



PRASAR BHARATI
(Broadcasting Corporation of India)

Doordarshan Commercial Service

Rate Card for In-house Programmes Marketing

Regional Kendras

DDK, Agartala

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM- 8:00PM	2800	120	600
'A' 6:30PM- 7:00PM	2300	120	550
'B' 5:30PM-6:30PM (Monday-Friday) 3:00PM-6:30PM (Saturday)	2000	120	500
News			1600 (Before/After) 1900 (Mid-Break)

DDK, Ahmadabad

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special : 7:00PM to 8:00PM			
Film Based	44000	90	10,000
Non Film Based	44000	120	10,000
'A' 6:30PM -7:00PM (All days) 8:30AM-9:00AM (Sunday)			
Film Based	15000	90	4000
Non Film Based	15000	120	4000
'B' Before 6:30PM			
Film Based	9000	90	2000
Non film Based	9000	120	2000
News			12000 (Before/After) 15000 (Mid-Break)

RLSS, Ahmedabad (DD-Girnar)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time :			
8.00PM-10:30PM			
Film Based	8000	180	3000
Non Film Based	8000	210	3000
Non Prime Time :			
8.00 AM-8.00PM			
10:30PM-8:00AM			
Film Based	5000	180	2000
Non Film Based	5000	210	2000

DDK-Aizwal

In -house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	3000	120	600
'A' 6:30PM-7:00PM	2500	120	500
'B' 5:30PM-6:30PM (Monday-Friday) 3:00PM- 6:30PM (Saturday & Sunday)	2000	120	400
News			700 (Before/After) 800 (Mid-Break)

DDK- Akola

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:30PM-7:00PM	1500	180	400
'A' 6:00PM-6:30PM			
Film Based	1500	120	400
Non Film Based	900	150	300

DDK- Allahabad

In-House Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-7:00PM	6000	100	1000

DDK- Bangalore

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Features Film (Any Time)	100000	120	10000
Film Songs	60000	120	10000
Super 'A' 7:00PM-8:00PM			
Film Based	48000	120	8000
Non Film Based	40000	120	7500
'A' Special 6:30PM-7:00PM			
Film Based	30000	120	5000
Non Film Based	20000	120	4000
'A' 3:00PM-6:30PM			
Film Based	12000	120	3000
Non Film Based	10000	120	2500
'B' 6:00AM-9:00AM			
Film Based	20000	90	10000
Non Film Based	8000	120	2000
Regional News			12000 (Before/After) 15000 (Mid-Break)
Sponsorship of News Segments	Rs.15000	(with opening & closing credit lines of 5 secs. each.)	

RLSS- Bangalore (DD-Chandana)

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Feature Film	25000	100	5000
Special Film Songs Programme	10000	120	5000
Prime Time 8:00PM-11:00PM (All Days) 7:30PM-3:00PM (Sunday & Holidays)			
Film Based	10000	120	3000
Non Film Based	8000	120	2500
Non Prime Time : Rest of the time			
Film Based	8000	120	2500
Non Film Based	5000	120	2000
News			3000 (Before/ After) 4000 (Mid-Break)

DDK-Bareilly

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:30PM-7:00PM	4500	150	2000
'B' 5:00PM- 6:30PM	3500	120	1000

DDK-Bhawanipatna

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 5:00PM-5:30PM	1500	120	400

DDK- Bhopal

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special After 7:00PM			
Film Based	23000	90	8000
Non film Based	23000	120	8000
'A' 6:30PM-7:00PM			
Film Based	11500	90	4000
Non Film based	11500	120	4000
Kalyani			8000
'B' Before 6:30PM			
Film Based	4600	90	2000
Non Film Based	4600	120	2000
News 7:00PM			8000 (Before/After) 12000 (Mid-Break)

DDK-Bhubaneswar

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special Oriya Feature Film	35000	90	10000
Mid Spot Oriya Feature Film			15000
Super 'A' 7:00PM-8:00PM			
Film Based	33000	90	10000
Non Film Based	22000	120	6000
'A' Special 6:00PM- 7:00PM (Monday – Saturday)			
Film Based	13500	90	4000
Non Film Based	6500	90	2000
Kalyani			6000
'A' 6:00AM-9:00AM			
Film based	12500	90	4000
Non film based	6500	90	2000
Regional News			7000 (Before/After) 9000 (Mid-Break)

RLSS-Bhubneshwar (DD-6)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time 8:00PM-10:30PM			
Film Based	4200	180	2000
Non Film Based	3200	210	1500
Non Prime Time 9:00AM-3:00PM, 10:30PM-6:00AM			
Film Based	3200	180	1500
Non Film Based	2200	210	1000

DDK- Chandigarh

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:30PM-7:00PM	2300	180	550
'A' 6:00PM-6:30PM			
Film Based	2300	120	550
Non Film Based	1400	150	300

DDK- Chennai

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Feature Film	100000	120	15000
Film Song Based(OliyumOliyu m)	100000	120	15000
Super 'A' 7:00PM – 11:00PM			
Film Based	48000	150	7500
Non Film Based	40000	150	6000
'A' Special 3:00PM- 7:00PM			
Film Based	22000	150	6000
Non Film Based	18000	150	3500
Regional News 5:00PM 7:00PM 8:15PM		12000 (Before) 15000 (Mid-Break)	12000 (Before/After) 15000 (Mid-Break)
Sponsorship of News Segments in News Bulletin (Bullion rates/sports/weather report etc.) only caption without audio.			3000
Sponsorship of News Segments in News Bulletin (Bullion rates/sports/weather report etc.) Caption with audio with opening & closing credit lines of 5 secs. each			6000

RLSS- Chennai (DD-Podhigai)

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
Feature Film	25000	100	5000
Film Songs Programme	10000	120	3000
Non-Prime Time			
Film based	8000	120	2000
Non Film Based	6000	150	2000
Regional News 8:00AM 10:00AM 12:00Noon 2:30PM 10:00PM(Friday & Saturday)			2500 (Before/After) 3000 (Mid-Break)

DDK-Dehradoon

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:00PM-7:00PM (Monday to Friday) 6.30PM-7.00PM (Saturday & Sunday)			
Film Based	7500	120	1200
Non Film based	7500	150	1200
'A' 5:00PM – 6:00PM	6000	150	900
Kalyani			400

DDK-Dibrugarh

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super A 7:00PM-8:00PM	2500	150	600
'A' Special 6:30PM- 7:00PM	2000	180	600
'A' 6:00PM – 6:30PM	1500	150	400
'B' 5:30PM-6:00PM	1000	120	400
News			650 (Before/After) 750 (Mid-Break)

DDK-Daltonganj

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM- 6:30PM	1600	120	400
'B' 5:30PM- 6:00PM	1100	120	300

DDK-Gangtok

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-6:30PM	2000	120	400
'B' 5:30PM-6:00PM	1500	120	300

DDK- Gorakhpur

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 3:00PM – 4:00PM (Sunday Only)			
Film Based	4800	90	2400
Non Film Based	4800	120	2400
'A' 6:30PM -7:00PM			
Film Based	4800	90	2400
Non Film Based	4800	120	2400
'B' 5:30PM – 6:30PM			
Film Based	2400	90	1200
Non Film Based	2400	120	1200

DDK- Guwahati

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM-8:00PM	10000	150	5000
'A' 6:00PM-7:00PM	7000	90	3000
Kalyani			9000
'A' 4:00PM-6:00PM (Sunday)	5500	90	2000
'B' 2:30PM-4:00PM	3500	90	1000
*8:30 AM	6000	90	1500
North East English News			11000 (Before/After) 13750 (Mid-Break)
Assamese News			10000 (Before/After) 12500 (Mid-Break)

***Commercial terms are for 30 Minutes duration. For lesser duration programme commercial terms shall be on pro-rata basis.**

PPC- Guwahati (North East)

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
4:00PM-6:00PM	5500	120	2000
8:00PM-10:30PM			
Film Based	2500	150	1000
Non Film based	2000	210	1000
Other than 8:00PM-10:30PM &4:00PM-6:00PM			
Film Based	1400	150	1000
Non Film Based	1100	180	500

DDK- Gulbarga

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
6:30PM-7:00PM	1000	150	400

DDK-Hisar

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM – 7:30PM			
Film Based	3500	90	600
Non Film Based	3500	120	600
'A' Special 6:30PM – 7:00PM			
Film Based	3000	90	500
Non Film Based	3000	120	500
'A' 6:00PM – 6:30PM	2500	120	500
'B' 5:00PM – 6:00PM	2000	120	400
Regional News			700 (Before/After) 800 (Mid-Break)

DDK- Hyderabad

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special Any Time	100000	90	15000
'A' Special After 7:00PM			
Film Based	40000	90	13000
Non Film Based	30000	120	13000
'A' Before 7:00PM			
Film Based	30000	120	13000
Non Film Based	20000	120	5000
'B' Before 6:30PM	10000	120	2500
Regional News 7:00PM			15000 (Before/After) 16000 (Mid-Break)
Regional News 7:00AM			8000 (Before/After) 9000 (Mid-Break)

RLSS- Hyderabad (DD-Saptagiri)

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Telugu Feature Film(Any time)	25000	100	5000
Prime Time 7:30PM -10:30PM			
Film Based	12000	120	4500
Non Film Based	10000	120	3500
Non Prime Time 10:30PM – 7:30PM (Next day)			
Film Based	10000	120	3000
Non Film Based	10000	120	2500
Regional News			4000

DDK-Imphal

In- house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	3000	120	600
'A' 6:30PM-7:00PM	2500	120	500
'B' 5:30PM-6:30PM	2000	120	400
News			700 (Before/After) 800 (Mid-Break)

DDK- Indore

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30 PM to 6:00 PM	3000	120	1000

DDK- Itanagar

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM- 8:00PM	4000	120	600
'A' 6:30PM- 7:00PM	3300	120	550
'B' 5:30PM - 6:30PM	2000	180	500
News			650 (Before/After) 750 (Mid-Break)

DDK- Jaipur

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special 7:30PM-8:00PM			
Film Based	50000	90	10000
Non Film Based	50000	120	10000
Super 'A' 7:00PM-7:30PM			
Film Based	24000	90	10000
Non Film based	24000	120	10000
'A' Special 6:30PM-7:00PM			
Film Based	12000	90	5000
Non Film Based	12000	120	5000
Kalyani			8000
'A' 6:00PM-6:30PM			
Film Based	10000	90	4000
Non Film Based	10000	120	4000
'B' 5:00PM-6:00PM			
Film Based	8000	90	2000
Non Film Based	8000	120	2000
News 7:00PM			10000 (Before/After) 12000 (Mid-Break)
Programme High Lights	8000	40	8000

DDK- Jalandhar

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special After 7:00PM			
Film Based	30000	90	9000
Non Film Based	30000	120	8000
News 7:00PM			9000 (Before/After) 10000 (Mid-Break)
'A' Before 7:00PM			
Film Based	20000	90	5000
Non Film Based	20000	120	4000
'B' 6:00PM-6:30 PM			
Film Based	12000	90	2500
Non Film Based	12000	120	2000
News 7:00PM			9000 (Before/After) 10000 (Mid-Break)
News 3:00PM 5:00PM			5000 (Before/After) 6000 (Mid-Break)

RLSS- Jalandhar (DD-Punjabi)

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
2:00PM- 10:00 PM			
Film Based/Variety Prog.	7500	210	3000
Non-film based	5000	210	2000
10:00PM-6:00AM			
Film Based/Variety Prog.	4000	210	1000
Non-film based	3000	210	750
6:00AM-2:00PM			
Film based/Variety Prog	5000	210	2000
Non-film based	4000	210	1000
Lishkara <u>October to March</u>			
Audio CD sponsored songs			10000 per song
Vedio CD sponsored songs			15000 per song
Lishkara <u>April to September</u>			
Audio CD sponsored songs			7500 per song
Vedio CD sponsored songs			10000 per song

DDK-Jagdapur

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30 PM to 6:00 PM	3000	150	500

DDK-Jalpaiguri

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30PM-6:00PM	3500	150	400

DDK- Jammu

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	4000	180	1000
'A' 6:00PM-7:00PM	3000	150	700
'B' 4:00PM-6:00PM	2000	120	600
(News) 7:00PM to7:15PM			1000 (Before/After) 2500 (Mid-Break)

DDK-Kohima

In- house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM-8:00PM	3000	120	600
'A' 6:30PM-7:00PM	2500	120	500
'A' 5:30PM-7:00PM	2000	120	400
News			700 (Before/After) 800 (Mid-Break)

DDK- Kolkata

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
4.00PM (Sunday) Feature Film	150000	120	15000
11.30AM/10.35PM Daily Feature Film & Serialized film	20000	120	6000
Super 'A' Special 7.30PM-8.00PM	38000	120	9000
Super 'A' 3:00PM-4.00PM (Sunday)	18000	120	3500
Super 'A' 5:00PM-7:00PM	18000	90	3500
'A' 3:00PM-5:00PM	7000	90	2500
Regional News 7:00PM			14000 (Before/After) 17000 (Mid-Break)
Regional News 5:00PM			4000 (Before/After) 5000 (Mid-Break)

RLSS-Kolkata- (DD-Bangla)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Bengali Feature Film 10:45PM	25000	120	5000
Prime Time : 8:00PM-10:30PM			
Film Based	12000	120	3000
Non Film Based	12000	150	3000
Non Prime Time : Rest of the time			
Film based	6000	150	2500
Non-film based	5500	150	2000

DDK- Lucknow

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' After 7:00PM			
Film Based	45000	100	15000
Non film Based	30000	120	10000
'A' Special 6:30PM-7:00PM	20000	120	5000
Kalyani			9000
'A' 6:00PM-6:30PM	15000	120	2000
'B' 4:00PM-6:00PM	10000	120	2000
Regional News			10000 (Before/After) 15000 (Mid-Break)

DDK- Leh

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
6.00PMto7:00 PM	3300	150	300

DDK- Mau

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-6:30PM	1600	120	400
'B' 5:30PM-6:00PM	1100	120	300

DDK- Mumbai

In - house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special	90000	90	15000
Super 'A' After 7:00PM			
Film Based	80000	90	12000
Non-Film Based	60000	120	8000
'A' Special 6:30PM- 7:00PM (Saturday & Sunday)			
Film Based	30000	90	8000
Non-Film Based	30000	120	7000
'A' Special 6:30PM- 7:00PM (Monday-Friday)			
Film Based	30000	90	7000
Non-Film Based	20000	120	5000
News			12000 (Before/After) 15000 (Mid-Break)

RLSS-Mumbai (DD-Sahyadri)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Feature Film			
Prime Time 6:00AM-9:00AM : Monday to Saturday (With terrestrial support)			
Film Based	17000	120	6000
Non Film Based	15000	150	5000
Prime Time 8:00PM-11:00PM			
Film Based	15000	150	3500
None Film Based	11000	180	3000
Non-Prime Time 11:00PM - 2:00PM (Next day)			
Film Based	8000	150	2500
Non Film Based	6000	180	2000
Batmya (News)			
Headlines(Vruttasar) 3:30PM, 4:30PM, 5:30PM, 8:00PM (with terrestrial support)			8000
Batmya (Mon-Fri) 5:00PM (with terrestrial support)			8000 (Before/After)
Batmya (all days) 7:00PM (with terrestrial support)			14000 (Before/After) 17500 (Mid-Break)
Batmya (all days) 9:30PM			4000 (Before/After) 5000 (Mid-Break)
Batmya (all days) 2:30PM			2500 (Before/After) 3125 (Mid-Break)
Batmya (Mon-Sat) 8:30AM			8000 (Before/After)
Batmya (Sunday) 8:30AM			2500 (Before/After) 3125 (Mid-Break)

DDK- Muzaffarpur

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 5:00PM-6:00PM	3000	150	600
'B' 4:30PM-5:00PM	2000	150	500

DDK- Nagpur

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:30PM-7:00PM			
Film Based	4500	120	600
Non Film Based	3000	180	500
'B' 6:00PM-6:30PM	2000	150	500

DDK- Panaji (Goa)

In- house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM-8:00PM	4500	120	2000
'A' 6:30PM-7:00PM	4000	150	1500
'B' 6:00PM-6:30PM (Konkani)	2500	150	1000
Regional News			2500 (Before/After) 3000 (Mid-Break)

DDK- Patna

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special 6:30PM onwards			
Film Based	30000	150	4000
Non-Film Based	25000	180	4000
Kalyani			8000
Super 'A' 6:00PM – 6:30PM	20000	120	3000
'A' Special 5:30PM – 6:00PM	12000	120	3000
'A' 5:00PM – 5:30PM	10000	120	2000
'B' 4:00PM-5:00PM	8000	120	2000
Regional News			10000 (Before/After) 15000 (Mid-Break)

DDK- Pondicherry

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 5:00PM-7:00PM			
Film Based	1200	120	250
Non Film Based	1100	150	250

DDK- Portblair

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 7:00 PM to 7:30 PM			
Film Based	4000	90	500
Non Film Based	3000	150	500
'B' 6:00 PM to 7:00 PM			
Film Based	1500	90	200
Non Film Based	1000	120	200

DDK- Raipur

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM – 8:00PM	6000	150	2000
'A' 6:30PM – 7:00PM	5000	150	1000
Kalyani			4000
'B' 5:00PM – 6:30PM	3000	120	500
News			1800 (Before/After) 2000 (Mid-Break)

DDK- Rajkot

In-House Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM – 6:30PM	2000	150	400
'B' 5:30PM – 6:00PM	1500	180	300

DDK- Ranchi

In-house Programme

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00 PM – 8:00 PM	12000	120	4000
'A' Special 6:00PM- 7:00PM	8000	90	3000
Kalyani			3000
'A' 5:00PM – 6:00PM	4500	90	1500
'B' 4:00PM – 5:00PM	3000	90	1000
'Kalyani' 6:30PM-7:00PM (Monday, Tuesday, Thursday, Friday)			3,000
News 7:00PM-7:15PM			4000 (Before/After) 5000 (Mid-Break)

DDK- Shimla

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM			
Film Based	7000	120	1000
Non Film Based	7000	150	1000
'A' 6:00PM-7:00PM	5000	150	700
'B' 4:00PM-6:00PM	3000	150	500
News			1200 (Before/After) 1500 (Mid-Break)

DDK- Silchar

In-House Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2500	180	600
'A' 6:30PM-7:00PM	2000	180	500
'B' 5:30PM-6:30PM	1500	150	400

DDK- Shillong

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2500	120	750
'A' 6:30PM-7:00PM	2000	100	600
'B' 5:30PM-6:30PM (Monday- Friday) 3:00PM-6:30PM (Sunday)	1700	100	500

DDK- Srinagar

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM- 8:00PM Film Based	10000	90	3000
Non-film based	10000	120	2000
'A' 6:30PM – 7:00PM	8000	120	1500
'B' 4:00PM – 6:30PM	5000	120	1000
News 7:00PM			2000 (Before/After) 3000 (Mid-Break)

RLSS- Srinagar (DD-Kashir)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
8:30PM-9:30PM	10000	180	1500
7:30PM-8:00PM			
Film Based	10000	90	2000
Non-film based	10000	120	2000
6:30PM - 7:00PM	8000	120	1500
9:30PM-10:30PM	5000	180	1000
4:00 PM - 6:30PM	5000	120	1000
8:00AM-10:00AM	5000	180	1000
Non Prime Time			
10:30PM-12:00 Mid night	3000	180	750
6:00AM-8:00AM	3000	180	750
10:00AM-4:00PM	3000	180	1000
12:00Mid night-6:00AM	1000	180	200
Hindi Feature film per half an hour slot	10000	120	1500

DDK- Sambalpur

In House Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 5:30 PM	1500	120	400

DDK-Shantiniketan

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
4:00PM- 4:30PM (Friday)	1500	120	400

DDK, Thiruvananthapuram

In-House Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Malayalam Feature Film (Saturday & Sunday)	100000	120	15000
Chirtageetham	100000	120	15000
Super 'A' 7:00PM-8:00PM			
Film Based	50000	120	12000
Non-Film Based	40000	120	10000
'A' Special 6:30PM-7:00PM	40000	120	9000
'A' 6:00PM-6:30PM	30000	100	7000
'B' 3:00PM-6:00PM	18000	90	5000
News 7:00PM & 7:30AM Head Line News 3:00PM & 5:00PM			12000 (Before/After) 15000 (Mid-Break)
Sponsorship/Branding of News Segments	15000	(with opening & closing credit lines of 5 secs. each)	
'B' 6:00AM-9:00AM			
Film Based	25000	120	7000
Non Film Based	15000	90	5000

RLSS-Thiruvananthapuram (DD-Malayalam)

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Malyalam Feature Film	25000	100	5000
Prime Time 8:00PM-10:00PM			
Film Based	10000	120	4000
Non Film Based	8000	120	4000
Non Prime Time 9:00AM-3:00PM			
Film Based	8000	100	4000
Non Film Based	6000	120	3000
Film Song Based	10000	100	4000
News 11:00AM&1:00PM			3000 (Before/After) 4000 (Mid-Break)
Sponsorship/ Branding of News Segments	1500	(with opening & closing credit lines of 5 secs. each)	

DDK- Tura

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2000	180	600
'A' 6:30PM-7:00PM	1700	180	500
'B' 5:30PM-6:30PM	1300	180	400

DDK- Varanasi

In-house Programmes

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-7:00PM	6000	100	1000
'B' 5:30PM-6:00PM	5500	100	1000