







davp.nic.in/Em_rcav.h





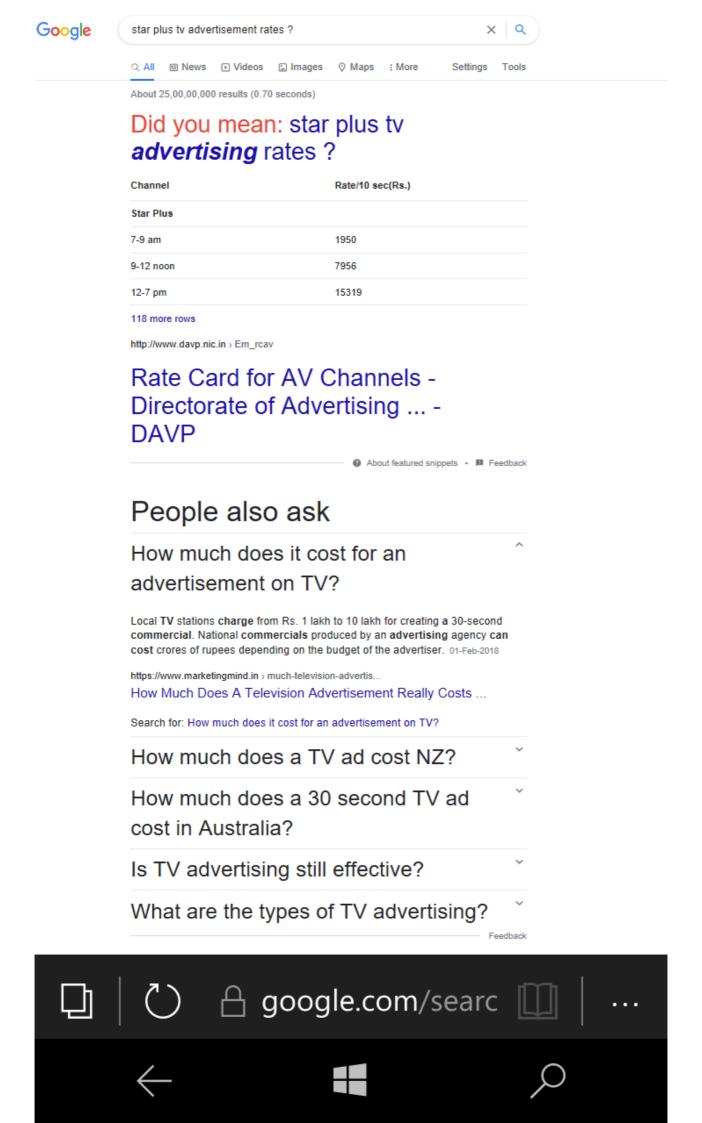
Final approved Rates of C&S channels for the year 2009-10

Channel	Rate/10 sec(Rs.)	S.No	Channel	Rate/10 sec(Rs.)
Star Plus		2	Sony Entertainment India	
7-9 am	1950		7-9 am	624
9-12 noon	7956		9-12 noon	4494
12-7 pm	15319		12-7 pm	5493
7-8 pm	21019		7-8 pm	6742
8-11 pm	54390		8-11 pm	16730
Sun TV		4	Star Gold	
7-9 am			7-9 am	1997
9-12 noon	10800		9-12 noon	2652
12-7 pm	17400		12-7 pm	6003
7-8 pm	24600		7-8 pm	6887
8-11 pm	27600		8-11 pm	6887
Zee TV		6	Sahara One	
7-9 am	831		7-9 am	499
9-12 noon	5581		9-12 noon	1997
12-7 pm	9856		12-7 pm	3000
7-8 pm	28976		7-8 pm	3495
8-11 pm	36814		8-11 pm	6000
мах		8	Enadu TV	
7-9 am	7362		7-9 am	1623
9-12 noon	7500		9-12 noon	5368
12-7 pm	10000		12-7 pm	3495
7-8 pm	11519		7-8 pm	6367
8-11 pm	19001		8-11 pm	7616
Gemini TV		10	Zee Marathi	
7-9 am	2018		7-9 am	1498
9-12 noon	4037		9-12 noon	1997
12-7 pm	10094		12-7 pm	4120
7-8 pm	18407		7-8 pm	16480
8-11 pm	16507		8-11 pm	15232
Zee Cinema		12	ETV Bangla	
7-9 am	2612		7-9 am	998
9-12 noon	6000		9-12 noon	499
12-7 nm	0075		12-7 nm	4260

















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13	NTV	3,000	150	500	2,250
14	TV 5	3,000	150	500	-
15	SAKSHI TV	3,000	150	500	2,250
16	i- News	3,000	150	500	2,250
17	ABN Andhra Jyothi	3,000	150	500	2,250
18	T News	3,000	150	500	2,250
19	HMTV	3,000	75	300	1,125
20	MAHAA	3,000	75	300	1,125
21	STUDIO-N	1,500	75	300	1,125
22	V6 NEWS	1,000	75	300	750
23	10 TV	1,000	75	300	750
24	CVR NEWS	2,500	75	300	750
25	AP 24x7	2,500	75	300	750
26	Bhaarat Today	1,650	75	300	750
27	4TV	1,000	75	300	750
28	Raj News	1,000	75	300	750
29	Sneha TV	1,000	75	300	750
30	CVR English	2,000	75	300	750
31	Prime 9 News	1,000	75	300	750
32	1 TV News	1,000	75	300	750
33	99 TV	1,000	75	300	750
	Health Channels				
34	CVR Health	1,000	75	300	750
35	ETV Life	1,000	75	300	750
	Religious Channels				
36	SVB Channel (*-LIVE #-Other time	2500* 1,000#	-	-	-
37	Bhakthi TV	1,000	100	175	500
38	Subhavartha	1,000	100	-	-
39	Aradhana	1,000	100	300	750
40	Calvary	1,000	75	300	750
41	CVR OM	1,000	75	300	750
	Others				
42	ETV - PLUS	1,000	75	300	750
43	FTV Abbiruchi	1,000	75	300	750













ipr.ap.nic.in/tv-rates.html



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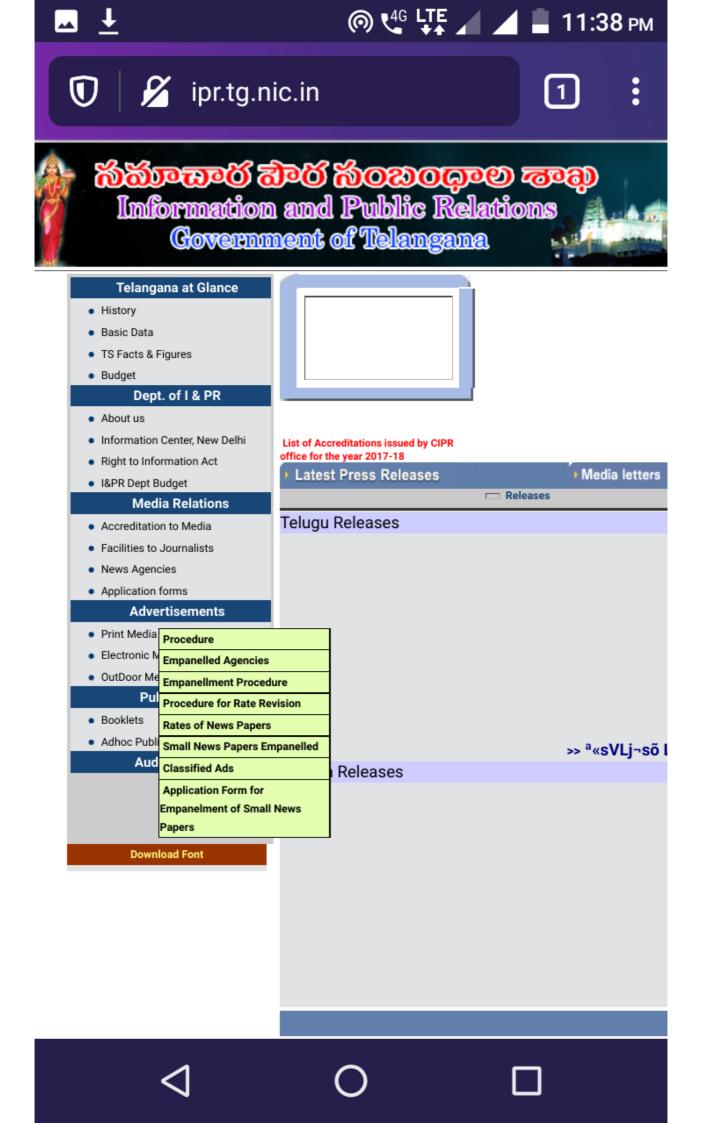
Sno	Name of the Channel	Rate for 10 sec	Scroll Rate	Strip Rate	Rate for L Band
	General Entertainment Channels				
1	DDK	5,000	-	-	-
2	GEMINI	8,000	-	-	-
3	ETV	7,250	-	-	-
4	GEMINI MOVIES	4,000	-	-	-
5	MAA TV	3,800	-	850	3,000
6	ZEE TELUGU	3,241	200	750	2,500
7	TV 1	1,000	-	-	-
8	VANITHA TV	1,000	100	175	500
9	MAA MUSIC	1,000	100	300	750
10	MAA Movies	2,000	150	300	1500
	News Channels				
11	TV 9	4,000	200	700	3,000
12	E TV2	4,000	200	700	3,000
40	ALTE C	0.000	450	500	0.050

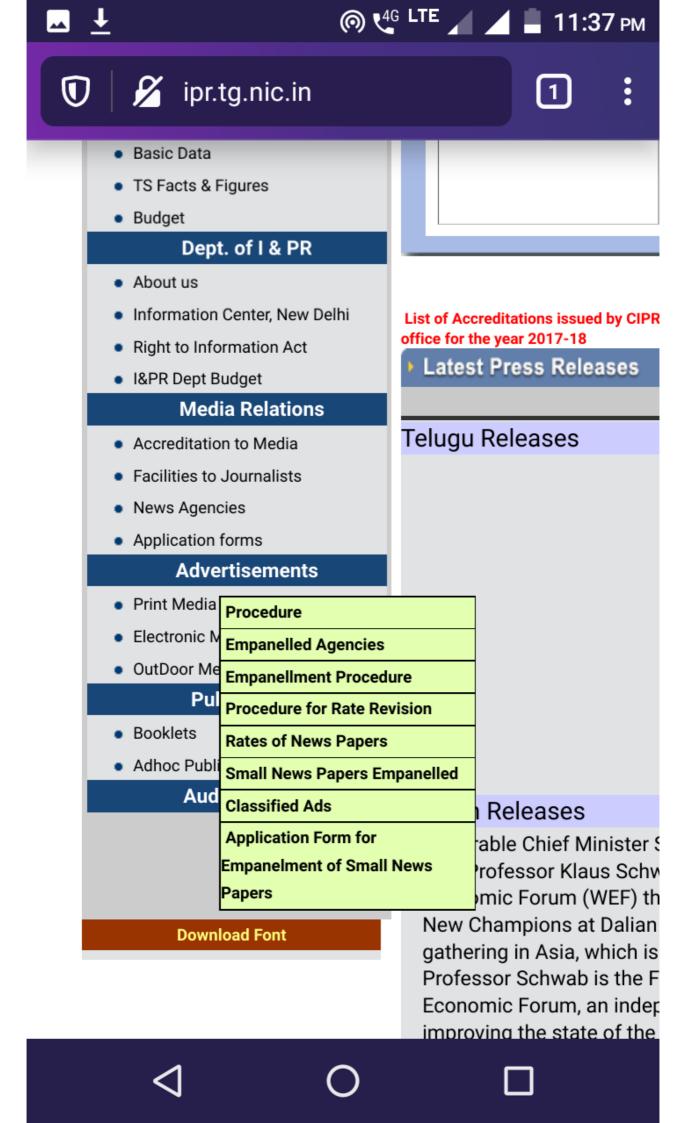


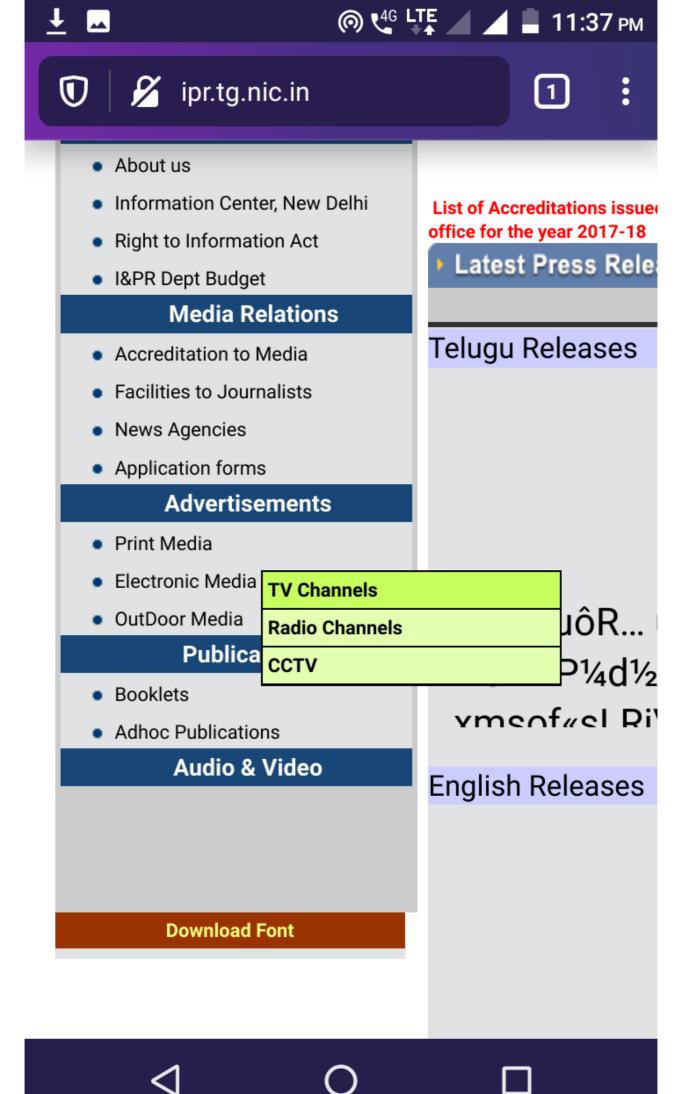












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No.			(Rs.)	
1	2		3	4
ENG	LISH DAILIES			
1	THE HINDU			
			Per Square Cent	<u>timeter</u>
	All India Editions		2650	26.11.2010
		Color	4950	
	Southern Edition		2475	-do-
		Color	4725	
	Andhra Pradesh Edition		715	-do-
		Color	860	
	Hyderabad Edition		440	-do-
		Color	520	
	Vijayawada Edition	00101	140	-do-
	Trayawada zanton	Color	180	
	Visakhapatnam Edition	Color	170	-do-
	Visualiupuululi Editioli	Color		-40-
	Delhi Edition	COIOI	244	-do-
	Denn Lanton	Color	259	-40-
	BUSINESS LINE	Color	239	
	All India Editions		750	26.11.2010
	All fildia Editions	Color	1100	-do-
	A D Editions	Color		-do-
	A.P. Editions	Color	140	
	P. 1 P. / .	Color	210	-do-
	Package Rates		2290	26 11 2010
	Hindu + Business Line (All India)		3280	26.11.2010
	III. I D I i (4 D)	Color	5870	-do-
	Hindu + Business Line (AP)	G 1	855	-do-
		Color	1000	-do-
_				
2	NEW INDIAN EXPRESS		Per Square Cen	
			07.01.2011	07.01.2011
			B&W	Color
	New Indian Express - AP Edition		432	547
	The Sunday Express AP Edition		475	601
	The New Indian Express South		2013	2818
	The Sunday Express South		2214	3100
	Kanada Prabha All edition		530	792
3	FINANCIAL EXPRESS		Per Square Cent	
	Combined		858	28.05.2011
	Mumbai		276	- do -
	Delhi		222	- do -
	Chandigarh		102	- do -
	Kolkata		138	- do -
	Chennai		120	- do -
	Bangalore		120	- do -
	Cochi		66	- do -

I & PR APPROVED RATES TOWARDS TELECAST OF TV SPOTS AND SCROLLS – UPDATED 2019

		Rate for	Scroll	Strip	Rate for
S.No	Name of the Channel	10 sec	Rate	Rate	L Band
0,010	General Entertainment Channels				
1	DDK	5,000	-	-	-
2	GEMINI	8,000	-	-	-
3	ETV	7,250	-	-	-
4	GEMINI MOVIES	4,000	-	-	-
5	MAA TV	3,800	-	850	3000
6	ZEE Telugu	3,241	200	750	2,500
7	TV 1	1,000	-	-	-
8	VANITHA TV	1,000	100	175	500
9	MAA MUSIC	1000	100	300	750
10	MAA Movies	2000	150	300	1500
	News Channels				
11	TV 9	4,000	200	700	3,000
12	E TV 2	4,000	200	700	3,000
13	NTV	3,000	150	500	2,250
14	TV 5	3,000	150	500	- 2.250
15	SAKSHI TV	3,000	150	500	2,250
16	i- NEWS	3000	150	500	2,250
17	ABN Andhra Jyothi	3000	150	500	2,250
18 19	T NEWS	3000 3000	150 75	500	2,250
20	MAHAA	3000	75	300 300	1,125 1,125
21	STUDIO-N	1500	75	300	1,125
22	V6 News	1000	75	300	750
23	10 TV	1000	75	300	750
24	CVR News	2500	75	300	750
25	AP 24 x 7	2500	75	300	750
26	Bhaarat Today	1650	75	300	750
27	4TV	1000	75	300	750
28	Raj News	1000	75	300	750
29	Sneha TV	1000	75	300	750
30	CVR English	2000	75	300	750
31	Prime 9 News	1000	75	300	750
32	1 TV News	1000	75	300	750
33	99 TV	1000	75	300	750
	Health Channels				
34	CVR Health	1000	75	300	750
35	ETV Life	1000	75	300	750
33		1000	73	300	750
	Religious Channels	0.5			
36	SVB Channel	2,500 *			
	(*LIVE)	1,000 #		-	-
277	(# Other time)	1.000	100	175	E00
37	Bhakthi TV	1,000	100	175	500
38	Subhavartha	1,000	150	300	750
	Aradhana	1,000	100	300	
40	Calvary TV	1,000	75	300	750
41	CVR OM	1,500	75	300	750
	Others				
42	ETV - PLUS	1,000	75	300	750
43	ETV Abhiruchi	1,000	75	300	750
	Cable TV Networks				
44	SITI Cable	900	75	50	375
45	METRO TV (Cable TV)	400	75	50	375







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8.	EENADU

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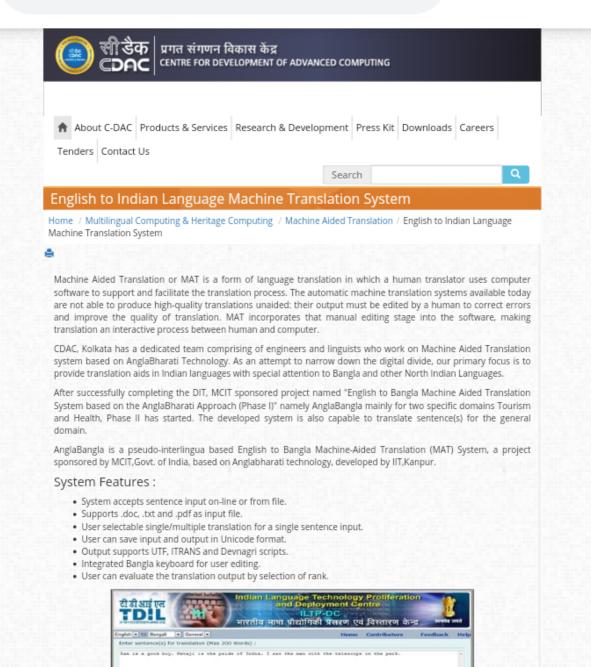












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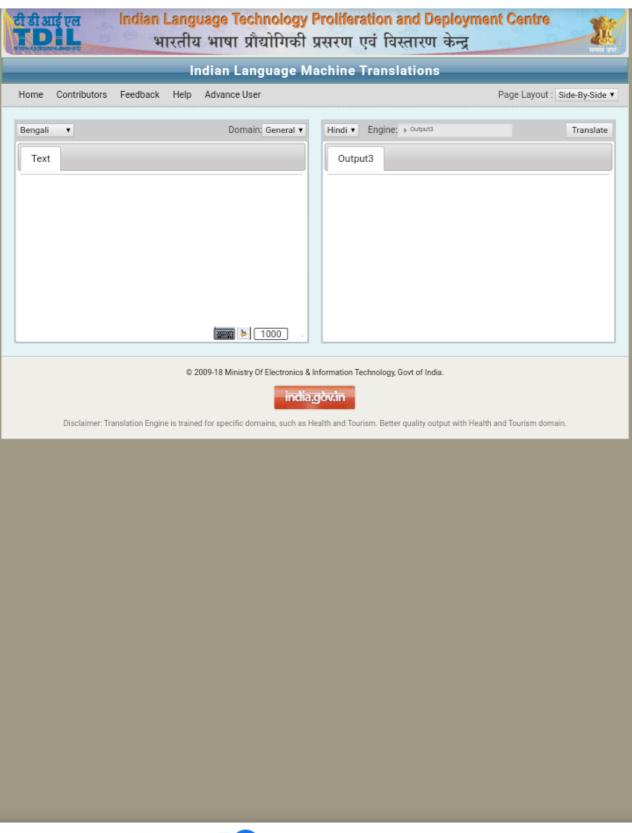






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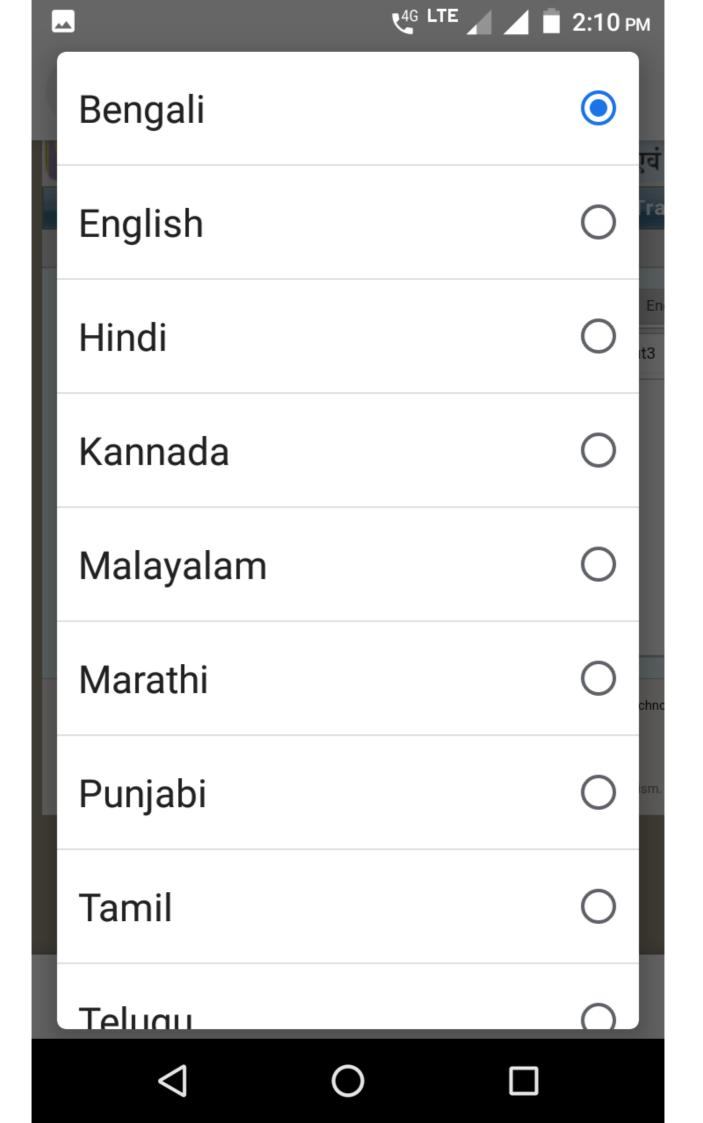








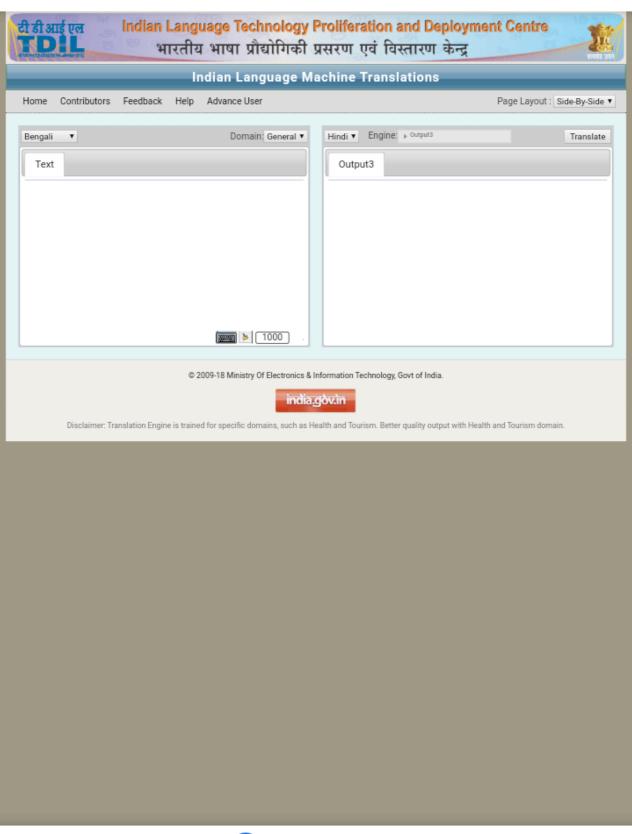
















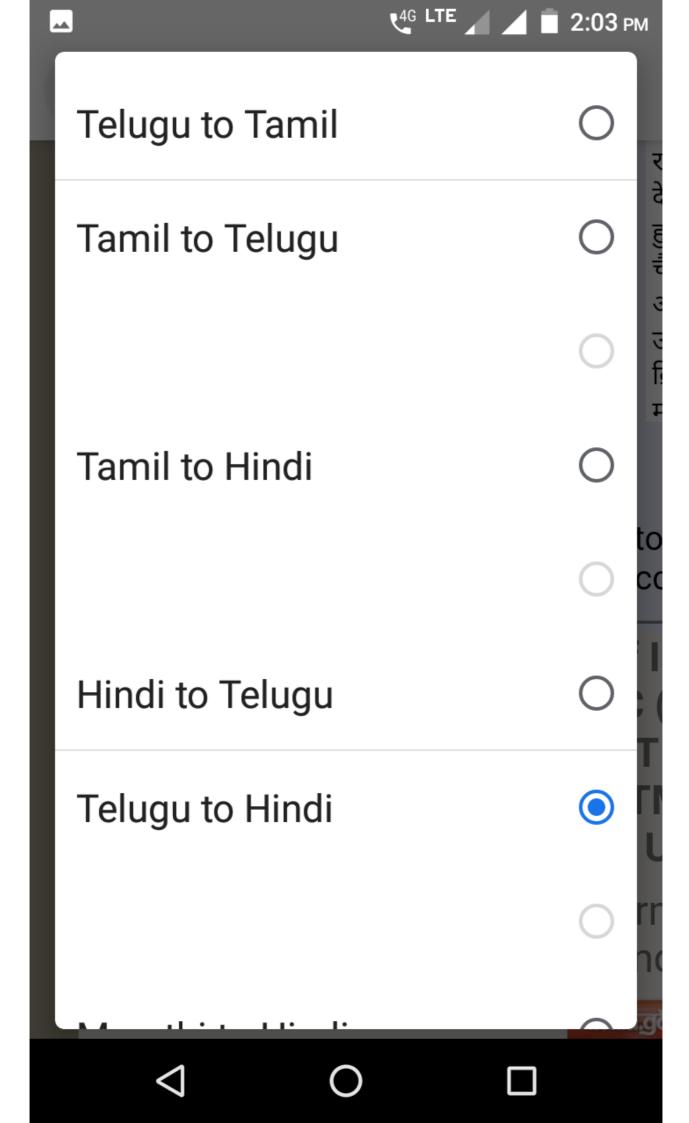












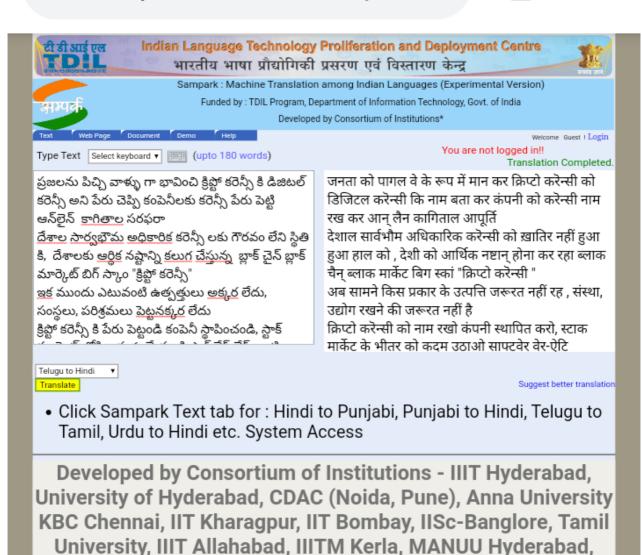




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