

ABP Ananda +Majha+Asmita + Digital Feed

All Rate are in INR per 10 sec

FY 22-23		April-Aug'24	Sept'24-March'25
RODP	Daypart	Mon-Sun	Mon-Sun
Morning	0600-1200	5,000	5,100
Afternoon	1200-1700	3,100	3,300
Evening	1700-2400	8,000	8,500
ROS (06:00 - 24:00)		5,000	5,400

Rate Calculations

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

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

Spend-Upto	Incentive
25 Lakh	28%
50 Lakh	32%
100 Lakh	34%
150 Lakh	37%
200 Lakh	37%

Activity Based 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%

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

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

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, RODP and last is ROS

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

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

ALL RODP & 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