



PRASAR BHARATI
(BROADCASTING CORPORATION OF INDIA)
MARKETING DIVISION (AIR & DD)



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DOORDARSHAN RATE CARD AS ON 01/06/2008

TERRESTRIAL SERVICE (DD KERALAM)

DAY & TIME	PROGRAMME	FCT & SPONSORSHIP TELECAST FEE	SPOT-BUY RATE	SET BRANDING FEE (per day)
MONDAY to SUNDAY 6.00 am to 6.30 am	DEVOTIONAL MUSIC	90 Sec 7,500/-	2,000/-	17,000
MONDAY to SUNDAY 6.30 am to 7.00 am	S.I.E.T	90 Sec 7,500/-	2,000/-	17,000
MONDAY to FRIDAY 6.55 pm. (3 min)	KASAVU THEERAM (Quickie on Tourists Spots of Kerala)	30 sec. 6,250/-		7,000/- (Branding Only)
MONDAY to SATURDAY 7.45 am – 8.00 am.	COOKERY SHOW	45 Sec 3,750/-	2,000/-	9,500/-
MONDAY to FRIDAY 2.00 pm – 3.00 pm	KOOTTUKARI (LIVE) (in Satellite channel)	120 sec 5,000/-	3,000/-	13,000/-
MONDAY to THURSDAY 5.20 pm. – 6.00 pm.	VEETTUVISESHAM (Phone-in-Programme)	90 Sec 7,500/ (per half hour)	2,000/-	17,000/-
MONDAY to FRIDAY 6.00 pm – 6.30 pm	KRISHI DARSHAN (Rural & Agricultural)	90 Sec. 15,000/-	5,000/-	35,000/-
MONDAY to SUNDAY 10.30 pm to 11.00 pm	GULF FOCUS (in Satellite channel)	120 Sec 5,000/-	3,000/-	3,000/- (Branding Only)
MONDAY to SUNDAY 7.15 pm	SWASTHYA KERALAM	30 Sec 7,500/-		
(Ist & IIIrd) FRIDAY 5.10 pm – 5.40 pm.	LOKAKAZCHAKAL (WORLD TOURISM) (DD1)	90 sec. 7,500/-	2,000/-	2,000/- (BRANDING ONLY)
TUESDAY 8.30PM-9.00PM	LOKAKAZHCHAKAL (in Satellite channel)	120 sec. 7,000/-	4,000/-	4,000/- (BRANDING ONLY)
TUESDAY 6.30 PM to 7.00 PM	FILM FOCUS (FILM BASED)	120 Sec 30,000/-	9,000/-	69,000/-
WEDNESDAY 8.00 Pm to 9.00 pm	SAMVADAM – Live discussion on current affairs (In satellite channel)	120 sec. 7,000/-	4,000	18,000/- (Branding Only)

THURSDAY 6.30 pm.	DD MUSIC PLUS (Musical Programme)	120 sec. 25,000/-	7,000/-	57,000/-
FRIDAY 6.30 pm – 7.00 pm	FLAGSHIP PROG.	-	-	-
FRIDAY 7.20 pm. – 7.30 pm.	THIRANOTTAM (Weekly programme highlights)	60 sec. 15,000/-	9,000/-	39,000/-
FRIDAY 7.30 pm. – 8.00 pm.	CHITHRAGEETHAM (Malayalam Film Songs)	100 sec. 70,000/-	12,000/-	12,000/- (Branding Only)
FRIDAY 8.00 pm to 9.00 pm	NISHA GANDHI (Live Phone in Programme) (In satellite channel)	120 sec. 7,000/-	4,000/-	18,000/-
SATURDAY 8.00 am to 8.30 am		90 Sec 7,500/-	2,000/-	17,000
SATURDAY 15.00 pm to 15.30 pm				
SATURDAY 3.30 pm.	MALAYALAM FEATURE FILM	100 sec. 70,000/-	12,000/-	
SATURDAY 8.30 am. – 9.00 am.	MAYILPEELI (Children's Programme)	90 sec. 7,500/-	2,000/-	2,000/- (Branding only)
SATURDAY 6.00 pm. – 6.30 pm.	DD@KAMPUZ (Interactive Entertainment Programme)	120sec. 25,000/-	7,000/-	57,000/-
SATURDAY 6.30 pm. – 6.55 pm.	SANGEETHIKA (Film Based Music Programme)	120 sec. 30,000/-	9,000/-	69,000/-
SATURDAY 7.15 pm. – 8.00 pm.	MOVIE MIX – THE MOST WANTED (Phone in Film Based Programme)	120 sec. 40,000/-	12,000/-	92,000/-
SUNDAY 3.00 pm. – 3.30 pm.	ORMAYIL (Film based prog)	120 sec. 30,000/-	9,000/-	69,000/-
THURSDAY 8.00-9.00	PAITHRUKAM (DD4 SATELLITE)	120 SEC 7,000/-	4,000/-	8,000/- (ONE HOUR)
SUNDAY 3.30 pm.	MALAYALAM FEATURE FILM	120 sec. 1,00,000/-	12,000/-	
SUNDAY 6.30 pm.	SALLAPAM (Musical Programme)	120 sec. 30,000/-	9,000/-	69,000/-
SUNDAY 5.45 pm- 6.00 pm	PRATHIKARANAM (Viewers' Forum)	60 sec. 15,000/-	9,000/-	39,000/-
SUNDAY 6.00 PM – 6.30 PM	NEERARIVU- QUIZ	90 SEC 15,000/-	5,000/-	35,000/-
SUNDAY 7.20 pm. – 8.00 pm.				
SUNDAY 9.30 pm to 10.00 om		120 Sec 7,000/-	4,000/-	18,000

<u>MALAYALAM NEWS</u>		
<u>TIME</u>	<u>PROGRAMME</u>	<u>SPOT BUY RATE</u>
7.30 am	MORNING NEWS	3,000/- (10 Sec) (Before)
		4,000/- (10 Sec) (Mid)
7.30 am	TIME CHECK	1,000/-
7.00 pm.	TIME CHECK	4,000/-
	BEFORE AFTERNOON NEWS	3,000/- (10 Sec) (Before)

1.00 pm	BEFORE AFTERNOON NEWS	3,000/- (10 Sec) (Before)
7.00 pm	BEFORE EVENING NEWS	4,000/- (10 Sec) (Mid)
7.00 pm to 7.15 pm	EVENING NEWS (MID BREAK)	15,000/- (10 Sec)
7.12pm	SPONSORSHIP OF NEWS SEGMENT	6,000/- (with opening and closing credit lines of 5 sec each)
11.00 pm	BEFORE LATE NIGHT NEWS	3,000/- (10 Sec) (Before)
	SCROLLING WITH NEWS	5000/- (30 words)

SPONSORED SERIALS (PRIME TIME)

DAY & TIME	SERIALS	SPOT BUY RATE	Marketing Agency
MONDAY – FRIDAY 3.00 pm.		Rs.7,000/-	
MONDAY – FRIDAY 3.25 pm.	APARICHITHA	Rs.7,000/	
MONDAY – FRIDAY 3.50 pm.	SYAMAMBARAM	Rs.7,000/	
MONDAY – FRIDAY 4.15 pm.		Rs.7,000/	
MONDAY – FRIDAY 4.40 pm	SASNEHAM	Rs.7,000/-	Reasonable Advertising, Mumbai
MONDAY TO THURSDAY 7.30 pm to 8.00 pm	VEENDUM JWALAYAI	Rs.9,000/-	M/s Reasonable Advertising, Mumbai

SATELLITE SERVICE (DD MALAYALAM)

Time Band	Telecast Fee	FCT	Spot Buy Rate/10 sec
NON PRIME TIME PROGRAMMES			
Sponsored Programme – Film Based	2,500	150 sec	2,000
Sponsored Programme -Non Film Based	2,500	150 sec	1,500
In-House Programmes	5,000	120 sec	3,000
PRIME TIME PROGRAMMES (7.30 PM TO 10.30 PM)			
Sponsored Programme – Film Based	3,500	120 sec	2,500
Sponsored Programme -Non Film Based	3,000	150 sec	2,250
In-House Programmes	7,000	120 sec	4,000
Movie Club Films	30,000	480 sec	5,000

General Instructions

- Please note that, only 120 sec. for a 30 min. programme and 60 sec. for a 15 min. programme is available for spot-booking with Sponsored Programmes. Hence, telecast will be made according to availability only, on first-come-first-served basis.
- For Set Branding, the client/agency is required to prepare flex materials (size 10' x 10') and made available to Doordarshan Kendra well in advance.