

ABP Ananda-TV + Digital Feed

All Rate are in INR per 10 sec

FY 24-25		April-Aug'24	Sept'24-March'25	25% Premium for Assured spots
Daypart	Time Band	Mon-Sun	Mon-Sun	
Morning	0600-1200	2,500	2,800	
Afternoon	1200-1700	2,100	2,300	
Evening	1700-2400	4,500	5,300	
Super Prime	0700-1100	3,100	3,400	
Super Prime	1900-2300	6,700	7,300	
Midnight	2400-0600	900	900	
ROS (0600 - 2400)		3,000	3,300	

Rate Calculations

All deals across two rate periods should be 50%-50% of both the rates

Special Days / Gazetted holidays 15% premium on the card rate of the applicable period
20% Premium on the card rate of the applicable period

ABP Ananda Standalone	
Spend-Upto	Incentive
10 Lakh	23%
25 Lakh	27%
50 Lakh	30%
100 Lakh	30%
150 lakh	30%

Spends = Spot Rate

Activity Based Incentive

Activity	Add Incentive
5% of the spend Or INR 2 lacs on Digital	5%
First Time advertisers (or not advertised in last 2 FY)- Channel wise	5%

Fixed Programme Rates - FPR (Spots can be fixed in any one hour bracket)

FY 24-25		April-Aug'24	Sept'24-March'25
FPR	Daypart	Mon-Sun	Mon-Sun
FPR	0600-0700	1,900	2,000
FPR	0700-1000	3,200	3,600
FPR	1000-1300	2,100	2,300
FPR	1300-1600	1,800	2,000
FPR	1600-1800	3,000	3,200
FPR	1800-2000	4,800	5,500
FPR	2000 - 2200 (Excludes GKSS)	7,000	8,000
FPR	2200-2300	5,000	5,700
FPR	2300-2400	5,500	6,000
FPR	2400-2500	2,500	2,600

NOTE : All deals with evening Primetime percentage higher than 35% would attract a premium of 5% on the Primetime ROPD rate, no Additional Premium if ROPD is max 35 % and additional PT buy is on FPR/Super Prime Time

NOTE : Any reduction in daypart in ROPD would attract a premium of 10% per hour reduced.

NOTE : No Provisions for reducing Super Prime Category Time Band any further.

NOTE : All deals in ROS Rates would be serviced on first come first serve basis.

NOTE : Basic Spend Level Discount applies on ROS Rates

NOTE : In case of Inventory Crunch Following would be priority order of spots going on air . FPR,ASR, ROPD and last is ROS

NOTE : After All incentives & discounts the final spend has to be more than the minimum spend slab

NOTE : Above Rate is not valid for any special day rate/ Election Counting Day/ Budget or any special event

ALL ROPD & ROS ARE NOT CONFIRMED SPOTS , THEY ARE LAST IN & FIRST OUT

ALL BOOKING AT FPR RATES ARE CONFIRMED BOOKING . FIRST IN & LAST OUT

Digital Feed is YT + Web +APP Feed