



**RATES FOR  
ADVERTISEMENTS  
ON  
ALL INDIA RADIO  
with effect from April 2008**

## CATALOGUE

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**PART – I**  
**FM STATIONS**

**FM RAINBOW (18)**

**DELHI, MUMBAI, CHENNAI, KOLKATA, BANGALORE,  
LUCKNOW, PANAJI, JALLANDHAR, KANPUR,  
KODAIKANAL, HYDERABAD, VISHAKHAPATNAM,  
VIJAYAWADA, KOCHI, TIRUCHIRAPALLY,  
COIMBATORE**

**CUTTACK (Evening Transmission only)  
& PUDUCHERRY (Morning Transmission only)**

**FM GOLD (4)**

**DELHI, MUMBAI, CHENNAI & KOLKATA**

<b>Time Category</b>	<b>Hours</b>
1	0700 – 1100 1800 - 2100
2	1100 – 1500 2100 - 2200
3	1500 – 1800 2200 - 0700

**FM RAINBOW RATES**

**SPOT BUY RATES FOR 10 SECONDS**

**(IN RUPEES)**

<b>Name of Stations</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Delhi	1000	700	400
Mumbai	800	600	400
Chennai/Kolkata/ Bangalore/ Hyderabad Kodaikanal	700	500	300
Lucknow / Kanpur/ Kochi	500	400	250
Panaji/Jalandhar/Cuttack Vijayawada/Vishakhapatnam/ Tiruchirapally/ Coimbatore/Puducherry	400	300	200

**NOTE:**

- **Spot Buy Rate for more than 10 seconds will be calculated on pro-rata basis.**
- **Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.**
- **25% extra for fixed time spot.**

**RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MINUTES DURATION WITH FCT 120 SECONDS**

**(IN RUPEES)**

Name of Stations	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	10500	7500	4300
Mumbai	9000	6500	4300
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	7500	5400	3250
Lucknow/ Kanpur/ Kochi	5400	4300	2700
Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/Coimbatore/ Puducherry	4300	3250	2200

**NOTE:**

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra will be charged for branding.
3. In case a client wants to use only 90 seconds, rates could be proportionately less. But less than 90 seconds is not admissible.

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES DURATION WITH FCT 150 SECONDS.**

**(IN RUPEES)**

Name of Station	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	12000	8400	4800
Mumbai	9600	7200	4800
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	8400	6000	3600
Lucknow /Kanpur/ Kochi	6000	4800	3000
Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/ Coimbatore/ Puducherry	4800	3600	2400

**NOTE:**

1. For other duration of programmes the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.
2. Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).
3. The following updates of 1-minute duration with FCT 10 seconds will be charged at Rs. 1000/- and the rate will be calculated on pro-rata basis for increased duration.
  - i. Traffic information update
  - ii. Flight information update
  - iii. Foreign exchange, Stock Exchange and Sports updates etc. etc.

## RATES FOR SPONSORED SONGS

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

### SONG DURATION: 3.30 Minutes including FCT: 20 SECONDS

(IN RUPEES)

Name of Station	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	2000	1500	1200
Mumbai	2000	1500	1200
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	1500	1300	1000
Lucknow/ Kanpur/ Kochi	1100	900	700
Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/Coimbatore/ Puducherry	800	700	500

## RATES FOR TRAILERS

(IN RUPEES)

Name of Station	Duration	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	3.30 mts.	3000	2250	1800
	2.30 mts.	2400	1800	1450
	1.30 mts.	1800	1350	1100
Mumbai	3.30 mts.	3000	2250	1800
	2.30 mts.	2400	1800	1450
	1.30 mts.	1800	1350	1100
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	3.30 mts.	2250	1950	1500
	2.30 mts.	1800	1550	1200
	1.30 mts.	1350	1200	900
Lucknow/ Kanpur/ Kochi	3.30 mts.	1650	1350	1050
	2.30 mts.	1300	1100	850
	1.30 mts.	1000	800	650
Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/ Coimbatore/Puducherry	3.30 mts.	1200	1050	750
	2.30 mts.	1000	850	600
	1.30 mts.	700	650	450

## **FM GOLD – RATES**

### **SPOT BUY RATES FOR 10 SECONDS**

**(IN RUPEES)**

<b>Name of Station</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Delhi	900	650	350
Mumbai	700	550	350
Chennai / Kolkata	650	450	250

#### **NOTE:**

- **Spot Buy Rate for more than 10 seconds will be calculated on pro-rata basis.**
- **Time check of 7 seconds duration allowed, but will be charged as 10 seconds ordinary spot.**
- **25% extra for fixed time spot.**

### **RATE FOR SPONSORSHIP OF INHOUSE PROGRAMMES OF 30 MINUTES DURATION WITH FCT 120 SECONDS**

**(IN RUPEES)**

<b>Name of Station</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Delhi	9750	7000	3800
Mumbai	7500	6000	3800
Chennai/Kolkata	7000	4900	3000

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra will be charged for branding.
3. In case a client wants to use only 90 seconds, rates could be proportionately less. But less than 90 seconds is not admissible.

### **RATES FOR SPONSORED PROGRAMMES OF 30 MINUTES DURATION WITH FCT 150 SECONDS**

**(IN RUPEES)**

<b>Name of Station</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Delhi	10800	7800	4200
Mumbai	8400	6600	4200
Chennai / Kolkata	7800	5400	3000

**NOTE:**

1. For other duration of programmes, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.
2. Sponsorship rate of hourly news headlines will be charged at double the rate of 10 seconds spot of that category (with FCT 10 seconds).
3. The following updates of 1-minute duration with FCT 10 seconds will be charged at Rs. 500/- and the rate will be calculated on pro-rata basis for increased duration.
  - a. Traffic information update
  - b. Flight information update
  - c. Foreign exchange, Stock Exchange and Sports updates.  
etc. etc.

**RATES FOR SPONSORED SONGS**

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

**SONG DURATION: 3.30 Minutes including FCT: 20 SECONDS****(IN RUPEES)**

Name of Station	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	1800	1350	1100
Mumbai	1800	1350	1100
Chennai/ Kolkata	1350	1200	900

**RATES FOR TRAILERS****(IN RUPEES)**

Name of Station	Duration	Time Category - 1	Time Category - 2	Time Category - 3
Delhi	3.30 mts.	2700	2000	1650
	2.30 mts.	2150	1600	1300
	1.30 mts.	1600	1200	1000
Mumbai	3.30 mts.	2700	2000	1650
	2.30 mts.	2150	1600	1300
	1.30 mts.	1600	1200	1000
Chennai/Kolkata	3.30 mts.	2000	1800	1100
	2.30 mts.	1600	1450	860
	1.30 mts.	1200	1100	800

## **RATES FOR NEWS BULLETINS ON FM GOLD CHANNELS**

1. Before or after News Bulletins on 4 FM Gold Channels (as package) : Rs. 2,500/- per 10 seconds
2. Regional/National News by individual FM Gold Channel (Before/After News Bulletins)
  - (i) FM Gold, Delhi : Rs. 1000/- per 10 seconds
  - (ii) FM Gold, Mumbai : Rs. 800/- per 10 seconds
  - (iii) FM Gold, Kolkata : Rs. 700/- per 10 seconds
  - (iv) FM Gold, Chennai : Rs. 700/- per 10 seconds

## **PACKAGED FM-RATES**

### **I. All 18 FM Rainbow Stations**

### **II. 4 FM Rainbow Stations at 4 Metros**

### **III. 4 FM Gold Stations at 4 Metros**

### **IV. All 22 FM Stations (18 FM Rainbow + 4 FM Gold)**

### **I. ALL 18 FM RAINBOW STATIONS**

**(IN RUPEES)**

<b>Particulars</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Spot Buy rates for 10 seconds	7200	5000	3000
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	77,000	54,000	32,000
Rates for sponsored programmes of 30 minutes with FCT 150 seconds	86,000	60,000	40,000

### **II. 4 FM RAINBOW STATIONS AT 4 METROS (VIZ. DELHI, MUMBAI, CHENNAI & KOLKATA)**

(IN RUPEES)

<b>Particulars</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Spot Buy rates for 10 seconds	2500	1800	1000
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	27,000	19,000	10,000
Rates for sponsored programmes of 30 minutes with FCT 150 seconds	30,000	21,500	12,000

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

(IN RUPEES)

<b>Particulars</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Spot Buy rates for 10 seconds	2000	1600	900
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	21,500	17,000	9500
Rates for sponsored programmes of 30 minutes with FCT 150 seconds	24,000	19,000	10,500

**IV. ALL 22 FM STATIONS ( 18 RAINBOW + 4 GOLD )**

(IN RUPEES)

<b>Particulars</b>	<b>Time Category - 1</b>	<b>Time Category - 2</b>	<b>Time Category - 3</b>
Spot Buy rates for 10 seconds	8200	6000	3500
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	88,000	64,000	37,000
Rates for sponsored programmes of 30 minutes with FCT 150 seconds	98,000	72,000	42,000

**PART – II**  
**PRIMARY CHANNEL**

## **GROUPING OF PRIMARY CHANNEL STATIONS INCLUDING LOCAL RADIO STATIONS :**

### **Group-I (11 Stations)**

**Primary Channel :** Ahmedabad/Vadodara, Bangalore, Chennai, Delhi, Hyderabad, Jaipur/Ajmer, Kolkata, Lucknow, Mumbai, Nagpur, Pune

### **Group-II (24 Stations)**

**Primary Channel :** Agra, Allahabad, Bhopal, Coimbatore, Cuttack, Gorakhpur, Guwahati, Indore, Jabalpur, Jalandhar, Kozhikode, Madurai, Najibabad, Patna, Raipur, Rajkot, Rampur, Ranchi, Rohtak, Thiruvananthapuram, Tiruchirapally, Varanasi, Vijayawada, Vishakhapatnam.

### **Group – III (28 Stations)**

**Primary Channel:** Agartala, Bhadrawati, Cuddappa, Chattarpur, Dharwad, Dibrugarh, Gwalior, Jalgaon, Jammu, Jodhpur, Kolhapur, Mangalore/Udipi, Manjeri, Mysore, NES Shillong, Rewa, Sambhalpur, Shimla, Sangli, Shillong, Siliguri, Srinagar, Suratgarh, Tirunelveli, Thrissur, Udaipur.

**Local Radio Stations:** Kochi, Kota

### **Group-IV (45 Stations)**

**Primary Channel:** Aizwal, Almora, Ambikapur, Aurangabad, Bhagalpur, Bikaner, Bhuj, Darbhanga, Gangtok, Gulbarga, Hassan, Imphal, Itanagar, Jagdalpur, Jameshedpur, Jeypore, Kannur, Kohima, Kurseong, Leh, Mathura, Panaji, Parbhani, Passighat, Puducherry, Port Blair, Ratnagiri, Silchar, Solapur, Tura, Tuticorin

**Local Radio Station:** Ahmednagar, Bareilly, Behrampur, Bhatinda, Faizabad, Hissar, Jhansi, Karaikal, Kurukshetra, Murshidabad, Nasik, Tirupati, Warangal, Yavatmal

### **Group –V (80 Stations)**

**Primary Channel:** Ahwa, Barmer, Bhawanipatna, Churu, Dharmshala, Idduki, Jaisalmer, Kargil, Kavarati, Kokrajhar, Kothagudam, Lungleh, Markara, Obra, Ooty, Pauri, Sahadol, Shivpuri, Tawang, Tejpur, Tezu

### **Local Radio Stations**

Adilabad, Akola, Alwar, Anantpur, Balaghat, Banswara, Baripada, Beed, Belonia, Betul, Bijapur, Bilaspur, Bolangir, Chandrapur, Chaibasa, Chhindwara, Chitradurg, Chittorgarh, Daman, Daltonganj, Diphu, Dhule, Godhara, Guna, Halflong, Hamirpur, Hazaribagh, Hospet, Jowai, Jhalawar, Joranda, Jorhat, Kailashahar, Karwar, Kathua, Khandwa, Keonjhar, Kurnool, Markapuram, Mokokchung, Nagarcoil, Nagaur, Nanded, Nizamabad, Nowgong, Osmanabad, Patiala, Poonch, Puri, Purnea, Raigarh, Raichur, Rourkela, Sagar, Sasaram, Satara, Sawai Madhopur, Shantiniketan, Ziro (Arunachal).

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

<b>Category</b>	<b>Programmes</b>
1.	Film Music/listeners choice
2.	Farm and Home, Women, Children & Youth Programmes, Health Programmes, Morning Information Programmes, Phone-in Programmes, Plays, Radio Report, Light/Folk Music, Talk & Discussions
3.	All other programmes such as features, magazines, classical and western music

**NOTE:**

- (I) 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.
- (II) Any interactive/Phone-in program of any Chief Minister to be broadcast on a regular basis will attract 50% more than the sponsored programme rate of category-1 of that station. A programme more than 60 mts. should not be permitted. (Guidelines for broadcast of such programmes circulated vide Order No. 21/36/2004-P I dated 27.1.2005 may be strictly adhered to.

**SPOT BUY RATES FOR 10 SECONDS**

**(IN RUPEES)**

<b>Group of Stations</b>	<b>Programme Category - 1</b>	<b>Programme Category - 2</b>	<b>Programme Category - 3</b>
I	600	400	250
II	500	300	200
III	400	250	150
IV	300	200	100
V	200	150	80
ALL PC/LRS 188 Stations	55,000	37,000	21,500

**NOTE:**

Rate for other duration will be calculated on pro-rata basis and rounded off to nearest Rupee. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot-buy rate **25% extra for fixed time spot.**

**RATE FOR SPONSORSHIP OF IN HOUSE PROGRAMME 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>	<b>Programme Category - 3</b>
I	6500	4300	2700
II	5400	3200	2100
III	4300	2700	1600
IV	3200	2100	1000
V	2100	1600	900
ALL PC/LRS 188 Stations	6,00,000	4,00,000	2,30,000

**NOTE:**

1. For other duration of programme, the rate and FCT will be calculated on pro-rata basis and rounded off to nearest Rupee.
2. 20% extra for branding the programme.
3. In case a client wants to use only 90 seconds, instead of 120 seconds FCT then rates could be proportionately less. But less than 90 seconds is not admissible.

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES DURATION WITH FCT 150 SECONDS**

**(IN RUPEES)**

<b>Group of Stations</b>	<b>Programme Category - 1</b>	<b>Programme Category - 2</b>	<b>Programme Category - 3</b>
I	8000	4800	3300
II	6000	3600	2600
III	4800	3300	2200
IV	3600	2600	1500
V	2600	2200	1200
ALL PC/LRS 188 Stations	7,00,000	5,00,000	3,05,000

**NOTE:**

The Rate and FCT will be calculated on pro-rata basis for programmes more or less than 30 minutes duration. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.

**RATES FOR SPONSORED SONGS**

Sponsored song can be Old / New / Film / Non-film.

**SONG DURATION: 3.30 MINUTES including FCT : 20 SECONDS****(IN RUPEES)**

<b>Group I</b>	<b>Group II</b>	<b>Group III</b>	<b>Group IV</b>	<b>Group V</b>
<b>1800</b>	<b>1300</b>	<b>1000</b>	<b>650</b>	<b>500</b>

**RATES FOR TRAILERS**

<b>Duration</b>	<b>Group I</b>	<b>Group II</b>	<b>Group III</b>	<b>Group IV</b>	<b>Group V</b>
<b>3.30 mts.</b>	<b>2700</b>	<b>1800</b>	<b>1500</b>	<b>1000</b>	<b>750</b>
<b>2.30 mts.</b>	<b>2150</b>	<b>1450</b>	<b>1200</b>	<b>800</b>	<b>600</b>
<b>1.30 mts.</b>	<b>1600</b>	<b>1100</b>	<b>900</b>	<b>600</b>	<b>450</b>

**RATE FOR NATIONAL NEWS**

<b>S.No.</b>	<b>Time</b>	<b>Rate for 10 seconds spot (In Rs.)</b>
1.	Before 0800 hrs. Hindi news	6500
2.	Morning Mid News break - Hindi	13000
	English	13000
	Urdu	6500
3.	Afternoon news feature in English 1400-1430 hrs.	5200
4.	Afternoon news feature in Hindi 1430-1500 hrs.	5200
5.	Mid break in afternoon news feature	
	English	10400
	Hindi	10400
6.	Before evening Hindi news at 2045 hrs.	4500
7.	After English news at 2115 hrs.	4500
8.	Mid break in evening news	
	Hindi	9000
	English	9000

**NOTE:**

1. Time Check of 7 seconds duration allowed and is to be charged as 10 seconds spot rate.
2. Rate for other duration will be calculated on pro-rata basis.
3. It is proposed that sponsorship will be accepted only with the news bulletins, which do not attract any spot buys. Those bulletins, which attract heavy spot buys, should not be placed 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)**

<b>S. No.</b>	<b>Name of the State</b>	<b>Rs.</b>
1	Andhra Pradesh	1900
2	Arunachal Pradesh	600
3	Assam	1200
4	Bihar	1200
5	Chhattisgarh	700
6	Gujarat	1400
7	Haryana	500
8	Goa	350
9	Himachal Pradesh	700
10	Jammu & Kashmir	1000
11	Jharkhand	1200
12	Karnataka	2000
13	Kerala	1400
14	Madhya Pradesh	2200
15	Maharashtra	2200
16	Manipur	300
17	Meghalaya	600
18	Mizoram	350
19	Nagaland	350
20	Orissa	1350
21	Puducherry	200
22	Punjab	800
23	Rajasthan	2000
24	Sikkim	200
25	Tamilnadu	2200
26	Tripura	350
27	Uttar Pradesh	3000
28	Uttarakhand	500
29	West Bengal	1300
30	DELHI	700
31	Port Blair (A&N Islands)	300

**NOTE:**

1. Rate for other duration will be calculated on pro-rata basis.
2. Rate for mid break news will be 100% extra over and above these 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 Mts. News Bulletin	:	Before & After	:	60 seconds
		Mid-break	:	30 seconds

10 Mts. & longer duration	:	Before & After	:	180 seconds
		Mid-break	:	120 seconds

## STATE HOOK-UP RATES

### STATE HOOK-UP RATES FOR SPOT BUYS – 10 SECONDS DURATION

(IN RUPEES)

Sl. No.	Name of the State	Spot per 10 seconds		
		Prog.Cat.-1	Prog.Cat.-2	Prog.Cat.-3
1	Andhra Pradesh	3600	2400	1400
2	Arunachal Pradesh	1100	800	400
3	Assam	2100	1400	800
4	Bihar	1400	950	500
5	Chhatisgarh	1400	950	500
6	Gujarat	1700	1400	850
7	Haryana	1050	650	350
8	Himachal Pradesh	750	520	300
9	J & K	1600	1100	600
10	Jharkhand	1330	900	510
11	Kerala	2200	1375	830
12	Karnataka	3800	2550	1450
13	Maharashtra	6175	4175	2350
14	Madhya Pradesh	4100	2700	1600
15	Manipur	300	200	100
16	Sikkim	300	200	100
17	Meghalaya	1230	800	450
18	Mizoram	475	330	170
19	Nagaland	475	330	170
20	Tripura	750	525	290
21	Orissa	2750	1900	1050
22	Punjab	950	600	360
23	Rajasthan	4075	2800	1600
24	Tamilnadu	3050	1950	1200
25	Uttar Pradesh	4750	3000	1825
26	Uttarakhand	475	330	170
27	West Bengal	1700	1140	675

**Note: Bulk Booking Discount will be given on above rates.**

**STATE HOOK-UP RATES SPONSORSHIP PROGRAMME**

**(IN RUPEES)**

<b>Name of the State</b>	<b>Prog.Cat.-1</b>	<b>Prog.Cat.-2</b>	<b>Prog.Cat.-3</b>
	<b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b>	<b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b>	<b>Sponsorship of In-house programmes of 30 minutes with FCT 120 secs.</b>
Andhra Pradesh	38880	25920	15120
Arunachal Pradesh	11880	8640	4320
Assam	22680	15120	8640
Bihar	15120	10260	5400
Chhatisgarh	15120	10260	5400
Gujarat	18360	15120	9180
Haryana	11340	7020	3780
Himachal Pradesh	8100	5600	3250
J & K	17280	11880	6480
Jharkhand	14360	9720	5510
Kerala	23760	14850	8960
Karnataka	41040	27540	15660
Maharashtra	66690	45090	25380
Madhya Pradesh	44280	29160	17280
Manipur	3240	2160	1080
Sikkim	3240	2160	1080
Meghalaya	13280	8640	4860
Mizoram	5130	3560	1840
Nagaland	5130	3560	1840
Tripura	8100	5670	3130
Orissa	29700	20520	11340
Punjab	10260	6480	3890
Rajasthan	44010	30240	17280
Tamilnadu	32940	21060	12960
Uttar Pradesh	51300	32400	19710
Uttarakhand	5130	3560	1840
West Bengal	18360	12310	7290

**Note: Bulk Booking Discount will be given on above rates.**

## STATE HOOK-UP RATES FOR SPONSORED PROGRAMMES

(IN RUPEES)

Name of the State	Prog.Cat.-1	Prog.Cat.-2	Prog.Cat.-3
	<b>Sponsored programmes of 30 minutes with FCT 150 secs.</b>	<b>Sponsored programmes of 30 minutes with FCT 150 secs.</b>	<b>Sponsored programmes of 30 minutes with FCT 150 secs.</b>
Andhra Pradesh	43200	28800	16800
Arunachal Pradesh	13200	9600	4800
Assam	25200	16800	9600
Bihar	16800	11400	6000
Chhatisgarh	16800	11400	6000
Gujarat	20400	16800	10200
Haryana	12600	7800	4200
Himachal Pradesh	9000	6250	3600
J & K	19200	13200	7200
Jharkhand	15960	10800	6120
Kerala	26400	16500	9960
Karnataka	45600	30600	17400
Maharashtra	74100	50100	28200
Madhya Pradesh	49200	32400	19200
Manipur	3600	2400	1200
Sikkim	3600	2400	1200
Meghalaya	14760	9600	5400
Mizoram	5700	3960	2040
Nagaland	5700	3960	2040
Tripura	9000	6300	3480
Orissa	33000	22800	12600
Punjab	11400	7200	4320
Rajasthan	48900	33600	19200
Tamilnadu	36600	23400	14400
Uttar Pradesh	57000	36000	21900
Uttarakhand	5700	3960	2040
West Bengal	20400	13680	8100

## NATIONAL CHANNEL

<b>Time Category</b>	<b>Spot-Buy 10 seconds</b>	<b>Sponsorship of in-house programs of 30 minutes FCT 120 seconds</b>	<b>Sponsored programs of 30 minutes FCT 150 seconds</b>
Time Category - 1 1900-2200	1200	13000	16000
Time Category - 2 2200 - 0100	1000	11000	14000
Time Category - 3 0100-0600	800	9000	12000

**NOTE:**

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

A Sponsored Programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.

**PART - III**  
**VIVIDH BHARATI**

## **GROUPING OF VIVIDH BHARATI STATIONS**

### **Group – A (9):**

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

### **Group – B (19):**

Kanpur, Allahabad, Lucknow, Jaipur, Bhopal, Indore, Patna, Rajkot, Vadodara, Thiruvananthapuram, Kozhikode, Tiruchirapalli, Coimbatore, Kochi, Vijayawada, Surat, Ranchi, Chandigarh and Varanasi

### **Group – C (12):**

Jodhpur, Udaipur, Dharwad, Jalandhar, Panaji, Srinagar, Jammu, Jabalpur, Jamshedpur, Siliguri, Cuttack & Guwahati

### **VB NETWORK (30 ):**

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

### **Additional 5 Stations broadcasting VB Programmes :**

Raipur, Gorakhpur, Rohtak, Gulbarga & Shimla -

## **TIME CATEGORISATION OF VIVIDH BHARATI**

<b>Time Category</b>	<b>Hours</b>
1	0630-1000 1900-1945
2	0600-0630 1000-1200 1945-2300
3	1200-1900 2300-2330 ( 2300-2330 is only for Mumbai, Pune and Nagpur)

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

<b>Group of Stations</b>	<b>Time Cat.–1</b>	<b>Time Cat.–2</b>	<b>Time Cat.–3</b>
A	450	400	300
B	350	300	250
C	250	200	150
VB Network	8000	7000	5500
VB National	11000	9000	7000

- NOTE:** 1. VB Network means Hindi Stations (30 only) + 5 additional stations  
VB National means all the 40 Stations. + 5 additional stations  
2. Rate for other duration will be calculated on pro-rata basis.  
3. Time check is to be charged as 10-second ordinary spot.  
4. 25% extra for fixed time spot.

**TIME SLOTS FOR SPONSORED PROGRAMMES ON VBS :**

06.30 AM TO 07.00 AM  
09.15 AM 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  
09.00 PM TO 10.00 PM

**RATES FOR SPONSORED PROGRAMME OF 30 MINUTES WITH FCT 150 SECONDS**

**(IN RUPEES)**

<b>Group of Stations</b>	<b>Time Cat.-1</b>	<b>Time Cat.-2</b>	<b>Time Cat.-3</b>
A	5500	4800	3600
B	4200	3600	3000
C	3000	2400	1800
VB Network	96,000	84,000	66,000
VB National	1,32,000	1,08,000	84,000

**NOTE:**

1. Rate for other duration will be calculated on pro-rata basis. However, a programme of less than 15 minutes duration will be treated as 15 minutes programme both for rate and FCT.
2. The following programmes will be accepted as sponsored programmes :-

Bhakti Sangeet  
Classical music based programme  
Pitara (variety programme)  
Hawa Mahal  
Quiz programme  
Sports based entertainment programmes  
Plays and serials  
Publicity programmes of music companies  
Radio report of award functions  
Magazine programme featuring news from the film world.

**RATES FOR SPONSORSHIP OF IN HOUSE VBS PROGRAMME**

Name of the programme	Prog. Dur. (in minutes)	Time Cat.	FCT (seconds)	Rate for VB Network (In Rs.)	Rate for VB National Network (In Rs.)
Vandanvar	30	II	60	21000	27000
Arpan	30	II	60	21000	27000
Bhule Bisre Geet	30 + 30	I	60	24000 + 24000	33000 + 33000
Sangeet Sarita	15	I	30	12000	16500
Triveni	15	I	30	12000	16500
Morning Chitralok	30 + 30	I	60 + 60	24000 + 24000	33000 + 33000
Manchahe Geet	30 + 30	III	60 + 60	16500 + 16500	21000 + 21000
Sakhi Saheli	30 + 30	III	60 + 60	16500 + 16500	21000 + 21000
Pitara	30 + 30	III	60 + 60	16500 + 16500	21000 + 21000
Music Masala	30	III	60	16500	21000
Jaimala	30	I	60	24000	33000
Evening Chitralok	30	II	60	21000	27000
Hawa Mahal	15	II	30	10500	13500
Chhayageet	30	II	60	21000	27000
Aap Ki Farmaish	30	II	60	21000	27000

**NOTE :**

- 20% extra for branding the programme.
- For long term booking following discounts will be given:

Monthly	-	2%	Half Yearly	-	8%
Quarterly	-	5%	Yearly	-	10%

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

Programme Duration 30 minutes - FCT 60 seconds

Stations	Time Category-1	Time Category-2	Time Category-3
Group A	2400	2100	1600
Group B	1900	1600	1400
Group C	1400	1100	800

**NOTE:**

- For other duration of programmes, the rate and FCT will be calculated on pro-rata basis.
- 5% discount will be offered for booking of same programme over minimum two Vividh Bharati Stations in a State for 30 days or more continuous booking..

## RATES FOR SPONSORED SONGS

Sponsored song can be old / new / Film / Non-film.

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

Name of Programme	Duration	FCT (Seconds)	Rate (In Rupees)
Morning Chitralok Song	3.30	20	3500
Trailer	3.30	30	5000
	2.30	20	4000
	1.30	10	3000

There will not be any restriction on the use of songs or dialogues in Trailers. 25% extra for using songs from more than one film.

Evening Chitralok	3.30	20	2500
Naye Tarane	3.30	20	2000

#### NOTE:

50% of morning chitralok rate to be charged for repeating the same song / trailer in the evening chitralok on the same day.

### Rates for Sponsored Songs for 3.30 mts.

South Indian Film Music Chunks			
Name of the Programme	Duration of Song	FCT (secs.)	Rate (In Rs.)
Geet Malika	3.30	20	2000
Madhur Geetam	3.30	20	1500
Nandana – Bangalore	3.30	20	1200
Nandana – Dharwad	3.30	20	750
Janranjani – Hyderabad	3.30	20	1000
Janranjani – Vijayawada	3.30	20	750
Ganopaharam – Thiruvananthapuram	3.30	20	1000
Ganopaharam – Kozhikode	3.30	20	750
Ungalviruppanm – Chennai	3.30	20	1000

### Local Variation Programme

Stations	Duration of Song	FCT (secs.)	Morning/Evening	Afternoon
Group A	3.30	20	1200	800
Group B	3.30	20	1000	600
Group C	3.30	20	800	500

**Rates for Trailers**

<b>South Indian Film Music Chunks</b>			
<b>Name of the Programme</b>	<b>Duration. Of Trailer</b>	<b>FCT (secs.)</b>	<b>Rate (In Rs.)</b>
Geet Malika	3.30	30	2900
	2.30	20	2350
	1.30	10	1750
Madhur Geetam	3.30	30	2200
	2.30	20	1750
	1.30	10	1300
Nandana – Bangalore	3.30	30	1750
	2.30	20	1400
	1.30	10	1050
Nandana – Dharwad	3.30	30	1100
	2.30	20	900
	1.30	10	650
Janranjani – Hyderabad	3.30	30	1450
	2.30	20	1200
	1.30	10	900
Janranjani – Vijayawada	3.30	30	1100
	2.30	20	900
	1.30	10	650
Ganopaharam – Thiruvananthapuram	3.30	30	1450
	2.30	20	1200
	1.30	10	900
Ganopaharam – Kozhikode	3.30	30	1100
	2.30	20	900
	1.30	10	650
Ungalviruppanm – Chennai	3.30	30	1450
	2.30	20	1200
	1.30	10	900

**Local Variation Programme**

<b>Stations</b>	<b>Duration of Trailer</b>	<b>FCT (secs.)</b>	<b>Morning/Evening</b>	<b>Afternoon</b>
Group A	3.30	30	1750	1350
	2.30	20	1200	900
	1.30	10	900	650
Group B	3.30	30	1350	900
	2.30	20	900	600
	1.30	10	700	450
Group C	3.30	30	1050	750
	2.30	20	700	500
	1.30	10	550	350

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

<b>Sl.No.</b>	<b>Timings</b>
1	08.00 A.M.to 08.15 A.M.
2	09.15 A.M. to till the end of the 01 <sup>st</sup> Transmission
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

6 free tag on promos of 10 seconds each prior to the broadcast of programme are allowed. This will be supplied by the Agency / Advertiser. Frequency of broadcast will be decided in consultation with the concerned station/s.

An advertiser can have as many promos as he wants on payment basis. The rate of each promo will be 50% of the rate of that programme /time category. However, no commission / concession will be given on such bookings.

Promos will not be allowed along with national/regional news.

A sponsored programme provider can use up to one-third of his unused FCT for promos for which he need not make any separate payment.

### 3. INFOMERCIALS

Infomercials will be allowed to Government Departments/ PSUs. The duration of an infomercial will be of 60 seconds. 10 seconds out of the 60 can be commercial endorsement, which will be charged as a 20 second spot.

### 4. 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. 11,250/-
Group II Station	:	Rs. 9000/-
Group III Station	:	Rs. 6750/-
Group IV Station	:	Rs. 4500/-
Group V Station	:	Rs. 3600/-

- The advertiser may book as many stations as he wants. Pro-rata rates will be charged for more number of stations / number of days booked. Additional FCT is also allowed on pro-rata basis.
- Run-on-Schedule spots will not be broadcast during Relays / Commentaries/News/Film Music.
- 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.

## 5. DAY BRANDING

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

### RATES (PC/LRS) :

Group I Station	:	Rs. 14,625/-
Group II Station	:	Rs. 11,250/-
Group III Station	:	Rs. 9,000/-
Group IV Station	:	Rs. 6,750/-
Group V Station	:	Rs. 5,175/-

- The above rate is applicable for a single station (FCT 450 seconds on that day) in each group. The advertiser may book Day Branding over as many stations 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/Film Music.
- 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 programmes.

## 6. CLASSIFIED ADVERTISEMENTS

Classifieds are allowed over all the channels. Classified ad is accepted in 15 words only. Additional words will attract extra charge. Maximum 10 additional words only are allowed.

Following subjects are covered under classified ads:

1. Sale/purchase of house or residential plots, old motor vehicles and old household goods.
2. Matrimonial ads.
3. Greetings on birthday, wedding day/anniversary, any other special/festival day or occasion, for winning election of any level like Gram Panchayat, Taluka, District Level, M.L.A./M.P., Welcome of Ministers by their well wishers, best wishes to toppers of different examinations, good wishes for 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.

## RATES FOR CLASSIFIEDS

1. VB/PC Rs. 250/- for 15 words and Rs. 25/- per extra word.
2. FM Rs. 400/- for 15 words and Rs. 40/- per extra word

### 7. News on Phone:

News Headlines are available on a specific telephone number. The spot of a 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).

### 8. 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.

### 9. PRODUCTION CHARGES

AIR can take up production work for spots/sponsored programmes for clients booking directly and Agencies.

#### PRODUCTION CHARGES FOR SPOTS AND JINGLES

Duration of spots	Rate (Rs.)	Duration of Jingle	Rate	Group of stations PC / LRS & VB
30 second	6000	30 second	15000	I A
	4500		14000	II B
	3600		12000	III C
	3000		10000	IV -
	2400		8000	V -

**Note: Spots less than 30 seconds duration will not be undertaken for production. However, on demand from clients, it can be produced in two parts making a total of 30 seconds duration.**

**PRODUCTION CHARGES FOR SPONSORED PROGRAMMES (IN RUPEES)**

<b>Duration of prog.</b>	<b>Play/feature/ musical progs.</b>	<b>Radio report/ magazine/ Rural prog.</b>	<b>Spoken word interspersed with music</b>	<b>Film music based</b>	<b>Special prog./ dial-in/ dial-out</b>	<b>Group of Stations PC - LRS / VBS</b>
30 minutes	10000	8000	10000	6000	25000	I / A
	10000	8000	10000	6000	20000	II / B
	8000	6000	5000	4000	15000	III / C
	6000	5000	4000	3000	10000	IV / -
	5000	3000	3000	2000	8000	V / -

**Sponsored Programmes less than 30 mts. duration will not be undertaken for production. However, on demand from clients, it can be produced in two parts making a total of 30mts. duration.**

**NOTE:**

1. No concession/commission is given on production charges.
2. Though the programme is produced by AIR, Sponsored Programmes rates will be charged for the broadcast.
3. Applicable service tax to be charged for production work.

**10.** A Sponsor is entitled for free opening and closing credit lines of five seconds each in addition to FCT.

**11.** An in-house programme of 30 minutes duration given on sponsorship can have as many as 3 sponsors each paying for full FCT. Two sponsors will be allowed for 15 minutes programme and four sponsors will be allowed for programmes of 45 minutes & 60 minutes..

**12.** In sponsored programmes, 1/3<sup>rd</sup> FCT can be banked and broadcast in the same time category / lower category on the same day. Banked FCT can be utilized as promos also.

**13. SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF MUSIC/ SPOKEN WORDS PROGRAMME**

<b>S.N.</b>	<b>Name of Programme</b>	<b>Duration</b>	<b>FCT Allowed</b>	<b>Amount (Rs.)</b>
1	National Programmes of Music (classical/regional/folk/light music etc.)	90 mts.	60 sec.+ 2 credit lines	15,000
2	National Programme of Regional and Folk Music	60 mts.	60 sec.+ 2 credit lines	11,000
3	National Sports Magazine (Hindi)	30 mts.	30 sec.+ 2 credit lines	7,000

4	National Sports Magazine (English)	30 mts.	30 sec.+ 2 credit lines	6,000
5	National Programme of Feature (Hindi)	30 mts	30 sec.+ 2 credit lines	7,000
6	National Programme of Feature (English)	30 mts	30 sec.+ 2 credit lines	6,000
7	Science Magazine	30 mts	30 sec.+ 2 credit lines	6,000
8	National Programme of Talks (Hindi)	15 mts.	20 sec.+ 2 credit lines	5,000
9	National Programme of Talks (English)	15 mts.	20 sec.+ 2 credit lines	5,000
	SPOT BUY RATES PER 10 SECONDS BEFORE NATIONAL PROGRAMMES	CAP.SIZE 60 sec.	-	2,000

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

**SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF PLAYS (Programme 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, Indore, Jaipur, Ajmer, Rohtak, Bhopal, Najibabad, Raipur, Suratgarh, Udaipur, Gwalior, Jodhpur, Rampur, Darbhanga, Bikaner, Ambikapur, Chhatarpur, Jagdalpur, Port Blair, Rewa, Shimla, Mathura, Ranchi, Jamshedpur, Allahabad, Bhagalpur	10,000
2	Assamese	2	Guwahati, Dibrugarh	2,000
3	Bangla	3	Calcutta, Siliguri, Silchar	3,000
4	Dogri	1	Jammu	1,000
5	Gujarati	5	Mumbai, Ahmedabad, Vadodara, Rajkot, Bhuj	5,000
6	Kashmiri	1	Srinagar	1,000
7	Kannada	7	Bangalore, Dharwad, Mangalore, Mysore, Bhadrawati, Gulbarga, Hassan	7,000
8	Marathi	8	Mumbai, Pune, Nagpur, Sangli, Jalgaon, Kolhapur, Aurangabad, Ratnagiri, Parbhani	8,000
9	Malayalam	4	Thiruvanthapuram, Kozhikode, Thrissur, Cannanore	4,000
10	Manipuri	1	Imphal	1000
11	Nepali	1	Kurseong	1000
12	Orriya	4	Cuttack, Jeypore, Sambalpur, Bhawanipatna	4,000
13	Punjabi	1	Jalandhar	1,000
14	Tamil	6	Chennai, Coimbatore, Tiruchirapalli, Madurai, Pondicherry, Tirunelveli	6,000
15	Telugu	5	Chennai, Hyderabad, Vijaywada, Vishakhapatnam, Cuddapah	5,000

**14. Allocating Broadcasting Time for Sponsored Programmes**

- (i) No agency / client should be allocated more than 60 minutes time-slot at a stretch for sponsored programme. 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 identity 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.
- (iii) Sponsored Programme of minimum 5 minutes duration with 25 seconds FCT can be accepted on pro-rata basis with prior approval of the Directorate. However, no free tag-on promo is allowed with any sponsored programme of less than 15 minutes duration.

**15. RATES FOR SPONSORSHIP OF STAGE PROGRAMMES**

Group I Station	Rs. 12,000
Group II Station	Rs. 9,000
Group III Station	Rs. 7,000
Group IV Station	Rs. 4,400
Group V Station	Rs. 3,200

**DISPLAY OF BANNERS**

Display of only three cloth banners of size 3 x 1 meter is permitted – (i) one at the main premises (ii) at the entrance gate and (iii) on the 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) in the beginning (b) during natural break (c) at the end of the programme.

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

**16. 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.

## 17. PRIZE SCHEME

**Private parties are allowed to give prizes to listeners on the following conditions :**

- (i) The prize hamper should reach the AIR Station prior to the day the prize is to be announced on the air.
- (ii) The advertiser who gives the prize will have to pay for a five seconds credit line during the programme.
- (iii) The credit line will be half the rate of a 10 second spot of the programme through which the prize is awarded.
- (iv) The contract may indicate "prize scheme credit line".
- (v) The credit line will consist of the name of the product and a punch line.

## 18. 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

## 19. RATES FOR ELECTRONIC DISPLAY SYSTEM

**An amount of Rs. 200/- 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 (presently @ 12.36 %) would be levied.
- f) Advance payment will be required.

## 20. SPORTS EVENTS :

**A) Local level (PC) :** Spot-buy rates for Film Music of the concerned station  
**(FM) :** Spot-buy rate of Time Cat. - 1 of the concerned station.

**B) Regional level (PC) :** Spot-buy rates of Film Music State Hook-up rates of the concerned state

**(Rates for sponsorships to 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 in consultation with DG:AIR

**D) International level :** Rates will be formulated by DG:AIR.

## 21. HIRING OF AIR STUDIOS

**Booking Charges** : Rs. 100/-  
**Hiring charges** : Rs. 800/- per hour

**PART V**  
**CONCESSIONS/DISCOUNT**

**1. CONCESSIONS / DISCOUNT**

If a spot broadcast in upper time category is repeated in lower time category on the same day over VBS, 25% discount will be allowed in the lower category for the same number of spots booked in upper time category.

**2. BULK BOOKING DISCOUNT (For FM/PC /LRS)**

**It is applicable to both – spot booking as well as sponsorship.**

Number of Stations	30 to 90 days	91 to 180 days	181 to 270 days	271 to less than 365 days	Yearly booking for 365 days
5-12	5%	6%	7%	8%	10%
13-25	6%	7%	8%	10%	12%
26-45	7%	8%	9%	12%	13%
45 AND ABOVE	8%	9%	10%	13%	15%

**NOTE:**

The above discount is also available with State-hookup rates in respect of spots as well as sponsorship. The discount is meant for the advertiser and will be calculated on the gross amount and will be deductible at source.

**3. BUNCH BOOKING CONCESSIONS :**

For Vividh Bharati Service, if a Spot is booked over 11 or more number of Stations for one month or more, 8% discount is offered.  
5% discount on booking over 2 stations in a state for one month or more.

Note : The above Bunch Booking Concessions are not available with VB Network and VB National Rates.

**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.	Upto 5 lakhs	Nil
2.	Above 5 lakhs but less than 10 lakhs	1% of the amount of which the total net business exceeds 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	45000 + 3% of the amount of which the total net business exceeds 30 lakhs
5.	Above 50 lakhs but less than 70 lakhs	105000 + 4% of the amount of which the total net business exceeds 50 lakhs
6.	Above 70 lakhs but less than 1 crore	185000 + 5% of the amount of which the total net business exceeds 70 lakhs
7.	Above 1 crore	335000 + 6% of the amount of which the total net business exceeds 1 crore

**NOTE:**

**Incentive is payable to an agency having no outstanding dues with AIR.**

## 5. CONVASSEER'S COMMISSION

In a Financial Year, Canvasser's commission will be as under :

Upto Rs. 50,000/-	8%
Above Rs. 50,000/-	10%

Note: Business to be accepted only on advance payment.

## 6. OTHER CONCESSIONS

- (i) 15% to Central and State Government Departments.
- (ii) 15% to Public Sector Undertakings / Autonomous Bodies
- (iii) 10% for private clients and SSI Units.

**Admissible Service Tax will be charged on the Net Amount.**

### NOTE:

The above concessions are available to those clients who book their business directly with All India Radio and not through any Advertising Agency.

- (iv) 50% for spots on AIDS, cancer, blood/eye/kidney donation, leprosy, TB, Dengue, Malaria and other similar epidemics etc.

- (iv) 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 :

No other concession will be allowed on availing the above 50% concession.  
The above concession is not allowed with News, Sports Commentary

**PART – VI**  
**GENERAL INSTRUCTIONS**

## **GENERAL INSTRUCTIONS**

### **1. AGENCY COMMISSION:**

The Accredited Agencies/ Registered Agencies will be allowed 15% commission.

**Admissible Service Tax will be charged on the Net Amount.**

Note : The credit facility of 45 days is available for Accredited Agencies and 60 days credit facility for Central Government Departments, State Government Departments and PSUs.

### **2. 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 legislation affecting advertising in this country, particularly the following Acts and the Rules framed under them, as amended from time to time:-
  - i. Drugs and Cosmetics Act, 1940.
  - ii. Drugs Controls Act, 1950
  - iii. Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.
  - iv. Copyright Act, 1957
  - v. Trade and Merchandise Marks Act, 1958.
  - vi. Prevention of Food Adulteration Act, 1954
  - vii. Pharmacy Act, 1948
  - viii. Prize Competition Act, 1955
  - ix. Emblems and Names (Prevention of Improper Use) Act, 1950
  - x. Consumer Protection Act, 1986
  - xi. Indecent Representation of Women (Prohibition) Act, 1986
  - xii. Code of Ethics for advertising in India issued by the Advertising Council of India.
  - xiii. Code of Standards in relation to the advertising of medicines and treatments.
  - xiv. Standards of practice for Advertising Agencies.
  - xv. Code for Commercial Broadcasting, copy of which may be had from the Central Sales Unit.
- e The following products/services are allowed for broadcast on All India Radio :
  1. Jewellery / Precious Stones
  2. Matrimonial Agencies
  3. Astrologers / Numerologists

4. Mutual Funds approved by SEBI
5. Hair Dyes
6. Foreign Products
7. Foreign Banks including financial services
8. Family Planning Devices
9. Government-run lotteries
10. Finance Rating Agencies
11. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
12. Guide Books
13. Holidays Resorts
14. Baby foods provided a Mandatory clause "Breast Milk is the best for babies up to a specific age" is broadcast prior to the advertisement.
15. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. All such advertisements must carry a statutory message at the end as follows :-

"Listeners are advised to check the genuineness of the claims made. While booking such ads Agency/Client must also indemnify AIR from any legal wrangles."

f Advertising 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 derides 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 ways;
- 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.

### 3. TECHNICAL SPECIFICATIONS FOR RECORDING

Commercial announcements recorded on magnetic recording tape shall conform to the following standards.

- a. The recording shall be full track on 6.3 mm.  $\pm 0.06$  mm wide good quality professional magnetic tape (Standard Play of 1.5 mm thick) at a level given below at a tape speed of 19.05 cms/sec & 7.5 inches/sec.)
- b. The spool size shall not be less than 5" (13 cms.) in diameter. (7" (18 cms.) diameter spool shall be preferred).
- c. The tape should have at least 3 to 4 metre of leader tape or blank tape in the beginning before the recorded message starts. This also applies to the spacing in between two advertisements recorded on a single tape.

- d. The distortion at the normal recording level (185 nwb/m) should be less than 1%. Signal to Noise ratio should be better than 52 db. The overall frequency response should be +2 db between 30 Hz. And 10 KHz.
- e. After the initial blank margin there should be 10 sec of 1 KHz. Tone recorded at a normal recording flux level of 185 nwb/m. The recording or item of programme should not exceed this normal recording level (i.e. 185 nwb/m.)
- f. Tape recording shall contain spoken identification announcements as follows:
  - i) An announcement giving the name of the advertiser, products, the number of commercials and the duration of each in the order of recording.
  - ii) A label shall be attached to the carton containing the tape giving the following details:
 

Tape No.....	Client.....	Product.....
Agency.....	Spot No.....	Period of Broadcast.....
Duration of each Commercial .....	Language.....	Date of submission.....
  - iii) All recorded material should be made available well in advance. (at least 20 days in advance of the date of broadcast). Every tape must contain a copy of the script of the recorded material.

**NOTE : RECORDINGS ON CDs ARE ALSO ACCEPTED**

4. In Sponsored Programmes, the sponsors' publicity will be limited to FCT. It cannot form part of the content. However, FCT can be spread over the programme at proper punctuation points.

**5. PROCEDURE OF PAYMENTS :**

- a) When the operation is through other than Accredited Agencies the payment shall be made in advance not later than 15 days before the broadcast is due to commence by Demand Drafts/Pay Orders on a local Bank in favour of "State Bank of India, Account Prasar Bharati, All India Radio"..
- b) When the Advertiser operates through the Accredited Agencies the payment of Ad charges will be made on monthly basis within 45 days and 60 days for PUC/Central/State Government from the first of the month following the date of broadcast by 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 :**

- i. As per Clause 17 of the contract the Agency shall be responsible for the payment of advertising and related bills severally as well as jointly with the Advertiser.
- ii. 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.
- iii. When Govt. dues, which are payable by certain fixed dates are paid by cheque/draft, it should reach the receiving office latest on the working day preceding the date on which the payment is to be made. "Working Day" shall be deemed to be a day on which the office is open for transacting their normal business.

## **6 CANCELLATION OF BOOKINGS:**

As per clause 21 of the contract Advertiser may cancel the bookings upon notice in writing to the office where the booking is made as follows:

- a. Not less than 45 clear days notice in respect of spot advertisements.
- b. Not less than 60 clear days notice in respect of sponsored programmes.
- 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.

## **7 GRANT OF AGENCY STATUS**

### **A. REGISTRATION :**

NEW Agencies, which are genuinely interested / engaged in advertising, shall be eligible for REGISTRATION subject to the satisfaction of competent authority about their bonafides. Interested Agencies may send their application in the prescribed form to any of the following :

- i) The Director of Sales, Central Sales Unit, All India Radio, Mumbai – 400 020
- ii) The Station Director or the Assistant Station Director, Commercial Broadcasting Service of their locality.  
Application forms may be obtained from Central Sales Unit or any Commercial Broadcasting Service Centers (free of cost)
- iii) A Registration Fee of Rs. 3000/-(non-refundable) will be charged.

**B. ACCREDITATION :**

Those agencies which are genuinely interested / engaged in advertising, shall be considered for Accreditation, who have :

- i) Completed at least two years business with All India Radio as registered agency.
- 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) Given to All India Radio a minimum business of Rs. 1 lakh per year for two consecutive years. The year would start from the 1<sup>st</sup> of the month in which the Registration is given.
- 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.
- vii) A non-refundable processing fee of Rs. 5000 will be charged.

**8 ALL COMMUNICATIONS TO BE ADDRESSED TO:**

**a) In case of bookings involving more than one state : Director, C.S.U. Mumbai or any of the Mktg. Divisions mentioned below.**

**Marketing Divisions (Prasar Bharati)**

- |                       |              |             |            |
|-----------------------|--------------|-------------|------------|
| 1. Delhi              | 2. Mumbai    | 3. Chennai  | 4. Kolkata |
| 5. Hyderabad          | 6. Bangalore | 7. Guwahati | 8. Kochi   |
| 9. Thiruvananthapuram |              |             |            |

**b) In case of bookings involving more than one station in a state: S.D/ A.S.D of the concerned CBS Center mentioned below.**

**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 CBS Centre.**

**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**