

RATES FOR CUSTOMISED PROGRAMME for PRIMARY CHANNEL/ LRS

Rates are applicable-for per station per Broadcast

<u>NAME OF STATION</u>		Group of Stations	Sponsored Prog. wherein the entire content of the programme is PUBLICIZING THE PRODUCTS/ SERVICE with NO-FCT					
			Category-I (CUSTOMISED)			Category-II (CUSTOMISED)		
			15 Min.	10 Min.	5 Min.	15 Min.	10 Min.	5 Min.
M.P.	BHOPAL, INDORE & JABALPUR (3station)	II.	9,900	6,750	3,450	5,940	4,050	2,100
C.G.	RAIPUR							
M.P.	GWALIOR, REWA & CHHATARPUR (3station)	III.	7,920	5,400	2,700	5,040	3,450	1,740
C.G.	JAGDALPUR & AMBIKAPUR - (2station)	IV.	5,940	4,050	2,100	3,960	2,700	1,380
M.P.	BALAGHAT, BETUL, CHHINDWARA, GUNA, KHANDWA, SAGAR, SHAHDOL & SHIVPURI - (8station)	V.	3,960	2,670	1,350	3,060	2,070	1,050
C.G.	BILASPUR & RAIGARH - (2station)							
STATE HOOK-UP RATE [M.P. -14 stations]		M.P.	85,140	57,810	29,250	57,420	39,060	19,920
STATE HOOK-UP RATE [C.G. - 5 stations]		C.G.	29,700	20,190	10,350	19,980	13,590	6,960