

SPOTLIGHT RATE CARD (24-25)

Long Duration - ADVT Tapes (TV + ABP LIVE)	
ADVTs produced by ABPN (for CSR, CLAs, FEATURES, Special Supplement)	
Time Slot	Weekend (Sat & Sun)
Duration	20 minutes
Format	1+1 (Original + REPEAT)
Timings	Single slot during 1 pm to 5 pm (as given by editorial for that day)
Promos	420 secs (Content + Tag)
L bands	2 Nos (O) +2 Nos (Rpt) - To be embedded in the creative
Client Logo Toggle	To be part of the content
Production Cost	On Actuals - - To be taken from Spotlight Team
Telecast Cost in INR NEF	
ABP News	12 lacs
ABP Ananda	6 lacs
ABP Majha	5 lacs
ABP Asmita	1.5 lacs
Note: All ADVTs will be carried with a Spotlight feature bug & Disclaimer, as per guidelines	

ADVTs produced Externally or furnished by Client (Advt Tapes)	
Time Slot	Weekend (Sat-Sun)
Duration	20 - 22 minutes
Format	Single slot during 1 pm to 5 pm (as given by editorial for that day)
Telecast Cost in INR - per Episode	
ABP News	5.0 lacs
ABP Ananda	2.0 lacs
ABP Majha	1.50 lacs
ABP Asmita	70000
Note: - All ADVTs will be carried with a Spotlight feature bug. As per guidelines → ADVT airing is as per availability and subject to editorial approvals	

Short Duration - Capsules/Vignettes/SPARKLERS				
Telecast Cost : April-March 2024-25				
Time Slot	All Days (6:00 - 24:00) All			
AIRING COST IN INR				
Duration	All Days (6:00 - 17:00) All		All Days (17:00 - 24:00) All	
	2 Min	3 min	2 Min	3 min
ABP News	48,000	70,000	1,00,000	1,55,000
ABP Ananda	31,000	45,000	50,000	75,000
ABP Majha	12,000	15,000	18,000	25,000
ABP Asmita	8,000	12,000	9,500	15,000
** ABOVE COST IS ONLY FOR AIRING...				
Production Cost	On Actuals - To be taken from Spotlight team			
Respective spend incentives will be applicable on Network/Channels on small format spotlight features.				