

DOORDARSHAN KENDRA::HYDERABAD		DD-1 (Yadagiri)	Rate Card
IN- HOUSE PROGRAMMES W.e.f. : 15.01.2015			
	TELECAST FEE	FCT	SPOTBUY 10"
Super `A' Special (Any time)	45000	120	7000
Before 6.30 p.m – Film Based	15000	120	6000
Before 6.30 p.m – Non-Film Based	6000	120	1200
Regional News 6.30 p.m – Before/After			7000
Regional News 6.30 p.m – Mid-Break			7500
Regional News 8.00 a.m – Before/After			4000
Regional News 8.00 a.m – Mid-Break			4500
OUTSIDE SPONSORED PROGRAMMES			
NON - PRIME TIME 10.30 p.m - 7.00 p.m (Next Day)			
Before 6.30 p.m - Film Based	7000	120	6000
Before 6.30 p.m - Non Film based	5000	150	5000
PROPERTIES : Scrolling Rates in News – Rs.1500/- for 15 words (Single Telecast)			
DOORDARSHAN KENDRA::HYDERABAD DD-8 (Yadagiri)			
IN- HOUSE PROGRAMMES			
Telugu Feature Film (Any time)	12000	120	2500
PRIME TIME 7.00 p.m - 10.30 p.m			
Film based	6000	120	2000
Non Film Based	5000	120	1500
NON - PRIME TIME 10.30 p.m - 7.00 p.m (Next Day)			
Film based	5000	120	1500
Non Film Based	5000	120	1200
Regional News – Before / After (Any Time)			2000
Regional News – Mid-break (Any Time)			2500
OUT SIDE PROGRAMMES			
PRIME TIME 7.00 p.m -10.30 p.m			
Film based	5000	210	5000
Non Film Based	4000	210	4000
NON - PRIME TIME 10.30 p.m - 7.00 p.m (Next Day)			
Film based	4000	210	4000
Non Film Based	3000	210	3000
PROPERTIES : Scrolling Rates in News – Rs.1500/- for 15 words (Single Telecast)			

NOTE :

- (1) 15% Agency Commission (only for Accredited/Registered Agencies) is admissible.
- (2) 15% Service Tax on Net Amount is to be paid. (w.e.f 01-06-2016)
- (3) Mode of payment : By ECS/RTGS/NEFT to PB(BCI), Doordarshan Commercial Service, A/C. No. 11084233129 (SBI), IFSC CodeSBIN0000691, Bank Code No.691, MICR No.110002087 (Remittance slip showing UTR number may be submitted to this Kendra as proof of payment)
- (4) For further details please contact Programme Executive, Commercial section, DDK, Hyd either in person or over Phone 040-27036848 (Tele-fax),
E-MAIL : ddhyd_commercials@yahoo.co.in