

ABP Majha + ABP Asmita 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	1500	1800
Afternoon	1200-1700	1200	1300
Evening	1700-2400	2200	2600
Super prime	0700-1100	1800	2200
Super prime	1900-2300	3100	3600
Midnight	2500-0600	400	500
ROS (0600 -2400)		1,450	1,600

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 half n hour bracket)

FY 24-25		April-Aug'24	Sept'24-March'25
FPR	Daypart	Mon-Sun	Mon-Sun
FPR	0600-0700	1,000	1,100
FPR	0700-1000	2,000	2,500
FPR	1000-1300	1,300	1,500
FPR	1300-1600	1,100	1,200
FPR	1600-1800	1,300	1,400
FPR	1800-2000	2,200	2,600
FPR	2000-2200	3,700	4,000
FPR	2200-2300	3,200	3,500
FPR	2300-2400	2,200	2,300
FPR	2400-2500	1,400	1,500

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

ABP Majha+ Asmita

Spend-Upto	Incentive
5 Lakh	15%
10 Lakh	20%
25 Lakh	24%
50 Lakh	27%
100 Lakh	27%

Spend = 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 : 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 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

Digital Feed is YT + Web +APP Feed