



**RATES FOR
ADVERTISEMENTS
ON
ALL INDIA RADIO**

CATALOGUE

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PART – I

FM STATIONS

FM RAINBOW (20)

**DELHI, MUMBAI, CHENNAI, KOLKATA, BANGALORE,
LUCKNOW, PANAJI, JALLANDHAR, SHILLONG,
KODAIKANAL, HYDERABAD, VISHAKHAPATNAM,
VIJAYAWADA, KOCHI, TIRUCHIRAPALLY, COIMBATORE,
CUTTACK, MADURAI, TIRUNELVELI & PUDUCHERRY**

FM GOLD (4)

DELHI, MUMBAI, CHENNAI & KOLKATA

TIME BAND

CATEGORY	Hours
Prime Time (Category 1)	0700 - 1100 1700 - 2300
Mid Prime Time (Category II)	1100 - 1500
Non Prime Time (Category III)	1500 - 1700 2300 - 0700

FM RAINBOW RATES

SPOT BUY RATES FOR 10 SECONDS (IN RUPEES)

Name of Stations	Time	Time	Time
	Cat. - I	Cat.-II	Cat.-III
Delhi	1100	770	440
Mumbai	880	660	440
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	770	550	330
Lucknow/Kochi	550	440	280
Panaji/Jalandhar/Cuttack/ Vijayawada/Vishakhapatnam/ Tiruchirapally/Coimbatore/ Puducherry/Madurai/ Tirunelveli/Shillong	440	330	220

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

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

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

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

FM GOLD RATES

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

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

(For Spot-Buys)

1. Rate for more duration of spots (restricted upto 60 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.

**Rates for Campaign Songs/Jingles from Govt. Departments
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
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	4620	3300	1980
Lucknow Kochi	3300	2640	1680
Panaji/Jalandhar/Cuttack/Vijayawada/ Vishakhapatnam/Tiruchirapally/Coimbatore/ Puducherry/ Madurai/Tirunelveli/Shillong	2640	1980	1320

Note: For more than one minute (restricted upto 3 mts.), pro-rata rates will be charged.

Rates for Trailers (On FM RAINBOW CHANNELS)

(In Rupees)

Name of FM Station	Duration	T.C.-1	T.C.-2	T.C.-3
Delhi	3.30 mts.	3300	2310	1320
	2.30 mts.	2640	1850	1060
	1.30 mts.	1980	1390	790
Mumbai	3.30 mts.	2640	1980	1320
	2.30 mts.	2110	1580	1060
	1.30 mts.	1580	1190	790
Chennai/Kolkata/ Bangalore/Hyderabad/ Kodaikanal	3.30 mts.	2310	1650	990
	2.30 mts.	1850	1320	790
	1.30 mts.	1390	990	590
Lucknow/Kochi	3.30 mts.	1650	1320	840
	2.30 mts.	1320	1060	670
	1.30 mts.	990	790	500
Panaji/Jalandhar/Cuttack/ Vijayawada/Vishakhapatnam/ Tiruchirapally/Coimbatore/ Puducherry/Madurai/Tirunelveli/ Shillong	3.30 mts.	1320	990	660
	2.30 mts.	1060	790	530
	1.30 mts.	790	590	400

RATES FOR TRAILERS (On FM Gold Channels)

(IN RUPEES)

Name of Station	Duration	T.C.-1	T.C.-2	T.C.-3
Delhi	3.30 mts.	3300	2310	1320
	2.30 mts.	2640	1850	1060
	1.30 mts.	1980	1390	790
Mumbai	3.30 mts.	2640	1980	1320
	2.30 mts.	2110	1580	1060
	1.30 mts.	1580	1190	790
Chennai/Kolkata	3.30 mts.	2310	1650	990
	2.30 mts.	1850	1320	790
	1.30 mts.	1390	990	590

Rates for News Bulletins on FM GOLD Stations

1. Before or after News Bulletins on 4 FM Gold Stations

Delhi/ Mumbai/ Kolkatta/ Chennai

Rs. 3520 per 10" spot

2. Regional/National News Bulletin by individual FM Gold Stations

(Before / After News Bulletins)

Delhi Rs.1100/- per 10 seconds

Mumbai Rs. 880/- per 10 seconds

Kolkata Rs.770/- per 10 seconds

Chennai Rs.770/- per 10 seconds

FM-RATES

I. All 20 FM Rainbow Stations

II. 4 FM Rainbow Stations at 4 Metros

III. 4 FM Gold Stations at 4 Metros

IV. All 24 FM Stations (20 FM Rainbow + 4 FM Gold)

I. ALL 20 FM RAINBOW STATIONS

Particulars	T.C.-1	T.C.-2	T.C.-3
Spot Buy rates for 10 seconds	11770	8690	5510
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	127110	93920	59570

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

Particulars	T.C.-1	T.C.-2	T.C.-3
Spot Buy rates for 10 seconds	3520	2530	1540
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	38020	27330	16640

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

Particulars	T.C.-1	T.C.-2	T.C.-3
Spot Buy rates for 10 seconds	3520	2530	1540
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	38020	27330	16640

IV ALL 24 FM STATIONS (20 RAINBOW + 4 GOLD)

Particulars	T.C.-1	T.C.-2	T.C.-3
Spot Buy rates for 10 seconds	15290	11220	7050
Rates for sponsorship of in-house programmes of 30 minutes with FCT 120 seconds	165130	121250	76210

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/Mountabu, 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, Tiruchirappally, Varanasi, Vijayawada, Vishakhapatnam.

Group – III (28 Stations)

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

Local Radio Stations: Kochi, Kota, Manjeree

Group-IV (45 Stations)

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

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

Group –V (82 Stations)

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

Local Radio Stations

Adilabad, Akola, Alwar, Anantpur, Balaghat, Banswara, Baripada, Beed, Belonia, Betul, Bijapur, Bilaspur, Bolangir, Chandrapur, Chaibasa, Chhindwara, Chitradurg, Chittorgarh, Daman, Daltonganj, Diphu, Dharamapuri, Dhule, Godhara, Guna, Halflong, Hamirpur, Hazaribagh, Hospet, Jowai, Jhalawar, Joranda, Jorhat, Kailashahar, Karwar, Kathua, Khandwa, Keonjhar, Kurnool, Markapuram, Mokochung, Nagarcoil, Nagaur, Nanded, Nizamabad, Nagaon, 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

Category	Programmes
1.	Film Music / Album Music /Listeners' Choice
2.	All spoken word programmes and other music programmes
3.	Programme Category 3 will not be there now. Only Two Programme Categories have been suggested by the Rate Card Committee Members for PC/LRS

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)

Group of Stations	Prog. Cat.-1	Prog. Cat.-2
I	660	440
II	550	330
III	440	280
IV	330	220
V	220	170
ALL PC/LRS 190 Stations (As per the revised Rate Card)	65000	44000

RATE FOR SPONSORSHIP OF IN HOUSE PROGRAMME OF 30 MTS. DURATION WITH FCT 120 SECONDS

Group of Stations	Prog. Cat.-1	Prog. Cat.-2
I	7130	4750
II	5940	3570
III	4750	3030
IV	3570	2380
V	2380	1840
ALL PC/LRS 190 Stations	702000	475000

NOTE:

(For Spot-Buys)

1. Rate for more duration of spots (restricted upto 60 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.

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

(In Rupees)

Group of Stations	Programme Cat.1			Programme Cat.2		
	15'	10'	5'	15'	10'	5'
I	3960	2650	1350	2640	1800	900
II	3300	2250	1150	1980	1350	700
III	2640	1800	900	1680	1150	580
IV	1980	1350	700	1320	900	460
V	1320	890	450	1020	690	350
All PC/LRS 190 Stations	390000	260000	130000	264000	176000	88000

Rates for SPONSORED PROGRAMMES wherein the entire content of the programme is publicizing the products / services with No FCT

(In Rupees)

Group of Stations	Programme Cat.1			Programme Cat.2		
	15'	10'	5'	15'	10'	5'
I	11880	7950	4050	7920	5400	2700
II	9900	6750	3450	5940	4050	2100
III	7920	5400	2700	5040	3450	1740
IV	5940	4050	2100	3960	2700	1380
V	3960	2670	1350	3060	2070	1050
All PC/LRS 190 Stations	1170000	780000	390000	792000	528000	264000

RATES FOR SPONSORED SONGS

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

SONG DURATION: 3.30 MINUTES including FCT: 20 SECONDS**(In Rupees)**

Group I	Group II	Group III	Group IV	Group V
1320	1100	880	660	440

RATE FOR TRAILERS

Duration	Group I	Group II	Group III	Group IV	Group V
3.30 mts.	1980	1650	1320	990	660
2.30 mts.	1580	1320	1060	790	530
1.30 mts.	1190	990	790	590	400

**Rates for Campaign Songs/Jingles from Govt. Departments/PSUs
Duration One Minute with no FCT****(IN RUPEES)**

Group of Stations	Prog. Cat.-1	Prog. Cat.-2
I	3960	2640
II	3300	1980
III	2640	1680
IV	1980	1320
V	1320	1020

Note: For more than one minute (restricted upto 3 mts.), pro-rata rates will be charged.

RATE FOR NATIONAL NEWS

S. No.	Time	Rate for 10 seconds spot (In Rs.)
1.	Before 0800 hrs. Hindi news	9000
2.	Morning Mid News break - Hindi	18000
	English	18000
	Urdu	9000
3.	Afternoon news feature in English 1400-1430 hrs.	7000
4.	Afternoon news feature in Hindi 1430- 1500 hrs.	7000
5.	Mid break in afternoon news feature	
	English	14000
	Hindi	14000
6.	Before evening Hindi news at 2045 hrs.	6000
7.	After English news at 2115 hrs.	6000
8.	Mid break in evening news	
	Hindi	12000
	English	12000

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 upto 60 seconds) will be calculated on pro-rata basis.
3. 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)

S. No.	Name of the State/ language	Rate
1	Andhra Pradesh	3340
2	Arunachal Pradesh	1060
3	Assam	2110
4	Bihar	1650
5	Chhattisgarh	1320
6	Gujarat	1760
7	Haryana	1210
8	Goa	350
9	Himachal Pradesh	880
10	Jammu & Kashmir	1500
11	Jharkhand	1540
12	Karnataka	3520
13	Kerala	2380
14	Madhya Pradesh	3780
15	Maharashtra	5720
16	Manipur	330
17	Meghalaya	1140
18	Mizoram	550
19	Nagaland	550
20	Orissa	2550
21	Pondicherry	520
22	Punjab	1100
23	Rajasthan	3780
24	Sikkim	330
25	Tamilnadu	2820
26	Tripura	700
27	Uttar Pradesh	4400
28	Uttaranchal	550
29	West Bengal	1850
30	DELHI	660
31	Port Blair (A & N Islands)	330
	ALL STATES	54280

NOTE:

1. Rate for more duration (restricted upto 60 secs.) 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 mts News Bulletin	:	Before & After	:	60 seconds
		Mid-break	:	60 seconds
10 mts. & longer duration	:	Before & After	:	180 seconds
		Mid-break	:	120 seconds (Can be split into two midbreaks of 60-60 seconds)

STATE HOOK UP RATES FOR SPOT BUYS

Name of State	Spot Buys per 10 seconds	
	Prog. Cat.-1	Prog. Cat.-2
Andhra Pradesh	4180	2840
Arunachal Pradesh	1320	950
Assam	2640	1850
Bihar	1650	1110
Chattisgarh	1650	1110
Gujarat	2200	1500
Haryana	1210	770
Himachal Pradesh	880	620
Jammu & Kashmir	1870	1290
Jharkhand	1540	1060
Kerala	3190	2060
Karnataka	4400	3020
Maharashtra	7480	5110
Madhya Pradesh	4730	3190
Manipur	330	220
Sikkim	330	220
Meghalaya	1430	950
Mizoram	550	390
Nagaland	550	390
Tripura	880	620
Orissa	3190	2240
Punjab	1100	720
Rajasthan	4730	3310
Tamilnadu	4180	2710
Uttar Pradesh	5500	3170
Uttarakhand	550	390
West Bengal	2310	1550
Delhi	660	440
ALL STATES	65000	44000

STATE HOOK UP RATES FOR SPONSORSHIP PROGRAMS (In Rupees)

Name of State	Sponsorship of In-house Programmes of 30 mts. with FCT 120 seconds	
	Prog. Cat.-1	Prog. Cat.-2
Andhra Pradesh	45140	30670
Arunachal Pradesh	14260	10260
Assam	28510	19980
Bihar	17820	11990
Chattisgarh	17820	11990
Gujarat	23760	16200
Haryana	13070	8320
Himachal Pradesh	9500	6700
Jammu & Kashmir	20200	13930
Jharkhand	16630	11450
Kerala	34450	22250
Karnataka	47520	32620
Maharashtra	80780	55190
Madhya Pradesh	51080	34450
Manipur	3560	2380
Sikkim	3560	2380
Meghalaya	15440	10260
Mizoram	5940	4210
Nagaland	5940	4210
Tripura	9500	6700
Orissa	34450	24190
Punjab	11880	7780
Rajasthan	51080	35750
Tamilnadu	45140	29270
Uttar Pradesh	59400	34240
Uttarakhand	5940	4210
West Bengal	24950	16740
Delhi	7130	4750
ALL STATES	702000	475000

State Hook-up Rates for SPONSORED PROGRAMME of 15 Mts., 10 Mts. & 5 Mts. Duration with FCT 60 Sec., 40 Sec. & 20 Sec. respectively.

Name of State	Programme Cat. 1			Programme Cat. 2		
	15'	10'	5'	15'	10'	5'
Andhra Pradesh	25080	16730	8370	17040	11370	5690
Arunachal Pradesh	7920	5290	2650	5700	3810	1910
Assam	15840	10570	5280	11100	7410	3710
Bihar	9900	6610	3310	6660	4450	2230
Chattisgarh	9900	6610	3310	6660	4450	2230
Gujarat	13200	8810	4410	9000	6010	3010
Haryana	7260	4850	2430	4620	3090	1550
Himachal Pradesh	5280	3530	1770	3720	2490	1250
Jammu & Kashmir	11220	7490	3750	7740	5170	2590
Jharkhand	9240	6170	3090	6360	4250	2130
Kerala	19140	12770	6390	12360	8250	4130
Karnataka	26400	17610	8810	18120	12090	6050
Maharashtra	44880	29930	14970	30660	20450	10230
Madhya Pradesh	28380	18930	9470	19140	12760	6390
Manipur	1980	1330	670	1320	890	450
Sikkim	1980	1330	670	1320	890	450
Meghalaya	8580	5730	2870	5700	3810	1910
Mizoram	3300	2210	1110	2340	1570	790
Nagaland	3300	2210	1110	2340	1570	790
Tripura	5280	3530	1770	3720	2490	1250
Orissa	19140	12770	6390	13440	8970	4490
Punjab	6600	4410	2210	4320	2890	1450
Rajasthan	28380	18930	9470	19860	13250	6630
Tamilnadu	25080	16730	8370	16260	10850	5430
Uttar Pradesh	33000	22010	11010	19020	12690	6350
Uttarakhand	3300	2210	1110	2340	1570	790
West Bengal	13860	9250	4630	9300	6210	3110
Delhi	3960	2650	1330	2640	1770	890
ALL STATES	390000	260000	130000	264000	176000	88000

NATIONAL CHANNEL

Time Category	Spot-Buy 10 seconds	Sponsorship of in-house programs of 30 minutes FCT 120 seconds	Sponsored programs of 15 minutes FCT 60 seconds
Time Category - 1 1900-2200 hrs	1320	14260	7920
Time Category - 2 2200 – 0100 hrs	1100	11880	6600
Time Category - 3 0100-0600 hrs	880	9500	5280

NOTE

For other duration of programme 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):

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

Group – B (16):

Kanpur, Allahabad, Lucknow, Jaipur, Bhopal, Indore, Patna, Rajkot, Vadodara, Thiruvananthapuram, Kozhikode, 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

Time Category	Hours
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
VB Network	11000	9300	7500
VB National	14000	11900	9500

RATES FOR SPONSORED PROGRAMME OF 15 MINUTES WITH FCT 60 SECONDS

(IN RUPEES)

Group of Stations	Time Cat.-1	Time Cat.-2	Time Cat.-3
A	3000	2640	1980
B	2340	1980	1680
C	1680	1320	1020
VB Network	66000	55800	45000
VB National	84000	71400	57000

VB Network means 35 Hindi Stations (30 + 5 additional stations)

VB National means all the 42 Stations (37+5 additional stations)

Sponsored Programme of more than 15 Mts. not allowed. For less duration of Sponsored Programmes, the rate and FCT will be calculated on pro-rata basis.

NOTE:

(For Spot-Buys)

1. Rate for more duration of spots (restricted upto 60 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.

TIME SLOTS FOR SPONSORED PROGRAMMES ON VBS

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

NOTE:

1. Maximum duration of Sponsored Programmes on VBS will be 15 mts only.
2. The following programmes will be accepted as sponsored programmes :-
3. Bhakti Sangeet
4. Classical music based programme
5. Pitara (variety programme)
6. Hawa Mahal
7. Quiz programme
8. Sports based entertainment programmes
9. Plays and serials
10. Publicity programmes of music companies
11. Radio report of award functions
12. Magazine programme featuring news from the film world.

RATES FOR SPONSORSHIP OF IN HOUSE PROGRAMME**(In Rupees)**

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	22000	28000
Bhule Bisre Geet	30 + 30	I	60	26000 + 26000	34000 + 34000
Sangeet Sarita	15	I	30	13000	17000
Triveni	15	I	30	13000	17000
Morning Chitralok	30 + 30	I	60 + 60	26000 + 26000	34000 + 34000
Manchahe Geet	30 + 30	II	60 + 60	22000+22000	28000+28000
Sakhi Saheli	30 + 30	III	60 + 60	18000 + 18000	23000 + 23000
Pitara	30 + 30	III	60 + 60	18000 + 18000	23000 + 23000
Filmi Hangama	30	III	60	18000	23000
Jaimala	40	I	60	26000	34000
Evening Chitralok	30	I	60	26000	34000
Hawa Mahal	15	I	30	13000	17000
Chhayageet	30	I	60	26000	34000
Aap Ki Farmaish	30	I	60	26000	34000

NOTE:

1. 20% extra for branding the programme.

RATES FOR SPONSORSHIP OF LOCAL VARIATION PROGRAMMES OVER VBS

Programme 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 programmes 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 Programme	Duration	Rate (In Rupees)
Time Cat.1 (Songs)	3.30	4200
(Trailer)	3.30	6000
	2.30	4800
	1.30	3600
Time Cat.2 (Songs)	3.30	3000
Time Cat.3 (Songs)	3.30	2400

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 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	2400
Madhur Geetam	3.30	20	1800
Nandana – Bangalore	3.30	20	1400
Nandana – Dharwad	3.30	20	900
Janranjani – Hyderabad	3.30	20	1200
Janranjani – Vijayawada	3.30	20	900
Ganopaharam – Thiruvananthapuram	3.30	20	1200
Ganopaharam – Kozhikode	3.30	20	900
Ungalviruppanm – Chennai	3.30	20	1200

Local Variation Programme

Stations	Duration of Song	T.C.1	T.C.2	T.C.3
Group A	3.30	1400	1200	950
Group B	3.30	1200	950	700
Group C	3.30	950	700	600

Rates for Trailer – 3.30 mts.

South Indian Film Music Chunks

Name of the Programme	Duration. Of Trailer	FCT (secs.)	Rate in Rs.
Geet Malika	3.30	30	3600
Madhur Geetam	3.30	30	2700
Nandana – Bangalore	3.30	30	2100
Nandana – Dharwad	3.30	30	1350
Janranjani – Hyderabad	3.30	30	1800
Janranjani – Vijayawada	3.30	30	1350
Ganopaharam – Thiruvananthapuram	3.30	30	1800
Ganopaharam – Kozhikode	3.30	30	1350
Ungalviruppanm – Chennai	3.30	30	1800

Local Variation Programme

Stations	Duration of Trailer	FCT (secs.)	Rate TC 1	Rate TC 2	Rate TC 3
Group A Stations	3.30	30	2000	1800	1500
Group B Stations	3.30	30	1600	1400	1200
Group C Stations	3.30	30	1250	1100	950

Rates for Trailer – 2.30 mts.

South Indian Film Music Chunks

Name of the Programme	Duration. Of Trailer	FCT (secs.)	Rate in Rs.
Geet Malika	2.30	20	2900
Madhur Geetam	2.30	20	2150
Nandana – Bangalore	2.30	20	1650
Nandana – Dharwad	2.30	20	1100
Janranjani – Hyderabad	2.30	20	1450
Janranjani – Vijayawada	2.30	20	1100
Ganopaharam – Thiruvananthapuram	2.30	20	1450
Ganopaharam – Kozhikode	2.30	20	1100
Ungalviruppanm – Chennai	2.30	20	1450

Local Variation Programme

Stations	Duration of Trailer	FCT (secs.)	Rate TC 1	Rate TC 1	Rate TC 1
Group A Stations	2.30	20	1450	1150	950
Group B Stations	2.30	20	1150	950	800
Group C Stations	2.30	20	950	750	600

Rates for Trailer – 1.30 mts.

South Indian Film Music Chunks

Name of the Programme	Duration. Of Trailrr	FCT (secs.)	Rate in Rs.
Geet Malika	1.30	10	2150
Madhur Geetam	1.30	10	1650
Nandana – Bangalore	1.30	10	1250
Nandana – Dharwad	1.30	10	800
Janranjani – Hyderabad	1.30	10	1100
Janranjani – Vijayawada	1.30	10	800
Ganopaharam – Thiruvananthapuram	1.30	10	1100
Ganopaharam – Kozhikode	1.30	10	800
Ungalviruppanm – Chennai	1.30	10	1100

Local Variation Programme

Stations	Duration of Trailer	FCT (secs.)	Rate TC 1	Rate TC 2	Rate TC 3
Group A Stations	1.30	10	1150	950	800
Group B Stations	1.30	10	1100	750	600
Group C Stations	1.30	10	750	600	450

Local Variation Time Slots for Vividh Bharati Stations

Sl.No.	Timings
1	08.00 A.M.to 08.15 A.M.
2	09.15 A.M. to till the end of the 01 st 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:

(For Sponsored / Sponsorship Programmes)

1. 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.
2. 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.
3. Promos will not be allowed along with national/regional news.
4. 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. 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. 12,375/-
Group II Station	:	Rs. 9,900/-
Group III Station	:	Rs. 7,420/-
Group IV Station	:	Rs. 4,950/-
Group V Station	:	Rs. 3,960/-

RATES (FM Rainbow) :

Delhi	:	Rs. 19,800/-
Mumbai	:	Rs. 19,800/-
Chennai/Kolkata/Bangalore/ Hyderabad/Kodaikanal	:	Rs. 14,850/-
Lucknow/Kochi	:	Rs. 12,600/-
Panaji/Jalandhar/Cuttack/ Vijayawada/Vishakhapatnam/ Tiruchirapally/Coimbatore/Puducherry/ Madurai/Tirunelveli/Shillong	:	Rs. 9900/-

RATES (FM Gold) :

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

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. Run-on-Schedule spots will not be broadcast during Relays / Commentaries/News/Film Music programme.
3. 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 (FCT:-450Seconds)

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

RATES (PC/LRS) :

Group I Station	:	Rs. 16,090/-
Group II Station	:	Rs. 12,370/-
Group III Station	:	Rs. 9,900/-
Group IV Station	:	Rs. 7,420/-
Group V Station	:	Rs. 5,690/-

RATES (FM Rainbow) :

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

RATES (FM Gold) :

Delhi	:	Rs. 27,220/-
Mumbai	:	Rs. 24,750/-
Chennai/Kolkata	:	Rs. 19,800/-

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/Film Music programme.
- 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.

5. 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.

RATES FOR CLASSIFIEDS

1. VB/PC/LRS Rs. 200/- 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 available at a certain 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).

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 programmes.

PRODUCTION CHARGES FOR SPOTS AND JINGLES -**IN RUPEES**

SPOT UPTO 30 SECONDS	JINGLE UPTO 30 SECONDS
6000	15000

Note: Spots/Jingles 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. Rates for Spots / Jingles more than 30 seconds will be charged as 60 seconds.

PRODUCTION CHARGES FOR SPONSORED PROGRAMMES (IN RUPEES)

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

The broadcast fee will be charged in addition to the above production fee.

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 on production fee as well as on broadcast fee.
4. A Sponsor is entitled for free opening & closing credit lines of 5 sec. each in addition to FCT.
5. A maximum of 15 Mts. Sponsored Programme will be allowed.

9. SPONSORSHIP RATES FOR NATIONAL PROGRAMME OF MUSIC / SPOKEN WORDS PROGRAMME

S.N.	Name of Programme	Duration	FCT Allowed	Amount (Rs.)
1	National Programmes of Music (classical/regional/folk/light music etc.)	30 mts.	60 sec.+ 2 credit lines	16,500
2	Sunday Night Concert	30 mts.	60 sec.+ 2 credit lines	12,100
3	National Sports Magazine (Hindi)	30 mts.	30 sec.+ 2 credit lines	7,700
4	National Sports Magazine (English)	30 mts.	30 sec.+ 2 credit lines	6,600
5	National Programme of Feature (Hindi)	30 mts	30 sec.+ 2 credit lines	7,700
6	National Programme of Feature (English)	30 mts	30 sec.+ 2 credit lines	6,600
7	Science Magazine	30 mts	30 sec.+ 2 credit lines	6,600
8	National Programme of Talks (Hindi)	15 mts.	20 sec.+ 2 credit lines	5,500
9	National Programme of Talks (Hindi)	15 mts.	20 sec.+ 2 credit lines	5,500
	SPOT BUY RATES PER 10 SECONDS BEFORE NATIONAL PROGRAMMES	CAP.SIZE 60 sec.	-	2,200

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

10. 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	11,000
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, Coimbatore, Tiruchirapalli, Madurai, Pondicherry, Tirunelveli	6600
15	Telugu	5	Chennai, Hyderabad, Vijaywada, Vishakhapatnam, Cuddapah	5500

11. Allocating Broadcasting Time for Sponsored Programmes

- (i) No agency / client should be allocated more than 15 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.

12. RATES FOR SPONSORSHIP OF STAGE PROGRAMMES

Group I Station	Rs. 13,200
Group II Station	Rs. 9,900
Group III Station	Rs. 7,700
Group IV Station	Rs. 4,840
Group V Station	Rs. 3,520

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 programme.

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

13. RATES FOR POLITICAL ADVERTISEMENTS DURING VARIOUS ELECTIONS:

FM STATIONS	:	Rs. 1700 /- for 10 seconds spot
PC /LRS	:	Rs. 1000/- for 10 seconds spot
VBS	:	Rs. 800/- for 10 seconds spot

Note :

No production work will be undertaken by All India Radio. For more duration of spots (restricted upto 60 seconds), rates will be charged on pro-rata basis.

14. 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.

15. 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.

16. 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

17. 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 (presently @ 12.36 %) would be levied.
- f) Advance payment will be required.

18. SPORTS EVENTS

A) Local level (PC) : Spot-buy rates for Film Music of the concerned station

(FM) : Spot-buy rate of Prime Time Cat. of the concerned stn.

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 in consultation with DG:AIR

19. HIRING OF AIR STUDIOS

Booking Charges : Rs. 100/-

Hiring charges : Rs. 900/- per hour

PART V

CONCESSIONS/DISCOUNT

CONCESSIONS / DISCOUNT

1. If a spot is broadcast in prime time category is repeated in non-prime time category on the same day over VBS, 25% discount will continue for the same number of spots booked in prime time category.
2. BULK BOOKING DISCOUNT (For FM/PC /LRS /VBS)

Bulk Booking Discount is applicable for Spot-Buys, Sponsorship of in-house programmes as well as sponsored programmes.

Number of Stations	30 to 60 days	61 to 120 days	121 to 180 days	181 to 240 days	241 to 300 days	301 to less than 365 days	Yearly Booking for 365 days
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 meant for the Clients / Advertisers & will be calculated on the gross amount and will be deductible at source.

3. 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 10 lakhs
3.	Above 10 lakhs but less than 30 lakhs	10000 + 2% of the amount of which the total net business exceeds 20 lakhs
4.	Above 30 lakhs but less than 50 lakhs	30000 + 3% of the amount of which the total net business exceeds 30 lakhs
5.	Above 50 lakhs but less than 70 lakhs	90000 + 4% of the amount of which the total net business exceeds 50 lakhs
6.	Above 70 lakhs but less than 1 crore	170000 + 5% of the amount of which the total net business exceeds 70 lakhs
7.	Above 1 crore	320000 + 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.

4. 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.

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.

Admissible Service Tax will be charged on the Net Amount.

NOTE: The credit facility of 45 days is available for accredited advertising agencies & 60 days credit facility for Central Govt. Deptt., State Govt. Deptt. & PSUs.

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

(v) 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 :

- The above concession is not allowed with News, Sports Commentary and relay.
- No other concession to the advertisers/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.

Note: A statutory message up to 3 Sec. with advertisements related to soft drinks, baby food etc. is not chargeable.

f Advertising shall be so designed as to conform to the Laws of the Country and should not offend 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.

2. TECHNICAL SPECIFICATIONS FOR RECORDING

Commercial announcements recorded on CD in wave form conforming to the following standards.

CD 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:

CDNo.....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 CD must contain a copy of the script of the recorded material.

3. 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.

4. Payment Procedure

- a) For other than the Accredited Agencies 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 "PB(BCI) CBS, AIR(name of the concerned CBS). The payment is also acceptable through ECS mode.

- b) When the Advertiser operates through the Accredited Agencies the payment of Ad charges will be made on monthly basis within 45 days and for PSU/Central/State Government within 60days from the first of the month following the date of broadcast Payment will be made buy 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 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.

5. CANCELLATION OF BOOKINGS:

As per clause 21 of the contract Advertiser may cancel the bookings giving notice in writing to the AIR 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.

6. GRANT OF AGENCY STATUS / ENROLMENT OF CANVASSERS

A. CANVASSERSHIP:

Any individual may apply for Canvassership 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. 100000/- per annum, may lose their Canvassership. After two consecutive financial years business with AIR, they can apply for Registered Agency status.

B. REGISTRATION STATUS:

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.
- iii) A Registration Fee of Rs. 3000/-(non-refundable) will be charged.
- iv) 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.
- v) Agencies failed to place a minimum business of Rs. 2 lakh per annum with AIR, may lose their registration status.

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.

7. APPLICATION /COMMUNICATIONS

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

Marketing Divisions (Prasar Bharati)

- | | | | |
|------------------------|---------------|-------------|------------|
| 1. Delhi | 2. Mumbai | 3. Chennai | 4. Kolkata |
| 5. Hyderabad | 6. Bangalore | 7. Guwahati | 8. Kochi |
| 9. Thiruvananthapuram. | 10. Jalandhar | | |

- b) Booking for Single Station, more than one station in a state: Programme 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**

