HSM Combo- ABP News +Majha + Asmita + Digital Feed

All Rate are in INR per 10 sec

FY 22-23		April-Aug'24	Sept'24-March'25
RODP	**Daypart**	**Mon-Sun**	**Mon-Sun**
Morning	0600-1200	5,300	5,500
Afternoon	1200-1700	4,200	4,400
Evening	1700-2400	9,400	9,700
Midnight	2500-0600	1,400	1,500
ROS (06:00 - 24:00)		**5,100**	**5,500**

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**

Spends-Uptio	Incentive
10 Lakh	28%
25 Lakh	31%
50 Lakh	34%
100 Lakh	37%
150 Lakh	37%
200 Lakh	37%

Activity Based Incentive

Activity	
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 : 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