ABP Majha-TV + Digital Feed

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	1400	1500
Afternoon	1200-1700	900	1000
Evening	1700-2400	2200	2500
Super prime	0700-1100	1650	1750
Super prime	1900-2300	2600	2800
Midnight	2500-0600	300	400
ROS (0600 -2400)		**1,350**	**1,500**

20% premium for Assured spots

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**

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	600	600
FPR	0700-1000	1,700	1,800
FPR	1000-1300	900	1,000
FPR	1300-1600	800	900
FPR	1600-1800	900	1,000
FPR	1800-2000	1,800	2,000
FPR	2000-2200	2,900	3,100
FPR	2200-2300	2,700	3,000
FPR	2300-2400	1,800	2,000
FPR	2400-2500	1,000	1,200
Majha Katta	original + Repeat (1+1)	3500	4000

ABP Majha Standalone	
Spends-Upto	**Incentive**
5 Lakh	24%
10 Lakh	28%
25 Lakh+	31%
50 Lakh+	33%
100 Lakh+	33%
Spends = Spot Rate	

Activity Based Incentive

Activity	Additional Incentive
5% of the spend Or INR 2 lacs on Digital	5%
First Time advertsiers (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 : No Provisons 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
Digital Feed is YT + Web +APP Feed