

## ABP News TV + Asmita TV + Digital Feed(Only on ABP News)

All Rate are in INR per 10 sec

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

FY 24-25		April-Aug'24	Sept'24-March'25
Daypart	Time Band	Mon-Sun	Mon-Sun
Morning	0600-1200	3,700	4,200
Afternoon	1200-1700	3,300	3,700
Evening	1700-2400	7,700	8,100
Super Prime	0700-1100	4,900	5,200
Super Prime	1900-2300	10,500	11,500
Midnight	2500-0600	1,200	1,300
<b>ROS (0600 - 2400)</b>		<b>4,200</b>	<b>4,600</b>
<b>Rate Calculations</b>			
All deals across two rate periods should be 50%-50% of both the rates			

FY 24-25		April-Aug'24	Sept'24-March'25
FPR	Daypart	Mon-Sun	Mon-Sun
FPR	0600-0700	3000	3200
FPR	0700-1000	5100	5400
FPR	1000-1300	3700	3900
FPR	1300-1600	3500	3800
FPR	1600-1800	6500	7100
FPR	1800-2000	9500	9800
FPR	2000-2200	15000	16000
FPR	2200-2300	12000	13000
FPR	2300-2400	6750	7400
FPR	2400-2500	3800	4400

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

Spend-Upto	Incentive
10 Lakh	34%
25 Lakh	36%
50 Lakh	38%
100 Lakh	40%
150 Lakh	40%
200 Lakh	40%

**Activity Based Incentive**

Activity	Add 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 : 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

