



**ADVERTISEMENT TARIFF**

F/Y 066/067

<b>PREMIUM NEWS PACKAGE ( 6 BULLETINS)</b>				
Dur. In sec.	Headline	1st break	2nd break	Before
60 sec.	21000	15000	13000	13000
News Time : 0700, 0800, 0900, 1900, 2100 & 2200 hrs.				

<b>ALL NEWS PACKAGE (13 BULLETINS)</b>				
Dur. In Sec	Headline	1st break	2nd break	Before
60 sec.	42000	28000	24000	24000
News Time : 0700, 0800, 0900, 1000, 1200, 1400, 1600, 1900, 2100, 2200, 2300, 2400 & 0400.				

<b>LOOSE SPOTS (NEWS)</b>			
Dur. In Sec	1st break	2nd break	Before
60 sec.	18000	17000	16000
News Time: 0700, 1900, 2100 & 2200.			
Dur. In Sec	1st break	2nd break	Before
60 sec.	14500	13500	12000
News Time: 0800, 0900, 1000 & 2300.			
Dur. In Sec	1st break	2nd break	Before
60 sec.	11500	10500	10000
News Time: 1200, 1400, 1600, 2400 & 0400.			

<b>ALL SHORT NEWS PACKAGE ( 6 BULLETINS)</b>	
Dur. In Sec	60 SEC.
Before	10000
(News Time : 0600, 1100, 1300, 1500, 1700 & 1800)	

<b>LOOSE SPOTS</b>			
Dur. In Sec	Ordinary Time	Prime Time	Super Prime Time
60 sec.	5000	6000	7000
Ordinary Time : 1000 - 1700 & 2300 - 0600.			
Prime Time : 0600 - 1000 & 2200 - 2300.			
Super P. Time : 1700 - 2200			
(Except News, Short News & Mentioned Programs)			

<b>TIME SLOT RATE (Per Min.)</b>		
MORNING	DAY	EVENING
0600 - 1200	1200 - 1700	1700 - 2300
1800	1200	2500

<b>PROGRAMS RATE</b>				
PROGRAMS	LOOSE P/min	SPONSORSHIP	FCT IN MIN.	
MOYC	8000	10000	DAILY	1
SMS N MORE	8000	10000	DAILY	1
UKALI ORALI	8000	10000	DAILY	1
SAMAYABAJI	8000	15000	WEEKLY	1
KHOTTABAJI	8000	15000	WEEKLY	1
BHANDPHOR.COM	6500	15000	WEEKLY	1
TALK SHOWs	6500	12000	WEEKLY	1
ARTHA RA BYAPAR	6500	10000	WEEKLY	1
KHEL	6500	10000	WEEKLY	1
PARTY CENTRAL	6500	10000	WEEKLY	1
POWER TALKS	8000	10000	WEEKLY	1
ZERO HOUR	8000	10000	WEEKLY	1
BLACK N WHITE	8000	15000	WEEKLY	1
BAGINA	6500	10000	WEEKLY	1
KHELUM DOHARI	6000	10000	WEEKLY	1

**TERMS OF ADVERTISEMENT:**

1. All rates are in NRs.
2. Govt. regulation with regard to VAT, and censorship shall be applicable.
3. Discount Structure : 15% Agency commission , 10 % advance cash discount
4. Advertisement tariff for Govt./NGO/INGOs: as per Image Channel Rate Card 2066/067.
5. All News Package are minimum commitment of 15 days
6. Alternate News Package are minimum commitment of 1 month.