



PRASAR BHARATI
(India's Public Service Broadcaster)

RATE CARD
DDK- Ahmedabad

In-house Programmes

&

Outside Sponsored Programmes

w.e.f. 01.04.2013



DD:GIRNAR
DOORDARSHAN : AHMEDABAD
Inhouse Programmes
w.e.f. 01.04.2013

In-house Programmes Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
„A“ Special : 7:00PM to 8:00PM			
Film Based	44000	90	10,000
Non Film Based	44000	120	10,000
„A“ 6:30PM -7:00PM (All days) 8:30AM-9:00AM (Sunday)			
Film Based	15000	90	4000
Non Film Based	15000	120	4000
„B“ Before 6:30PM			
Film Based	9000	90	2000
Non film Based	9000	120	2000
News		12000 (Before/After) 15000 (Mid-Break)	



DD:GIRNAR (RLSS)

DOORDARSHAN : AHMEDABAD Inhouse Programmes

w.e.f. 01.04.2013

In-house Programmes Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time : 8.00PM-10:30PM			
Film Based	8000	180	3000
Non Film Based	8000	210	3000
Non Prime Time : 8.00 AM-8.00PM 10:30PM-8:00AM			
Film Based	5000	180	2000
Non Film Based	5000	210	2000



DD:GIRNAR

DOORDARSHAN : AHMEDABAD **Outside Produced Sponsored Programmes**

w.e.f. 01.04.2013

Outside Sponsored Programmes Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
„A“ Special 7:00PM to 8.00PM			
Film Based	25000	120	16000
Non Film Based	13000	150	10000
„A“ Before 7:00PM			
Sunday Morning/Afternoon	9000	180	7000



DD:GIRNAR (RLSS)

DOORDARSHAN : AHMEDABAD Outside Produced Sponsored Programmes

w.e.f. 01.04.2013

Outside Sponsored Programmes	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Time Band			
Prime Time			
8.00PM-10:30PM			
Film Based	10000	210	3000
Non Film Based	3000	240	1000
Non Prime Time			
8.00AM-8.00PM			
10:30PM-8:00AM			
Film Based	5000	210	2000
Non Film Based	2000	240	1000