



**DD-SAPTAGIRI RATE CARD (TERRESTRIAL)**

IN-HOUSE PROGRAMMES	TIME BAND	SPONSORSHIP FEE (IN Rs.)	FCT (IN SEC)	SBR (IN Rs.)
	SUPER-A SPECIAL (ANY TIME) FEATURE FILM	55000	120	8000
	<b>BEFORE 6:30 PM :</b>			
	FILM BASED	15000	120	7000
	NON FILM BASED	6000	120	1300
PROPERTIES:	BEFORE /AFTER -- MORNING -- REGIONAL NEWS			4000
SCROLLING RATES IN NEWS –RS 1500/- FOR 15 WORDS (SINGLE TELECAST)	MORNING NEWS -- MID BREAK			4500
	BEFORE/AFTER -- EVENING -- REGIONAL NEWS			8000
	EVENING NEWS -- MID BREAK			8500

OUTSIDE PROGRAMMES	TIME BAND	TELECAST FEE (IN Rs.)	FCT (IN SEC)	SBR (IN Rs.)
PROPERTIES :	<b>NON PRIME TIME BEFORE 6:30 PM</b>			
SCROLLING RATES IN NEWS-RS1500/- FOR 15 WORDS (SINGLE TELECAST)	FILM BASED	8000	120	7000
	NON - FILM BASED	5000	150	5000

**RLSS- VIJAYAWADA (DD- SAPTAGIRI)**

IN-HOUSE PROGRAMMES	TIME BAND	SPONSORSHIP FEE(IN Rs.)	FCT (IN SEC)	SBR (IN Rs.)
	TELUUGU FEATURE FILM (ANY TIME)	13000	120	2500
	<b>PRIME TIME -- 7PM- 10:30 PM</b>			
	FILM BASED	6000	120	2500
	NON -FILM BASED	5000	120	2000
	<b>NON- PRIME TIME -- 10:30PM TO 7PM</b>			
PROPERTIES:	FILM BASED	5000	120	1500
SCROLLING RATES IN NEWS –RS 1500/- FOR 15 WORDS (SINGLE TELECAST)	NON- FILM BASED	5000	120	1300
	BEFORE/AFTER -- REGIONAL NEWS (ANY TIME)			2000
	REGIONAL NEWS -- MID BREAK (ANY TIME)			2500

OUTSIDE PROGRAMMES	TIME BAND	TELECAST FEE (IN Rs.)	FCT (IN SEC)	SBR (IN Rs.)
	<b>PRIME TIME -- 7PM TO 10:30PM</b>			
	FILM BASED	5000	210	5000
PROPERTIES:	NON – FILM BASED	4000	210	4000
SCROLLING RATES IN NEWS –RS 1500/- FOR 15 WORDS (SINGLE TELECAST)	<b>NON PRIME TIME -- 10:30 PM TO 7 PM</b>			
	FILM BASED	4000	210	4000
	NON - FILM BASED	3000	210	3000

\*\* ABOVE RATE CARD WILL COME INTO FORCE WITH IMMEDIATE EFFECT \*\*

**NOTE:**

- NEWS Mid Break : 25% Premium will be charged on Spot-Buy rate of the News.
- 15% Agency Commission (only for Accredited/Registered Agencies) is admissible.
- 14% Service Tax (including all cesses) on NET Amount is to be paid w.e.f 01.06.2015.
- Mode of Payment: By ECS/RTGS/NEFT to PB (BCI), DOORDARSHAN COMMERCIAL Service, A/C No.11084233129 (SBI), IFSC Code : SBIN0000691, Bank Code No.691, MICR No.110002087  
(Remittance Slip showing UTR number may be submitted to this Kendra as Proof of payment)

For further details please contact **Smt YAGANTI ARUNA KUMARI Programme Executive Commercial Section Doordarshan Kendra, VIJAYAWADA** either in Person or over Phone -- MOBILE No: **9440174865**



**DOORDARSHAN KENDRA : VIJAYAWADA**  
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**DD-SAPTAGIRI RATE CARD (TERRESTRIAL & RLSS NETWORK)**

**REVISED NEW TARIFF FOR DIFFERENT PROGRAMMES**

Sl. No.	Title of the Programme	Type of Programme	Timing	FREQUENCY	Sponsorship Charges (in Rs.)	FCT (in Sec.) for 30 mts.	Spot Buy Rate for 10 sec. (in Rs.)
1	ARCHANA	In-House	0600 – 0630	MON-SUN	6000	120	1200
2	NAVYANDHRA	In-House	0730 – 0800		5000	120	1200
3	AARADHANA		0730-0800	SUN	15000	120	6000
4	NEWS from DDK-HYD		0800-0830	MON-SUN	15000	120	6000
5	DHARMA SANDEHALU	PHONE-IN LIVE	0830-0930	SUN	---		4000 (Before/After) 4500 (Mid-Break)
6	KALA KOUMUDI		0930-1000	THU	6000	120	1200
7	ABHIVRUDDHI PATHAMLO ANDHRA PRADESH		0930-1000	FRI	6000	120	1200
8	TELUGU FEATURE FILM		1100-1300 1330-1400	MON-SAT	6000	120	1200
9	COOKERY SHOW		1230-1300	SUN	5000	120	1200
10	NEWS IN TELUGU		1300-1330	MON-SUN	5000	120	1200
11	NAVYA WOMEN PROGRAMME		1400-1430 1400-1500	MON-FRI SAT	5000	120	1200
12	LIVE PHONE-IN (MON-LEGAL; TUE-CAREER GUIDANCE; WED-HEALTH; THU-HEAD OF DVLPT.; FRI-LITERARY PERSONALITIES & PERFORMING ARTS)		1430-1500		12000	120	2500
13	OPEN UNIVERSITY (LIVE)		1400-1500	SUN	5000	120	1500
14	NEWS IN TELUGU (RECORDED)		2100-2130		5000	120	1200
15	TELUGU FEATURE FILM		1900-2100 & 2130-2200	MON-FRI	5000	120	1200
16	MUVVALA SAVVADI		2000-2100		5000	120	1200

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**REVISED NEW TARIFF FOR DIFFERENT PROGRAMMES**

Sl. No.	Title of the Programme	Type of Programme	Timing	FREQUENCY	Sponsorship Charges (in Rs.)	FCT (in Sec.) for 30 mts.	Spot Buy Rate for 10 sec. (in Rs.)
1	<b>NALUGOMUDI</b>	SFC FROM VJA	1500 – 1530	MON-FRI	15000	120	1300
2	<b>EE PRASNAKU BADULEDHI</b>	SFC FROM VJA	1530 – 1600	MON-FRI	15000	120	1300
3	<b>VYSHALI</b>	SFC FROM VJA	1600-1630	MON-FRI	15000	120	1300
4	<b>CHANTIGADI SWAYAM VARAM</b>	SFC FROM VJA	1630-1700	MON-FRI	15000	120	1300
5	<b>PODARILLU</b>	In-House	1700-1730	MON	15000	120	1300
6	<b>VELUGU - NEEDALU</b>	In-House	1700-1730	TUE	15000	120	1300
7	<b>SAHA JEEVANAM</b>	In-House	1700-1730	WED	15000	120	1300
8	<b>IRUGINTLO IRAKATAM</b>	In-House	1700-1730	THU	15000	120	1300
9	<b>ANDHRA SPECIAL (W.E.F. 05-08-2015)</b>	In-House	1700-1730	WED	15000	120	1300
10	<b>ADBHUTAHA (W.E.F. 06-08-2015)</b>	In-House	1700-1730	THU	15000	120	1300

\*\* ABOVE RATE CARD WILL COME INTO FORCE WITH IMMEDIATE EFFECT AND RATES VARY FROM TIMT TO TIME AS PER INSTRUCTIONS \*\*

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