / Puducherry/ Raebareli/ Shillong/Tirunelveli/ Tiruchirapally/ Vijayawada/ Vishakhapatnam/	Rs. 12,370/-

**RATES (FM Gold):**

Delhi	Rs. 27,220/-
Mumbai	Rs. 24,750/-
Chennai/Kolkata	Rs. 19,800/-
Ludhiana	Rs. 12,370/-

**RATES (VBS):**

Group A Station	Rs. 17,320/-
Group B Station	Rs. 13,720/-
Group C Station	Rs. 8,770/-

**Note:**

- The above rate is for a single station of the Group. The advertiser may book Day Branding over as many stations/ channels as he wants. Pro-rata rates will be charged for more number of Stations.
- 10 Free Greetings of 5 seconds each will be allowed with Day Branding.
- FCT will not be used during Relays/ Commentaries/News.
- Scheduling of the spots will be at the discretion of AIR Stations. However, care would be taken to spread-out the FCT evenly throughout the transmission/special programs.

**CLASSIFIED ADVERTISEMENTS:-**

Classifieds are allowed over all the channels and are accepted in 15 words only. Additional words will attract extra charge. Maximum 10 additional words are permitted. Following subjects are covered under classified ads:

1. Sale/purchase of house / residential plots, old motor vehicles and household goods.
2. Matrimonial ads.
3. Greetings on birthday, wedding day/anniversary, any other special/festive day or occasion, good wishes to toppers of different examinations, entering a new house.
4. Change of place/opening ceremony of shop/business establishments, hospitals, schools.
5. Tender notices admission to educational institutions, last date for admissions.
6. Today's engagements relating to cultural/literary functions, sports events, school, college functions, announcements regarding postponement/cancellation of any functions/events mentioned earlier.

## 5. RATES FOR CLASSIFIEDS

1. VB/PC/LRS Rs. 300/- for 15 words and Rs. 30/- per extra word.
2. FM Rs. 450/- for 15 words and Rs. 45/- per extra word

## 6. NEWS ON PHONE:

News Headlines are available at a certain telephone number. The spot of 10 seconds duration will be charged on daily basis @ 30% of the regional news rate of the concerned language/state. (To be rounded off to the nearest rupee).

## 7. RADIO ON DEMAND:

The listeners can hear film songs coded in the computer by the station by dialing a specific telephone number. The spot will be charged on the basis of the number of days it remains in place. The spot will be of 10 seconds duration and charged as 10 seconds spot-buy rate of film music rate.

## 8. PRODUCTION CHARGES

AIR can take up production work for spots/sponsored programs.

### PRODUCTION CHARGES FOR SPOTS AND JINGLE – IN RUPEES

SPOT UPTO 30 SECONDS	JINGLE UPTO 30 SECONDS
6000	15000

### PRODUCTION CHARGES FOR SPONSORED PROGRAMMES

(IN RUPEES)

Programme	Duration	Rate
Sponsored Programme	15 Mts.	10000
Special Prog./dial-in/dial-out	30 Mts.	20000

**Broadcast fee will be charged in addition to the above production fee.**

**Note:**

- 1. Spots/Jingles less than 30 seconds duration will not be undertaken for production. However, on demand from clients, it can be produced for lesser duration but will be charged for 30 seconds. Rates for Spots more than 30 seconds will be charged as 60 seconds.**
- 2. The above rates are applicable to all channels of a station that is PC, VBS, Rainbow or Gold, as the case may be.**
3. The duration of Sponsored Programs is restricted to 15 Minutes. However, programmes having entertainment content are allowed up to 30 minute.
- 4. No concession/commission is allowed on production charges. However, in case of live phone-in sponsored programme 15% commission will be given to the agencies if booked through them.**
- 5. Though the programs are produced by AIR, Sponsored Programs rates will be charged for the broadcast.**
- 6. Applicable service tax to be charged on production fee as well as on broadcast fee.**
- 7. A Sponsor is entitled for free opening & closing credit lines of 5 sec. each in addition to FCT.**

**1. SPONSORSHIP RATES FOR NATIONAL PROGRAMS OF MUSIC / SPOKEN WORD PROGRAMS**

S.N.	Name of Programs	Duration	FCT Allowed	Amount (Rs.)
1.	National Programs of Music (classical/regional/folk/light Music etc.)	30 minutes.	60 sec.+ 2 credit lines	50000
2	Sunday Night Concert	30 minutes.	60 sec.+ 2 credit lines	50000
3	National Sports Magazine (Hindi)	30 minutes.	30 sec.+ 2 credit lines	25000
4	National Sports Magazine (English)	30 minutes.	30 sec.+ 2 credit lines	25000
5	National Programs of Feature (Hindi)	30 minutes	30 sec.+ 2 credit lines	25000
6.	National Programs of Feature (English)	30 minutes	30 sec.+ 2 credit lines	25000
7	Science Magazine	30 minutes	30 sec.+ 2 credit lines	25000
8	National Programs of Talks (Hindi)	15 minutes.	20 sec.+ 2 credit lines	10000
9	National Programs of Talks (English)	15 minutes.	20 sec.+ 2 credit lines	10000
10.	SPOT BUY RATES PER 10 SECONDS BEFORE NATIONAL PROGRAMS	CAP.SIZE 60 sec		5000

**For other duration of programs, the rate and FCT will be calculated on pro-rata basis.**

**10. SPONSORSHIP RATES FOR NATIONAL PROGRAMS OF PLAYS (Program Duration 60 minutes, FCT 60 seconds)**

S.No.	Language	No. of Broadcasting Stations	Name of Stations	Amount (Rs.)
1	Hindi	32	Delhi, Jabalpur, Lucknow, Patna, Varanasi, Agra, Gorakhpur, Rewa, Indore, Jaipur, Ajmer, Rohtak, Bhopal, Najibabad, Raipur, Ranchi, Suratgarh, Udaipur, Gwalior, Jodhpur, Rampur, Darbhanga, Bikaner, Ambikapur, Chattarpur, Jagdalpur, Port Blair, Shimla, Mathura, Jamshedpur, Allahabad, Bhagalpur	35,000
2	Assamese	2	Guwahati, Dibrugarh	2200
3	Bangla	3	Calcutta, Siliguri, Silchar	3300
4	Dogri	1	Jammu	1100
5	Gujarati	5	Mumbai, Ahmedabad, Vadodara, Rajkot, Bhuj	5500
6	Kashmiri	1	Srinagar	1100
7	Kannada	7	Bangalore, Dharwad, Mangalore, Mysore, Bhadravati, Gulbarga, Hassan	7700
8	Marathi	8	Mumbai, Pune, Nagpur, Sangli, Jalgaon, Kolhapur, Aurangabad, Ratnagiri, Parbhani	8800
9	Malayalam	4	Thiruvanthapuram, Kozhikode, Trissur, Cannanore	4400
10	Manipuri	1	Imphal	1100
11	Nepali	1	Kurseong	1100
12	Oriya	4	Cuttack, Jeypore, Sambalpur, Bhawanipatna	4400
13	Punjabi	1	Jalandhar	1100
14	Tamil	6	Chennai, Madurai, Coimbatore, Thiruchirapalli, Pudducherry, Tirunelveli	6600
15	Telugu	5	Chennai, Hyderabad, Vijayawada, Vishakhapatnam, Cuddapah	5500

## **11. Allocating Broadcasting Time for Sponsored Programs**

- (i) No agency / client should be allocated more than 15 minutes time-slot at a stretch for sponsored programs. It may also be ensured that the product / services of only those clients are publicized against the admissible FCT on whose behalf the contract has been entered into.
- (ii) Stations must ensure that the brand of AIR is protected in all respects. All India Radio will not allow any competing brand to develop at AIR's cost and by using its platform.

## **12. RATES FOR SPONSORSHIP OF STAGE PROGRAMS**

Group I Station	Rs. 20,000/-
Group II Station	Rs. 16,000/-
Group III Station	Rs. 11,000/-
Group IV Station	Rs. 7,000/-

## **13. DISPLAY OF BANNERS**

Display of only three cloth banners of size 3 x 1 meters is allowed i.e. (i) one at the main premises (ii) near the entrance gate & (iii) side wall of the auditorium. These banners will be prepared by the sponsor/s.

**{IN NO CASE BANNER IS ALLOWED TO BE DISPLAYED ON THE STAGE}**

## **ANNOUNCEMENTS**

The sponsor may be allowed three announcements on the stage

- (a) At the beginning
- (b) During natural break
- (c) At the end of the programs.

**The announcements will be “\_\_\_\_\_” is proud to be associated with this/today's programs.**

## **14. RATES FOR POLITICAL ADVERTISEMENTS DURING VARIOUS ELECTIONS:**

FM STATIONS	Rs. 1700	for 10 seconds spot
PC/LRS	Rs. 1200	for 10 seconds spot
VBS	Rs. 800	for 10 seconds spot

Rates for National News/Regional News is to be charged at 50% premium of the existing rates.

## **Spots/Jingles by Political Parties during Non-Election period**

**(Subject to pre-broadcast scrutiny by the screening committee constituted at CSU/CBS level)**

The charges for spot buy rates for 10 seconds for FM, PC and VB are as under:

### **Rates for FM Channel**

<b>Name of the Station</b>	<b>Rates in Rs.</b>
Delhi	1375
Mumbai	1100
Chennai/Kolkata/Bangalore/ Hyderabad/Kodaikanal	960
Panaji/Jalandhar/Chandigarh/ Cuttack/Vijayawada/Shillong Vishakhapatnam/Tiruchirapally/ Coimbatore/Madurai/Puducherry /Raebareli/Tirunelveli/Ludhiana	550

### **Primary Channel**

Group I	1040
Group II	825
Group III	625
Group IV	410

### **Vividh Bharati**

Group 'A'	625
Group 'B'	490
Group 'C'	350

### **National News**

- Before Hindi News at 0800 Hrs. Rs 12375/- (100% Extra for mid News)
- Mid break in Afternoon News at 1400-1430 Hrs. Rs. 19250/-
- Before Evening News at 2045 Hrs. Rs. 8250/- (100% Extra for mid News)



**Rates for Regional News (For 10 Seconds Spot)  
(Spots/Jingles by political parties during non-election period)**

<b>S.No.</b>	<b>Name of the State</b>	<b>Rates for 10 Seconds spot before news</b>
1	Andhra Pradesh	2975
2	Arunachal Pradesh	1650
3	Assam	3140
4	Bihar	2060
5	Chhattisgarh	2150
6	Gujarat	2810
7	Haryana	1510
8	Goa	625
9	Himachal Pradesh	1240
10	Jammu & Kashmir	2475
11	Jharkhand	1990
12	Karnataka	4625
13	Kerala	3640
14	Madhya Pradesh	6275
15	Maharashtra	8760
16	Manipur	825
17	Meghalaya	1425
18	Mizoram	825
19	Nagaland	825
20	Orissa	4125
21	Pudducherry	825
22	Punjab	1450
23	Rajasthan	5950
24	Sikkim	410
25	Tamilnadu	4140
26	Telangana	1975
27	Tripura	1240
28	Uttar Pradesh	5500
29	Uttarakhand	825
30	West Bengal	2310
31	Delhi	1040
32	Port Blair(A&N Islands)	410

**Programme Heads of all AIR Stations are, however, advised to strictly adhere to the following guidelines while accepting the advertisements from the political parties / candidates during Election/non-election period.**

1. All India Radio will accept the advertisements in the shape of Spots/Jingles only.
2. The advertisements may be placed by any political party/ candidate / any other person directly with AIR or through any of the registered / accredited advertising agency of AIR.
3. The contract form that is being used for commercial spots will be used for these advertisements.
4. If the advertisement is on behalf of a recognized/registered political party, the authorized representative of the particular party will sign the contract and if the advertisements in such cases are placed through an Advertising Agency, a proper Authority Letter from the Political Party concerned should be produced.
5. If the advertisement is by the candidate of a particular political party or an independent candidate, he or she should produce necessary evidence that he/she is a candidate representing the political party concerned or an independent candidate. Evidence regarding the allotment of the Election Symbol, if mentioned in the advertisement contents, should also be produced.
6. The contents of the advertisement should strictly conform to the following:
  - i) AIR Broadcasting Code
  - ii) Commercial Code
  - iii) Model Code of Conduct issued during election period
7. Such advertisements shall be subject to pre-broadcast scrutiny.
8. The advertisements will be placed with the main CBS Center, but if a candidate or party approaches a PC/LRS for booking, the station may accept such advertisements.
9. The spots/jingles will be positioned in a particular slot giving priority in the order of broadcast of first-cum-first served basis. If need arises to include more than one spot/jingle at a time, these spots/jingles will be segregated by a suitable instrumental music of 5" duration.
10. All bookings will be accepted on advance payment only. No direct booking concession will be given. Besides, the existing 1:1 Bonus Spot Scheme is also not applicable for such bookings.
11. If the spots/jingles are released through accredited/registered agencies of AIR, the usual commission of 15% will be allowed.
12. Advertisements during election period shall be subject to pre-broadcast scrutiny by the Election Commission of India/authorities under the Election Commission of India in respect of elections to Lok Sabha and the State Assemblies and State Election Commissions in the case of Local Bodies.
13. There will be no advertisement on AIR during the period of 48 hours ending with hour fixed for conclusion of poll date as prescribed by the State Election Commission/District Administrative Authorities.

14. **ALL INDIA RADIO WILL NOT UNDERTAKE TO PRODUCE SPOTS/JINGLES FOR ANY POLITICAL PARTY/ CANDIDATE/ ANY OTHER PERSON.**
15. **MARATHON RUNS**  
Individual All India Radio Station where the Marathon Run is being organized may charge Prime Time Spot Buy Rate / Sponsorship rate of the station concerned as given in the rate card.
16. **PRIZE SCHEME**  
Private parties are allowed to give prizes to listeners on the following conditions:
- (i) The advertiser who gives a prize will be allowed a five seconds credit line during the programme through which the prize is awarded within the FCT he is entitled to as the sponsor of the programme. Otherwise, the advertiser will have to pay for a five second credit line which will be half the rate of a 10-second spot of the programme.
  - (ii) The contract may indicate “prize scheme credit line”.
  - (iii) The credit line will consist of the name of the product and a punch line.
17. **SHOPPING MALL / RADIO SHOPPING**
- Rates to be charged:**
- a) Sponsored / Sponsorship Fee of the slot + 20% branding charges
  - b) SBR for 60 seconds + 2 paid greetings
18. **RATES FOR ELECTRONIC DISPLAY SYSTEM**
- An amount of Rs. 220/- for 24 hours scrolling will be charged. The other conditions are as under:
- a) The above rate would be applicable for messages comprising of maximum of 25 words for a running cycle of 24 hours. There would be no commitment with regard to number of exposures during the running cycle of 24 hours.
  - b) In case of advertisers opting for large messages, higher rates shall be charged on pro-rata basis.
  - c) On the above rates 20% rebate shall be allowed on booking for full week 30% rebate on bookings for the full month and 40% rebate on bookings for the full quarter.
  - d) The scrollers should be as per All India Radio / Doordarshan Commercial and Program Code.
  - e) On the above rates, Service Tax as admissible from time to time would be levied.
  - f) Advance payment will be required.

## **19. SPORTS EVENTS**

### **A) Local level**

- a. PC: Spot-buy rates for Film Music of the concerned station
- b. FM: Spot-buy rate of Prime Time Cat. of the concerned station

### **B) Regional level**

(PC): SBR of Film Music State Hook-up rates of the concerned state (Rates for sponsorships may be calculated on 90% of the SBR value and FCT, in no case, should be less than 120 seconds).

### **C) National level**

Rates to be formulated by CSU, AIR, Mumbai/CRD Delhi in consultation with DG:AIR

## **20. HIRING OF AIR STUDIOS**

Booking Charges : Rs. 100 per booking

Hiring charges : Rs. 900 per hour

# **PART - V**

## **CONCESSIONS/DISCOUNTS**

## CONCESSIONS/DISCOUNTS

### **1. BULK BOOKING DISCOUNT (For FM/PC /LRS /VBS)**

**Bulk Booking Discount is applicable for Spot-Buys & Sponsorship of in-house Programmes.**

<b>Number of Stations</b>	<b>30 to 60 days</b>	<b>61 to 120 days</b>	<b>121 to 180 days</b>	<b>181 to 240 days</b>	<b>241 to 300 days</b>	<b>301 to less than 365 days</b>	<b>Yearly Booking for 365 days</b>
4-12	6%	7%	8%	9%	10%	11%	13%
13-25	7%	8%	9%	10%	11%	13%	15%
26-45	8%	9%	10%	11%	12%	15%	17%
45 AND ABOVE	9%	10%	11%	12%	13%	17%	20%

#### **NOTE:**

- The above discount is also available on state hook up rates. This discount is meant for the Clients / Advertisers & will be calculated on the gross amount and will be deductible at source.
- Bulk booking discount on sponsorship of in-house programme is applicable only if at least 4 programme are sponsored in a month.

### **2. COMMISSION/ INCENTIVE**

- (i) 15% Commission to Registered Agencies. Business will be accepted only on advance payment.
- (ii) 15% Commission to Accredited Agencies. Business may be accepted on credit basis.
- (iii) 10% Incentive to Canvassers. Business will be accepted on advance payment.

### **3. BUNCH BOOKING CONCESSIONS**

For Vividh Bharati Service, if a spot is booked over two stations in a state for one month or more, 3 % discount is offered.

**4. ANNUAL TURNOVER INCENTIVE FOR THE ADVERTISING AGENCY ON BUSINESS PLACED ACROSS ALL CHANNELS.**

S.No.	Quantum of business given (in Rs.)	Rate of agency incentive (in Rs.)
1.	Upto5 lakhs	Nil
2.	Above 5 lakhs but less than 10 lakhs	1% of the amount of which the total net business exceeds Rs. 5 lakhs
3.	Above 10 lakhs but less than 30 lakhs	5000 + 2% of the amount of which the total net business exceeds 10 lakhs
4.	Above 30 lakhs but less than 50 lakhs	Rs. 45, 000 + 3% of the amount of which the total net business exceeds 30 lakhs
5.	Above 50 lakhs but less than 70 lakhs	1,05,000 + 4% of the amount of which the total net business exceeds 50 lakhs
6.	Above 70 lakhs but less than 1 crore	1,85,000 + 5% of the amount of which the total net business exceeds 70 lakhs
7.	Above 1 crore	3,35,500 + 6% of the amount of which the total net business exceeds 1 crore

**NOTE:**

**Incentive to the Advertising Agencies - having no outstanding dues with AIR - will be issued by the Central Sales Unit, AIR, Mumbai in the form of Credit Note, which they can use for their future business with AIR.**

**5. CONCESSIONS:**

- (i) 15% to Central and State Government Departments.
- (ii) 15% to Public Sector Undertakings and Autonomous Bodies functioning under the aegis of the Central and State Governments.
- (iii) 10% to Private Clients and SSI Units. Business will be accepted only on advance payment.
- (iv) Admissible Service Tax will be charged on the Net Amount.

**NOTE:**

- (v) 50% for spots on AIDS, cancer, blood/eye/kidney donation, leprosy, TB, Dengue, Malaria and other similar epidemics etc.
- (vi) 50% to NGOs / Voluntary Organizations for the following AIR Stations :

1. Ahwa	2. Almora	3. Belonia
4. Bhawanipatna	5. Chaibasa	6. Daltonganj
7. Daman	8. Dharamshala	9. Diphu
10. Gangtok	11. Gulbarga	12. Halflong
13. Hamirpur	14. Idukki	15. Imphal
16. Itanagar	17. Jaisalmer	18. Jhalawar
19. Joranda	20. Jowai	21. Kailashahar
22. Karaikal	23. Kargil	24. Kathua
25. Kavarathi	26. Keonjhar	27. Kohima
28. Kokrajhar	29. Kurseong	30. Leh
31. Lunglei	32. Marcapuram	33. Marcara
34. Mokokchung	35. Obra	36. Ooty
37. Passighat	38. Pauri	39. Poonch
40. Suratgarh	41. Tawang	42. Tezu
43. Tura	44. Tuticorin	

**NOTE:**

- a) This concession is not allowed on the spots booked with News, Sports Commentary and other live relays.
- b) No other concession/bonus spots to the Clients will be allowed on availing the above 50% concession. However, commission/incentive to the Advertising Agencies/ Canvassers will be allowed.



**PART – VI**

**GENERAL INSTRUCTIONS**

## 1. GUIDELINES FOR ADS

- a. Advertisement on cigarettes, bidis or tobacco products, pan masala, alcohol drinks and other intoxicants are not allowed for broadcast.
  - b. Advertisements for Medicinal products should be accompanied by the approval of the Drugs Controller before broadcast.
  - c. Ads should not contain any exaggerated, superlative or misleading claim.
  - d. All those engaged in advertising are strongly recommended to familiarize themselves with the AIR Code and Code of Commercial for advertising on All India Radio.
  - e. The following products/services are allowed for broadcast on All India Radio:
    - 1) Jewelry
    - 2) Matrimonial Agencies
    - 3) Mutual Funds approved by SEBI
    - 4) Hair Dyes
    - 5) Foreign Products
    - 6) Foreign Banks including financial services
    - 7) Family Planning Devices
    - 8) Government-run lotteries
    - 9) Finance Rating Agencies
    - 10) Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
    - 11) Guide Books
    - 12) Holidays Resorts
    - 13) Baby foods (with a Mandatory clause “Breast Milk is the best for babies up to a specific age “to be broadcast prior to the advertisement).
    - 14) Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. While booking such ads, stations should obtain indemnity bond from Agency/Client indemnifying AIR from any legal wrangles.
    - 15) Astrologers/ Numerologists/ Vastu Consultants
- Note:** A statutory message up to 3 Sec. with advertisements related to soft drinks, baby food etc. is not chargeable.
- f. Advertisements shall be so designed as to conform to the Laws of the Country and should not offence against morality, decency and religious susceptibilities of the people.

g. **NO ADVERTISEMENT SHALL BE PERMITTED WHICH:**

- I. deride any race, caste, colour, creed and nationality;
- II. Is against any of the directive principles, or any other provision of the Constitution of India;
- III. tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
- IV. presents criminality as desirable;
- V. adversely affects friendly relations with Foreign States;
- VI. exploits the national emblem, or any part of the Constitution or the person or personality of a National leader or State dignitary.
- VII. depicts cruelty against animals.

**2. TECHNICAL SPECIFICATIONS FOR RECORDING**

- a. Commercial announcements/ spots recorded on CD in wave form conforming to the following standards.

CD recording shall contain spoken identification announcements as follows:

- An announcement giving the name of the advertiser, products, the number of commercials and the duration of each in the order of recording.
- A label shall be attached to the carton containing the prog. giving the following details:

CD No.....Client.....Product.....  
Agency.....Spot No.....Period of  
Broadcast.....Duration of each  
Commercial.....Language.....  
Date of submission.....

- All recorded material should be made available well in advance. Every CD must contain a copy of the script of the recorded material.

- b. In case of commercial announcements/ spots sent through e-mail, the format of recording shall be in wave form along with all the above requisite information in Word format also.

6. In Sponsored Programmes, other than customized programmes, the sponsors' publicity will be limited to FCT. It cannot form part of the content. However, FCT can be spread over the programs at proper punctuation points.

**7. Payment Procedure**

- I. For other than the Accredited Agencies payment shall be made in advance
- II. When the Advertiser operates through the Accredited Agencies the payment of Ad charges will be made on monthly basis within 45 days, from the first of the month following the date of broadcast.
- III. PSU/Central/State Government are required to make payments within 60 days, from the first of the month following the date of broadcast.

- IV. Payments are to be made through NEFT/ RTGS, the details of bank account number and IFSC code shall be provided by concerned CBS station or CSU as the case may be.
- V. Payment can also be made through Pay order/Demand Drafts on a local Bank in favour of "PB (BCI), CBS, AIR"..... (Payable where the CBS is located). In case of Central Sales Unit, AIR, Mumbai, the payment should be in favour of "PB (BCI), CSU, AIR payable at Mumbai. All Government transactions are to be made in whole rupees i.e. 50 paise and above being rounded to the next Rupee and less than 50 paise being ignored.

**NOTES:**

- As per Clause 17 of the contract the Agency shall be responsible for the payment of advertising and related bills separately as well as jointly with the Advertiser.
- As per Clause 18(a) of the contract if the Accredited Agency fails to make payment of monthly bills by the due date A.I.R. shall be entitled to charge interest at the rate of 14.5% p.a. on all amounts due to it, which are not paid within the stipulated period. The interest shall be charged from the day following the due date of payment and computed on monthly basis.
- When Govt. dues, which are payable by certain fixed dates are paid by cheque/draft, it should reach the receiving office one day before the due date "Working Day" shall be deemed to be a day on which the office is open for transacting their normal business.

**8. CANCELLATION OF BOOKINGS:**

An advertiser may cancel the bookings giving notice in writing to the AIR office where the booking is made, as follows:

- a. Not less than 3 clear days' notice in respect of spot advertisements.
- b. Not less than 7 clear days' notice in respect of sponsored programs.
- c. 2 % cancellation charges on the gross amount will have to be borne by the Agency / Clients in case the notice for cancellation is not received within the stipulated time as mentioned above.

**9. GRANT OF AGENCY STATUS / ENROLMENT OF CANVASSERS**

**A. CANVASSERSHIP:**

Any individual may apply for Canvasser ship through their nearest CBS Center in the prescribed form available free of cost. A fee of Rs. 500/-(Non-refundable) will be charged towards processing cost. Canvassership status will be effective from the date of issue of Letter to this effect by the CBS Center concerned. Canvassers, who fail to place a minimum business of Rs. 1 lakh per annum, may lose their Canvassership. After two consecutive financial year's business with AIR, they can apply for Registered Agency status.

## **B. REGISTRATION STATUS:**

- a. New Advertising Agencies, which are genuinely interested / engaged in advertising, shall be eligible for REGISTRATION status subject to the satisfaction of competent authority of All India Radio about their bonafides. Interested Agencies may send their application in the prescribed form (available free of cost) to any of the following:
  - i) The Director of Sales, Central Sales Unit, All India Radio, Mumbai-400 020.
  - ii) The Station Director, Commercial Broadcasting Service of their locality.
- b. The Agencies will be deemed registered with AIR from the date of provisional registration by CBS Center but commission to such agencies will be released only after granting of registration status by CSU and thereby entering into an agreement with the Agency.
- c. Agencies failed to place a minimum business of Rs. 2 lakh per annum with AIR, may lose their registration status.
- d. A Registration Fee of Rs. 3000/- (non-refundable) will be charged.

## **C. ACCREDITATION STATUS:**

**Those Registered Agencies** shall be considered for Accreditation Status, who have:

- i) Completed at least two years continuous business with All India Radio as Registered Agency and given a minimum business of Rs. 3 Lakh per year for two financial years. The Year would start from the 1st of the month in which the Registration has been given.
- ii) An annual turnover of Rs. 5,00,000 or above.
- iii) A paid up capital of Rs. 1,00,000 in the case of Limited Liability companies and Rs. 50,000 in the case of Private Limited or proprietary or Partnership concerns.
- iv) Produced certificate from the appropriate Income Tax Authority of having filed Income Tax returns along with the copy of the return for the year immediately preceding the date of application of granting accreditation, and also the Income Tax Clearance certificate of the latest for which the assessment has been finalized. An Agency not assessed even once, will not be eligible for accreditation status.
- v) Accredited Agencies, which fail to place a minimum business of Rs. 3 Lakh per year, may lose their accreditation status.
- vi) For availing the credit facility, the Agency should submit a Bank Guarantee for the required amount in the prescribed format on a Stamp Paper to the Central Sales Unit, Mumbai.
- vii) A non-refundable processing fee of Rs. 5000 will be charged.

## 10. APPLICATION /COMMUNICATIONS

- a) In case bookings involves more than one state: Director, C.S.U. Mumbai or any of the following Commercial& Revenue Divisions may be contacted:

### COMMERCIAL & REVENUE DIVISIONS

- |            |              |
|------------|--------------|
| 1. Delhi   | 2. Mumbai    |
| 3. Kolkata | 4. Bangalore |

- b) Booking for Single Station, more than one station in a state: Head of the concerned CBS Center may be approached.

### NAMES OF THE CBS CENTERS:-

- |              |               |                        |             |
|--------------|---------------|------------------------|-------------|
| 1. Ahmedabad | 2. Bangalore  | 3. Bhopal              | 4. Mumbai   |
| 5. Kolkata   | 6. Chandigarh | 7. Cuttack             | 8. Delhi    |
| 9. Hyderabad | 10. Jaipur    | 11. Kanpur             | 12. Chennai |
| 13. Patna    | 14. Srinagar  | 15. Thiruvananthapuram |             |

- c) In case of bookings over single station: Head of that particular Station may be approached.

Application for Accreditation shall be sent in the prescribed form to:

***The Director of Sales  
CENTRAL SALES UNIT  
All India Radio  
Broadcasting House  
Backbay Reclamation  
Mumbai-400 020***