

ABP News + Majha + Digital Feed

All Rate are in INR per 10 sec

FY 24-25		April-Aug'24	Sept'24-March'25
Day Part	Time Band	Mon-Sun	Mon-Sun
Morning	0600-1200	4,500	4,900
Afternoon	1200-1700	3,900	4,100
Evening	1700-2400	8,500	9,500
Midnight	2500-0600	1,200	1,300
ROS (06:00 - 24:00)		5,000	5,200
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 one hour bracket)			
FY 24-25		April-Aug'24	Sept'24-March'25
FPR	Daypart	Mon-Sun	Mon-Sun
FPR	0600-0700	3500	3600
FPR	0700-1000	5500	5800
FPR	1000-1300	4100	4300
FPR	1300-1600	3700	4100
FPR	1600-1800	7000	7700
FPR	1800-2000	10000	11000
FPR	2000-2200	16500	17500
FPR	2200-2300	13000	14000
FPR	2300-2400	7200	7800
FPR	2400-2500	4800	5000

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

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Spend-Upto	Incentive
10 Lakh	32%
25 Lakh	34%
50 Lakh	36%
100 Lakh	38%
150 Lakh	38%
200 Lakh	38%

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