



ALL INDIA RADIO STATIONS IN KARNATAKA

Rates For Advertisements
w.e.f. 01.04.2013

Prasar Bharati

(India's Public Service Broadcaster)

Commercial Broadcasting Service

**All India Radio, Rajbhavan Road,
Bengaluru - 560001.**

Telefax : 080-2226 8697

E-mail : cbsblr@gmail.com

VIVIDH BHARATI BENGALURU & DHARWAD



TIME CATEGORY

Contact us : 080-2226 8697

CATEGORY	HOURS
Prime Time (Category I)	0630 - 1000 1900 - 2300
Mid Prime Time (Category II)	0600 - 0630 1000 - 1200 1330 - 1430
Non Prime Time (Category III)	1200 - 1330 1430 - 1900

SPOT BUY RATES / 10 secs (in Rupees)

STATION	TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
VB - Bengaluru	500	440	330
VB - Dharwad	280	220	170

- * Time check of 7 secs. Duration will be charged as 10 secs. ordinary spot.
- * 25% extra for fixed time spot.

SPONSORSHIP RATES FOR IN-HOUSE PROGRAMME of 30 mins. Duration with FCT 60 seconds. (in Rupees)

STATION	TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
VB - Bengaluru	2700	2380	1780
VB - Dharwad	1510	1190	920

- * 20% Extra for branding the programme

SPONSORED PROGRAMME RATES (in Rupees)

STATION Duration	TIME CATEGORY- I			TIME CATEGORY- II			TIME CATEGORY- III		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
FCT	60"	40"	20"	60"	40"	20"	60"	40"	20"
VB - Bengaluru	3000	2000	1350	2640	1760	1200	1980	1320	880
VB - Dharwad	1680	1120	750	1320	880	600	1020	680	500

CUSTOMISED SPONSORED PROGRAMME RATES (in Rupees) (No FCT)

Duration	TIME CATEGORY- I			TIME CATEGORY- II			TIME CATEGORY- III		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
VB Bengaluru	9000	6000	4100	7900	5300	3600	5900	4000	2600
VB Dharwad	5000	3400	2300	4000	2600	1800	3100	2000	1500
Mishramadhurya	Not applicable			11900	7900	5400	Not applicable		

Rates for Customised Sponsored Programmes wherein the entire content of the programme is publicizing the products / services with NO FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.

SPONSORED SONG RATES Old/New / Film/Non-film songs

Duration 3' 30" with FCT 20 seconds (in Rupees)

STATION	Local Variation			
	Nandana	TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
VB - Bengaluru	1400	1400	1200	950
VB - Dharwad	900	950	700	600
Mishramadhurya			1900	

FM RAINBOW BENGALURU



TIME CATEGORY

Contact us : 080-2225 9292

CATEGORY	HOURS
Prime Time (Category I)	0700 - 1100 1700 - 2300
Mid Prime Time (Category II)	1100 - 1500
Non Prime Time (Category III)	1500 - 1700 2300 - 0700

SPOT BUY RATES / 10 secs (in Rupees)

TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
770	550	330

- * Time check of 7 secs. duration will be charged as 10 secs. ordinary spot.
- * 25% extra for fixed time spot.

SPONSORSHIP RATES FOR IN-HOUSE PROGRAMME of 30 mins. Duration with FCT 120 seconds. (in Rupees)

TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
8320	5940	3570

- * 20% Extra for branding the programme
- ## SPONSORED PROGRAMME RATES (in Rupees)

Duration	TIME CATEGORY- I			TIME CATEGORY- II			TIME CATEGORY- III		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
FCT	60"	40"	20"	60"	40"	20"	60"	40"	20"
	4620	3080	1540	3300	2200	1100	1980	1320	660

CUSTOMISED SPONSORED PROGRAMME RATES (in Rupees) (No FCT)

Duration	TIME CATEGORY- I			TIME CATEGORY- II			TIME CATEGORY- III		
	15'	10'	5'	15'	10'	5'	15'	10'	5'
	13900	9200	4600	9900	6600	3300	5900	4000	2000

Rates for Customised Sponsored Programmes wherein the entire content of the programme is publicizing the products / services with NO FCT will be three times of the normal Sponsored Programme as mentioned above. The rates will be rounded off to nearest hundred.

SPONSORED SONG RATES Old/New / Film/Non-film songs Duration 3' 30" with FCT 20 seconds (in Rupees)

TIME CATEGORY- I	TIME CATEGORY- II	TIME CATEGORY- III
1650	1430	1100

AMRITAVARSHINI MUSIC CHANNEL, BENGALURU, RATES (in Rupees)

Spot Buy Rate	Sponsorship Rates For In House Programme			Sponsored Programme			Customised Sponsored Programme			
10"	Duration	30 mins			15'	10'	5'	15'	10'	5'
	FCT	120"			60"	40"	20"	60"	40"	20"
385	4160			2310	1540	770	6930	4620	2310	

PRIMARY CHANNEL & LOCAL RADIO STATIONS, Karnataka



PROGRAMME CATEGORY Marketing Division : 080-2235 0171 / 72

Category	Programmes
1	Film Music / Album Music / Listeners' Choice
2	All spoken word programmes and other music programmes

SPOT BUY RATE / 10 seconds per station (in Rupees)

Group of Stations	Programme Cat.-1	Programme Cat.-2
AIR Bengaluru(G1)	660	440
AIR Bhadravati, Dharwad, Mangaluru, Mysuru(G3)	440	280
AIR Hassan, Kalaburgi, (G4)	330	220
AIR Chitradurga, Hosapete, Karwar, Madikeri, Raichur, Vijayapura (G5)	220	170
State Hookup	4400	3020

State Hookup Before Regional News spot - 10 seconds 3520 | Mid Break News spot - 10 seconds 7040

* Time check of 7 secs. duration will be charged as 10 secs. ordinary spot.

* 25% extra for fixed time spot.

SPONSORSHIP RATES FOR IN-HOUSE PROGRAMME of 30 mins. Duration with FCT 120 secs. per station (in Rupees)

Group of Stations	Programme Cat.-1	Programme Cat.-2
AIR Bengaluru (G1)	7130	4750
AIR Bhadravati, Dharwad, Mangaluru, Mysuru(G3)	4750	3030
AIR Hassan, Kalaburgi, (G4)	3570	2380
AIR Chitradurga, Hosapete, Karwar, Madikeri, Raichur, Vijayapura (G5)	2380	1840
State Hookup	47550	32670

SPONSORED PROGRAMME RATES per station (in Rupees)

Group of Stations	Duration	Programme Cat.-1			Programme Cat.-2		
		15'	10'	5'	15'	10'	5'
	FCT	60"	40"	20"	60"	40"	20"
AIR Bengaluru (G1)		3960	2650	1350	2640	1800	900
AIR Bhadravati, Dharwad, Mangaluru, Mysuru(G3)		2640	1800	900	1680	1150	580
AIR Hassan, Kalaburgi, (G4)		1980	1350	700	1320	900	460
AIR Chitradurga, Hosapete, Karwar, Madikeri, Raichur, Vijayapura (G5)		1320	890	450	1020	690	350
State Hookup		26400	17890	9050	18120	12340	6240

CUSTOMISED SPONSORED PROGRAMME RATES per station(in Rupees) (No FCT)

Group of Stations	Duration	Programme Cat.-1			Programme Cat.-2		
		15'	10'	5'	15'	10'	5'
AIR, Bengaluru (G1)		11880	7950	4050	7920	5400	2700
AIR, Bhadravati, Dharwad, Mangaluru, Mysuru (G3)		7920	5400	2700	5040	3450	1740
AIR, Hassan, Kalaburgi (G4)		5940	4050	2100	3960	2700	1380
AIR, Chitradurga, Hosapete, Karwar, Madikeri, Raichur (G5), Vijayapura		3960	2670	1350	3060	2070	1050
State hookup		79200	53670	27150	54360	37020	18720

Rates for Customised Sponsored Programmes wherein the entire content of the programme is publicizing the products / services with NO FCT will be as mentioned above.

SPONSORED SONG RATES Old/New / Film/Non-film songs

Duration 3' 30" with FCT 20 seconds per station (in Rupees)

Group I	Group III	Group IV	Group V
1320	880	660	440



RATES FOR CLASSIFIED ADVERTISEMENTS per station

Vividhbharati / Primary Channel / Local Radio Stations	: Rs. 300/- for 15 words and Rs. 30/- per extra word.
FM, RAINBOW, Bengaluru	: Rs. 450/- for 15 words and Rs. 45/- per extra word.

PRODUCTION CHARGES

AIR can take up production work for spots/sponsored programmes.

PRODUCTION CHARGES FOR SPOTS AND JINGLES - (in Rupees)

Spot upto 30 Seconds	Jingle upto 30 Seconds
6000	15000

PRODUCTION CHARGES FOR SPONSORED PROGRAMMES - (in Rupees)

Programme	Duration	Rate
Sponsored Programme	15 Mts.	10000
Special prog. / dial-in/dial-out	30 Mts.	20000

* No direct client commission or agency commission for production charges.

RATES FOR POLITICAL ADVERTISEMENTS DURING ELECTIONS per station

FM Rainbow	: Rs. 1700/- for 10 Seconds spot
Primary Channel / Local Radio Stations	: Rs. 1000/- for 10 Seconds spot
Vividhbharati	: Rs. 800/- for 10 Seconds spot

* No bonus spots & direct client commission for political advertisements.

SHOPPING MALL RATES (in Rupees)

Sponsored Fee of the slot + 20% branding charges + Spot Buy Rate for 60 seconds + 2 paid greetings.

DAY BRANDING RATES with FCT 450 seconds per station (in Rupees)

PC / LRS Stations				FM Rainbow	Vividhbharati	
Group I	Group III	Group IV	Group V	Bengaluru	Bengaluru	Dharwad
16090	9900	7420	5690	19800	17320	8770

COMMISSION / INCENTIVE:

- * Registered Agencies with AIR are entitled for 15% commission. Business is accepted on advance payment only.
- * Accredited Agencies with AIR are entitled for 15% commission. Business may be accepted on credit facility of 45 days.
- * Canvassers of AIR are entitled to 10% incentive. Business is accepted on advance payment only.

CONCESSIONS:

- * 15% concession is offered to Central, State Government departments, Public Sector Undertakings & autonomous bodies functioning under the aegis of the Central and State Governments.
- * 10% concession is offered to private clients & SSI units. Business is accepted only on advance payment.

SERVICE TAX & CESS:

- * Service Tax and cess according to rates fixed by Govt of India will be applicable on the net amount.

MODE OF PAYMENT:

- * Payment is to be made by Demand Draft drawn in favour of "PB(BCI), CBS, AIR, Bengaluru" or through RTGS / NEFT.



AIR STATIONS IN KARNATAKA

BENGALURU	MW 612 Khz
VIVIDHBHARATI	FM 102.9 MHz
FM RAINBOW	FM 101.3 MHz
AMRITAVARSHINI	FM 100.1 MHz
DHARWAD	MW 765 Khz
VIVIDHBHARATI	FM 103.0 MHz
BHADRAVATI	MW 675 Khz FM 103.5 MHz
KALABURGI	MW 1107 KHz
MANGALURU	MW 1089 KHz FM 100.3 MHz
MYSURU	FM 100.6 MHz
CHITRADURGA	FM 102.6 MHz
HASSAN	FM 102.2 MHz
HOSAPETE	FM 100.5 MHz
KARWAR	FM 102.3 MHz
MADIKERI	FM 103.1 MHz
RAICHUR	FM 102.1 MHz
VIJAYAPURA	FM 101.8 MHz
100 Watt Transmitters: Sagar, Tumakuru, Hosadurga, Kumta, Davangere, Sringeri	

