

ABP Network

ABP News

Properties			Rate Per Month (Rs L)		
S.No.	Property Name	Time Band	No of Exposure (per day)	Title Sponsor/ Single Sponsorship	Associate Sponsor
1	Surkhiyan	0600-1700	7	10	NA
2	Evening Surkhiyan	1700-2400	5	15	NA
3	Surkhiyan (Day + Evening)	0600-2400	12	20	NA
4	Breaking News	0600-2400	As per Editorial Discretion	27	NA
5	Quick News (presenter)-1	0600-2400	Shared on Mail	18	NA
6	Quick News (Powered By) -1	0600-2400	Shared on Mail	16	NA
7	AV Headlines @ 30th min	0600-2400	14	25	5 Lakh Per AV headlines(14 Exp)
8	AV Headlines @ 57th min	0600-2400	14	25	
9	AV Headlines @ 47th min	0600-2400	14	25	
10	Weather Report	0600-2400	9	18	NA
11	Coming UP Branding	0600-2400	8	8	NA
12	Channel ID Integration	0600-2400	46	25	NA
13	Laptop Branding	0600-2400	6	26	NA

Mon-Sun			April-Aug24	Sept24-March25
S.No.	Property Name	Time Band	Rate / Exp	Rate / Exp
1	Ad bands	0600-1200	3,100	3,400
		1200-1700	2,400	2,600
		1700-2400	11,000	12,000
2	L band	0600-1200	4,800	5,100
		1200-1700	3,100	3,500
		1700-2400	18,500	20,000
3	I Band	0600-1200	3,600	3,200
		1200-1700	2,750	3,500
		1700-2400	12,000	13,500

All Sponsorships Commitment shall have prior approval of Traffic
ALL ASSOCIATE SPONSORS OF AV HEADLINE WILL GET 2.5 SEC TAG

ABP Ananda

Properties			Rate Per Month (Rs L)		
S.No.	Property Name	Time Band	No of Exposure (per day)	Title Sponsor	Associate Sponsor
1	Shironaam	0600-2400	33	33	9
2	Shironaam E muhurte	0600-2400	16	12	5
3	News Flash	0600-2400	60	26	NA
4	Ahar Khabore	0600-2400	60	20	NA
5	Breaking News	0600-2400	As per Editorial Discretion	20	NA
6	Weather Report	0600-2400	9	8	NA
7	Laptop Branding	0600-2400	6	10	NA
8	Chokh Rakhan	0600-2400	6	4	NA
9	Fatafat	0600-1700	5	4	Combo of all 3
10	Case Deben Na Please (Animated Sattire)	0600-2400	12 (Two days in a week)	4	Property
11	EK Jhalake	0600-1700	6	4	10 lacs/month
12	Channel ID Integration	0600-2400	46	27	NA

Mon-Sun			April-Aug24	Sept24-March25
S.No.	Property Name	Time Band	Rate / Exp	Rate / Exp
1	Ad bands	0600-1200	1,800	2,000
		1200-1700	1,200	1,300
		1700-2400	6,000	7,000
2	L band	0600-1200	2,500	3,000
		1200-1700	1,500	2,000
		1700-2400	8,000	10,000
3	I Band	0600-1200	2,200	2,500
		1200-1700	1,500	1,600
		1700-2400	7,000	8,000

ABP Majha

Properties			Rate Per Month (Rs L)		
S.No.	Property Name	Time Band	No of Exposure (per day)	Title Sponsor	Associate Sponsor
1	Theodyakat (Text Headline)	0600-2400	12	5	NA
2	Headline branding @ 30th Min	0600-2400	14	14	NA
3	Headline branding @ 57th Min	0600-2400	14	14	NA
4	Laptop Branding	0600-2400	7	6	NA
5	Weather Report	0600-2400	9	5	NA
6	Breaking News & Mothi Batami	0600-2400	As per Editorial Discretion	5	NA
7	ick News - Batamyancha Andhshatak (Top 5	0600-2400	12	7	NA
8	Coming Up branding	0600-2400	8	3	NA
9	Break Ke Baad (Break Nantar Swagat)	0600-2400	60	9	NA

Mon-Sun			April-Aug24	Sept24-March25
S.No.	Property Name	Time Band	Rate / Exp	Rate / Exp
1	Ad bands	0600-1200	600	700
		1200-1700	400	500
		1700-2400	3,200	3,500
2	L band	0600-1200	900	950
		1200-1700	500	550
		1700-2400	5,400	6,000
3	I Bands	0600-1200	750	875
		1200-1700	500	625
		1700-2400	4,000	4,300

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ABP Asmita

Properties			Rate Per Month (Rs L)		
S.No.	Property Name	Time Band	No of Exposure (per day)	Title Sponsor	Associate Sponsor
1	Headline branding @ 30th Min	0600-2400	14	3	2.0
2	Headline branding @ 57th Min	0600-2400	14	3	NA
3	Khas Khabar (Text Headline)	0600-2400	14	3	NA
4	Fatafat	0600-2400	7	3	NA
5	Weather Report	0600-2400	9	3	NA
6	Laptop Branding	0600-2400	9	3	NA
7	Samachar Shatak	0600-2400	7	3	NA

Mon-Sun			April-Aug24	Sept24-March25
S.No.	Property Name	Time Band	Rate / Exp	Rate / Exp
1	Ad bands	06:00 - 12:00	350	400
		12:00 - 17:00	250	300
		17:00 - 00:00	1,200	1,500
2	L band	06:00 - 12:00	450	550
		12:00 - 17:00	300	400
		17:00 - 00:00	2,000	2,400
3	I Bands	06:00 - 12:00	400	450
		12:00 - 17:00	250	300
		17:00 - 00:00	1,500	1,800

BONUS : FOR EVERY AD BAND/ L BAND/I BAND BOUGHT ON PT THERE WILL BE ONE BONUS OF SAME IN AFTERNOON AND MORNING EACH

ONLY - Aston Bands, L Bands & I Bands will qualify for the base level of spend discounts - Channel wise .

New Client discount -5 % (Channel Wise) applicable to all NON FCT properties

Note - No Network , Combo , Digital dicounts applicable on NFCT rates

Note - No Approval required for ER billing of Aston Band, L Band & I Band

NOTE : ASTON BANDS can also be bought on FCT rates of the deal or Rate Card

NOTE : L BANDS can also be bought on 30% Premium of the FCT rates of Deal or Rate Card

NOTE : Any reduction in daypart would attract a premium of 10% per hour reduced.(Applicable only for L Band, I Band & Aston Band)

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

RQS Rates are limited availability inventory deal and before booking traffic approval is mandatory.

NOTE :- If Aston/I Band/L Band is bought on FPR Rates of this Rate Card, then same can be fixed hourly basis similar to Inventory rule. Premium Applies is (-20%) for Aston/I Band & (+10%) for L Band