

**COMM. RATE CARD OF ALL INDIA RADIO NET WORK IN ORISSA (WEF- 01.04.2013)**

**Primary Channel Stations:** AIR, Cuttack/ Sambalpur/ Jeypore & Bhawanipatna  
**Local Radio Stations:** Berhampur/Baripada/Balangir/Jaroda/Keonjhar/Puri/Rourkela & Deogarh  
**Other Stations:** Vividh Bharati, Cuttack & FM Rainbow, Cuttack

SPOT-BUY RATE PER 10 SECS. SPOT (In Rupees)							
Prog. Category	Cuttack	Sambalpur	Jeypore & Berhampur	Other Stations	FM, Cuttack	VB, AIR, Cuttack	State Hook-up
P1	550	440	330	220	440	280	3190
11	330	280	220	170	330	220	2240
<b>REGIONAL NEWS:Spot /Jingle of 10 Secs.</b>				2,550/-			
Mid-Break News				(100% Extra)			

RATE FOR SPONSORSHIP OF IN-HOUSE PROGS. OF 30 MTS. DURATION ( In Rupees )							
Prog. Category	Cuttack	Sambalpur	Jeypore & Berhampur	Other Stations	State Hook-up	FM, Cuttack	VB,AIR, Cuttack
1	5940	4750	3570	2380	34490	4750	1510
11	3570	3030	2380	1840	24240	3570	1190
----- FCT 60 Secs. -----							

RATE FOR SPONSORED PROG, OF 15 MTS. DURATION ( In Rupees )							
Prog. Category	Cuttack	Sambalpur	Jeypore & Berhampur	Other Stations	State Hook-up	FM,Cuttack	VB,AIR, Cuttack
1	3300	2640	1980	1320	19140		1680
11	1980	1680	1320	1020	13440		1320
----- FCT 60 Secs. -----							

PRODUCTION CHARGES			
Spots- 30 Secs.	Jingles- 30 Secs.	SPONSORED PROGRAMME (FOR 15 MTS.)	Special Progs. / Dial-In /Dial-Out 30Mnts
6000	15000	10,000/-	20000

DAY BRANDING				
AIR, CUTTACK	AIR, SAMBALPUR	AIR, JEYPORE & BERHAMPUR	OTHER STATIONS	STATE HOOK-UP (Excluding VB & FM)
12,370	9,900	7,420	5,690	76,940
Remarks- 450 Second FCT with 10 free greetings of 5 seconds each will be allowed.				

CLASSIFIEDS		
PC/VB/LRSs	Rs. 300/- Upto 15 Words	Rs.30 for every Extra word (Maximum 10 additional )
FM Rainbow	Rs. 450/- Upto 15 Words	Rs.45 for every Extra word (Words are permitted)

**Deductions-** 15% for Govt. Agencies & 10% for Private Clients.  
*(No deduction is allowed in Production Charges).*  
**Addition-** 12.36% Service Tax

-----  
**Contact no of CBS-** (0671) 2301210 (O) / 2307476 (FAX)  
**Mobile -** 9437276410 (ASD), 9937042527 (PEX)  
**E-Mail-** [cbs.cuttack2008@gmail.com](mailto:cbs.cuttack2008@gmail.com)  
 -----