

ABP Asmita-TV

All Rate are in INR per 10 sec

FY 24-25		April-Aug'24	Sept'24-March'25
Daypart	Time Band	Mon-Sun	Mon-Sun
Morning	0600-1200	600	700
Afternoon	1200-1700	400	500
Evening	1700-2400	850	1,000
Super Prime	0700-1100	700	900
Super Prime	1900-2300	900	1,000
Midnight	2500-0600	150	200
ROS (06:00 - 24:00)		400	500
Rate Calculations			
All deals across two rate periods should be 50%-50% of both the rates			

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

FY 24-25		April-Aug'24	Sept'24-March'25
FPR	Daypart	Mon-Sun	Mon-Sun
FPR	0600-0700	300	400
FPR	0700-1000	700	900
FPR	1000-1300	500	500
FPR	1300-1500	500	600
FPR	1500-1800	500	600
FPR	1800-2000	900	1000
FPR	2000-2200	1100	1200
FPR	2200-2300	1000	1100
FPR	2300-2400	300	400
FPR	2400-2500	700	800

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 Asmita Standalone	
Spend-Upto	Incentive
5 lakh	35%
5 Lakh +	41%
10 Lakh +	46%
15 Lakh +	50%
25 lakh +	50%

Spends = Spot Rate

Activity Based Incentive

Activity	Additional 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 : Any reduction in daypart in RODP 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, 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

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