

**Program Association Rate** FY 24-25

**Programme Association on ABP News/ ABP Majha / ABP Asmita**

STATUS	SHOW DURATION	MIN FCT BUY	RATE
PRESENTER	30MIN	40	FPR + 50% PREMIUM
PRESENTER	60 MIN	60	FPR + 50% PREMIUM
POWERED BY	30MIN	30	FPR + 40% PREMIUM
POWERED BY	60 MIN	45	FPR + 40% PREMIUM
ASSOCIATE	30MIN	30	FPR + 10% PREMIUM
ASSOCIATE	60 MIN	40	FPR + 10% PREMIUM

**Sponsorship can be bought on COMBO FPR Rates as well**

*All Rate are in INR per 10 sec*

Please keep the following in mind while selling the program association

- \* In case of MORE THAN ONE HOUR SHOW , the Min FCT commitment will be as per special package
- \* There will be No FCT entitlement during repeat telecast

**Programme Association on ABP Ananda**

STATUS	SHOW DURATION	MIN FCT BUY	RATE
PRESENTER	30MIN	40	FPR + 55% PREMIUM
PRESENTER	60 MIN	60	FPR + 55% PREMIUM
POWERED BY	30MIN	30	FPR + 45% PREMIUM
POWERED BY	60 MIN	45	FPR + 45% PREMIUM
ASSOCIATE	30MIN	30	FPR + 25% PREMIUM
ASSOCIATE	60 MIN	40	FPR + 25% PREMIUM

*All Rate are in INR per 10 sec*

Please keep the following in mind while selling the program association

- \* In case of MORE THAN ONE HOUR SHOW , the Min FCT commitment will be as per special
- \* There will be No FCT entitlement during repeat telecast

**An Advertiser buying Presenter/ Powered by association will have following entitlements**

- \* Opening /Closing bumper plate with every episode
- 2 L Band in Programme on ABP News, Asmita, Ananda & Majha**

Please note that there will 3 sec tag for presenting and powered by and 2 sec tag for rest  
All associates will be entitled ONLY to OCL/CCL in the program . NO PROMO TAGS

**An advertiser buying Presenter/ Powered by and associate partner will have following entitlements**

- \* Opening /Closing bumper plate with every episode
- 2 L Band in Programme

Please note that there will 3 sec tag for presenting and powered by and 2 sec tag for rest

**Sponsorship Bought for 30 Min Show will have inventory fixed in that 30 min show. FPR rule for 1 Hour fix wont apply to the sponsorship deals.**

Floated packages may have different Offerings.

