

**DOORDARSHAN KENDRA: BHUBANESWAR**  
**DOORDARSHAN COMMERCIAL SERVICE**  
**REVISED RATE CARD From 01.04.2013**

**A: TIME CATEGORY:**

<b>Category</b>	<b>DD-1</b>	<b>DD-6</b>
* SUPER A : Sunday :	3.00PM to 7.00PM	7.00PM to 10.30pm
A-Special : 6.00pm tom 7.00pm (Monday to Saturday)		
* A :	6.00am to 9.00am & 3.00PM to 6.00PM	9.00am to 3.00pm 10.30pm to 6.00am

(Live events irrespective of time  
Come under prime-time)

**B: COMMERCIAL RATE :**

Time slot (30')	DD-1			DD-6		
	Fee (Rs) SP/SSP	FCT (Sec) SP / SSP	SBR (10")	Fee (Rs) (SP/ SSP)	FCT (Sec) (SP/ SSP)	SBR (10")
* Super 'A' SPL(OFF) (BEFORE OFF) Mid Spot(OFF)	0 / 35,000	0 / 90"	10,000 15,000			
* Before News	-	-	7,000			
* Mid- News:	-	-	9,000			
*SuperA(Prime Time Film Based	33000/33000	210"/90"	10000/10000	4,200/4200	210"/180"	2000/2000
Non-Film	13500/22000	240"/120"	6000/ 6000	3200/3200	240"/210"	1500/1500
A Special(Mid Prime) Film Based	22000/ 13500	210"/90"	6000/4000			
Non-Film	13000/ 6500	210"/90"	4000/2000			
*A(Non Prime Time) Film Based	12500/12500	210"/90"	4000/4000	3200/3200	210"/180"	1500/1500
Non-Film Based	6500/6500	210"/90"	2000/2000	2200/2200	240"/210"	1000/1000

FCT : Free Commercial Time

SBR : Spot Buy Rate for 10" in Rupees

- \* 25% Discount applicable on Telecast Fee for Govt Sector
- \* 12.36% S.T applicable for all Agencies
- \* Production Charge for 30' Pannel Discussion : Rs 24,000/- +12.36% S.T(No Discount)
- \* Live Phone-in For 30'Chunk : Rs 3,00,000/-+12.36% S.T With 25% Discount As Govt Sector
- \* Resource Person Basic Fee : Rs 2,000/-

Your's faithfully

(D.Jayapura)  
PEX (Commercial)  
For DDG(P)

Commercial Contact No- 0674-2301870



