

Network FCT Deals	Min -4 Channels -5000 Sec	Min -3 Channels -5000 Sec
Spend	Incentive	Incentive
25 Lakh+	3%	2%
50 Lakh+	4%	3%
100 Lakh+	5%	4%
200 Lakh+	6%	5%

Minimum 5000 sec on each channel
Additional Incentive is over & above channel wise Spend Incentive

Network Discounts not applicable on ROS

For any Deal Above 25 Lakh Plus (Network / Channel deal) : Value adds worth 5% can be given in the form of Aston Bands / Ticker/ Sponsorship Tags
For any Deal Above 50 Lakh Plus (Network / Channel deal) : Value adds worth 4% can be given in the form of Aston Bands / Ticker/ Sponsorship Tags
For any Deal Above 1 Cr Plus (Network / Channel deal) : Value adds worth 3% can be given in the form of Aston Bands / Ticker/ Sponsorship Tags
Sponsorship Tags can't be given for programmes during 1900-2300 hrs. Sponsorship Tags can be bought on FPR rates as per 3 Sec duration.
Common Rules for all channels
If RODP PT component of any deal is less than 35% & Add On PT buy is done on FPR, No premium to be charged on any of the rate.(RODP or FPR)- Only for Ananda & Majha
Day time RODP (1200-1700) can be extended to 1200-1800 with 10% Premium on 1200-1700 hrs rate .
Only Prime Time NFCTs(L Bands, I bands, Aston Bands) can be bought on subtracting the morning & Day time Rate & Bonus from the Prime Time.
For all Associate Tag Properties, if tag duration exceeds 3 sec , 25% Premium on the rate . (Max duration 5 Sec)