ABP News 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	3,500	4,200
Afternoon	1200-1700	3,000	3,500
Evening	1700-2400	7,000	7,700
Super Prime	0700-1100	4,700	5,200
Super Prime	1900-2300	10,000	11,000
Midnight	2500-0600	1,000	1,100
ROS (0600 - 2400)		**3,900**	**4,200**

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	2700	3000
FPR	0700-1000	4800	5300
FPR	1000-1300	3500	3800
FPR	1300-1600	3300	3700
FPR	SBS (1430-1530)	3700	3900
FPR	1600-1800	6200	6900
FPR	1800-2000	8800	9500
FPR	2000-2200	14000	15000
FPR	2200-2300	11000	12000
FPR	2300-2400	6300	7000
FPR	2400-2500	3500	4200

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
10 Lakh	36%
25 Lakh	38%
50 Lakh	40%
100 Lakh	42%
150 Lakh	45%
200 Lakh	45%

Activity Based Incentive

Activity	Add 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 : 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