



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department –Media List and Rate for the year 2008-2010 – Orders issued –

General Administration (Information & Public Relations D) Department

G.O.(Rt)No. 234 /09/I&PRD.

Dated , Thiruvananthapuram, 24.9.2009.

Read:- 1. Rate Contract No.10066/D1/2007/I&PR. dated 04..06.08 signed between Director, Information and Public Relations Department and the Advertisement Managers, Asianet, Asianet Plus, Kairali, People TV, We Channel, India Vision, Amrita, Manorama News, Jeevan TV, Jai Hind, ACV

ORDER

As per the rate contract read as 1st paper above rate contracts was signed between the Director, Information and Public Relations Department and the Marketing Managers, Asianet, Asianet Plus, Kairali, People TV, We Channel, India Vision, Amrita, Manorama News, Jeevan TV, Jai Hind, ACV systems in the Media List and to fix advertisement rate.

In these circumstances, Government are pleased to include the Asianet, Asianet Plus, Kairali, People TV, We Channel, India Vision, Amrita, Manorama News, Jeevan TV, Jai Hind, ACV in the Media list and to fix the rate as detailed below. The rate given below will stand in force for the telecast of Government Advertisements for 2 years from the date of the Rate contract signed between the Director, Information and Public Relations Department and the Marketing Manager of the Asianet, Asianet Plus, Kairali, People TV, We Channel, India Vision, Amrita, Manorama News, Jeevan TV, Jai Hind, ACV

Name of Channel	Time	Card Rate per 10 Seconds	Govt Rates (Discount 50%)
1. Kairali TV	Day Band - 06.00 AM to 6.00 PM	Rs. 3000/-	Rs. 1500/-
	Evening Band - 06.00 PM to 11.00 PM	Rs. 12,000/-	Rs. 6000/-
	Gulf Band - 11.00 PM to 01.00 AM	Rs. 4,000/-	Rs. 2000/-
	International Band - 01.00 AM to 06.00 AM	Rs. 2,000/-	Rs. 1000/-
2. People TV	American/Morning Band - 06.00 AM to 09.00 AM	Rs. 3,000/-	Rs. 1500/-
	News Event Band - 09.00 AM to 01.00 PM	Rs. 4,000/-	Rs. 2000/-
	Family Band - 01.00 PM to 04.00 PM	Rs. 3,500/-	Rs. 1750/-
	Children/ Teenage Band - 04.00 PM to 06.00 PM	Rs. 3,000/-	Rs. 1500/-
	Hot News/ Prime Band - 06.00 PM to 11.00 PM	Rs. 6,000/-	Rs. 3000/-
	Gulf Band - 11.00 PM to 03.00 AM	Rs. 4,000/-	Rs. 2000/-
	European Band - 03.00 AM to 06.00 AM	Rs. 2,500/-	Rs. 1250/-
	News Band Tariff News n Views		Rs 2,000/-

	News Plus	Rs. 2,000/-	
	News - Morning	Rs. 1,000/-	
	News at 10.00 am	Rs. 1,000/-	
	News at 11.00 am	Rs. 1,000/-	
	News - Noon	Rs. 1,000/-	
	News at 02.00 pm	Rs. 1,000/-	
	News at 04.00 am	Rs. 1,000/-	
	News - Evening	Rs. 1,000/-	
	Sports - Today - 9.00 pm - 9.30 pm	Rs. 1,000/-	
	Business Today - 9.3. pm to 10.00 pm	Rs. 1,000/-	
	Nation Today - 10.00 pm - 10.30 pm	Rs. 1,000/-	
	News Today - 11.00 pm - 11.30 pm	Rs. 1,000/-	
	World Today - 11.30 pm - 12.00 am	Rs. 1,000/-	
	News Quiz 7.30 pm -8.00 pm		
	News Headlines (15 headlines/ day)		
3. Amrita	Morning Band - 06.00 AM to 09.00 AM	Rs. 3,500/-	Rs. 1750/-
	Noon Band - 09.00 AM to 04.00 PM	Rs. 3,500/-	Rs. 1750/-
	Evening Band - 04.00 PM to 06.00 PM	Rs. 5,000/-	Rs. 2500/-
	Prime Band - 06.00 PM to 11.00 PM	Rs. 10,000/-	Rs. 5000/-
	NRK Band - 11.00 P.M to 3.00 AM	Rs. 6,000/-	Rs. 3000/-
	Non Prime Band - 03.00 AM to 06.00 AM	Rs. 2,500/-	Rs. 1250/-
	News Tariff		
	News Schedule		
	A - 7.30 am News	Rs. 2,000/-	
	B - 11.00 am News	Rs. 2500/-	
	C - 1.00pm News	Rs. 5000/-	
	D - 3.00 pm News	Rs. 5000/-	
	E - 6.30 pm News	Rs. 5000/-	
	F - 10.00 pm News	Rs. 5000/-	
	G - 12.00 MidNight News	Rs. 3500/-	
4. Indiavision	News Night - 09.00 to 10.00 PM	Rs. 4,000/-	Rs. 2000/-
	News at 7 PM	Rs. 3000/-	Rs. 1500/-
	News at 8 PM		
	Vote 'N' Talk-- Mon- Fri - 07.00 to 8.00 PM		
	Connecting Keralam Mon-Sat 6-7 PM Sun 6.30 - 7 PM	Rs. 2,500/-	Rs. 1250/-
	News - 10.00PM to 11.00 PM		
	News Bulletings- 06.00 AM to 5.00 PM	Rs. 2,000/-	Rs. 1000/-
	News Related Other Programs	Rs.2,000/-	Rs. 1000/-
5. Jeevan TV	Morning Band - 06.00 AM to 10.00 AM	Rs. 3,000/-	Rs. 1500/-
	Noon Band - 10.00 AM to 04.00 PM	Rs.4000/-	Rs.2000/-
	Evening Band - 04.00 PM to 06.00 PM	Rs. 5000/-	Rs.2500/-
	Prime Band - 06.00 PM to 11.00 PM	Rs. 8000/-	Rs.4000/-
	NRK Band - 11.00 P.M to 2.00 AM	Rs. 6000/-	Rs.3000/-
	NRK Non Prime Band - 02.00 AM to 06.00 AM	Rs. 3000/-	Rs.1500/-
	News Band		
	Morning News	Rs. 3000/-	
	Afternoon News	Rs. 3500/-	
	Evening News	Rs. 4000/-	
	Night News (Including Gulf News)	Rs. 4500/-	
6. Asianet	Platinum Plus	Rs. 15,000/-	Rs.7500/-
	Platinum	Rs. 13,000/-	Rs. 6500/-
	Diamond	Rs. 12,000/-	Rs.6000/-
	Gold	Rs. 10,000/-	Rs. 5000/-
	Silver	Rs. 8000/-	Rs. 4000/-

	Bronze	Rs. 4000/-	Rs. 2000/-
	Breakfast Time	Rs. 2500/-	Rs. 1250/-
	Time Check - Before News 6.30 PM & 10.30 PM	Rs. 4,000/-	Rs. 2000/-
	Other News	Rs. 2,500/-	Rs.1250/-
	Rate Card for Premier Movies - A (Festival Premier)	Rs. 15000/-	Rs. 7500/-
	Rate Card for Premier Movies - B (Festival Premier)	Rs. 12,000/-	Rs. 6000/-
	Rate Card for Premier Movies - C (Festival Premier)	Rs. 10,000/-	Rs. 5000/-
	Rate Card for Premier Movies - A (Non- Festival Premier)	Rs. 12,000/-	Rs. 6000/-
	Rate Card for Premier Movies - B (Non- Festival Premier)	Rs, 10,000/-	Rs. 5000/-
	Rate Card for Premier Movies - C (Non- Festival Premier)	Rs. 8,000/-	Rs. 4000/-
7. Asianet News	Prime Band	Rs. 5000/-	Rs.2500/-
	Afternoon Band	Rs. 3000/-	Rs. 1500/-
	Morning Band	Rs. 2000/-	Rs. 1000/-
	Time Check News Hour	Rs. 3000/-	Rs. 1500/-
	Other News	Rs. 1500/-	Rs. 750/-
	Scrolls	Rs. 1000/-	Rs. 500/-
	Animated Scrolls	Rs. 1500/-	Rs. 750/-
	Co- Sponsorship News Hour (9.00 PM - 10.00 PM)	Rs. 75,000/-per Week	Rs. 37500/-
	Programmes after 10.00 PM	Rs 50,000/- per week	Rs. 25000/-
	News Hour Capsules	Rs. 45,000/- per week	Rs. 22500/-
	Gulf News - (4.00 PM & 11.30 PM)	Rs. 50,000/- per week	Rs. 25000/-
	Composite News	Rs. 25,000/- per Day	Rs.12500/-
8. Asianet Plus	Prime Band	Rs. 5000/-	Rs. 2500/-
	Afternoon Band	Rs. 3000/-	Rs. 1500/-
	Morning Band	Rs. 2000/-	Rs. 1000/-
	Branding Prime Time Movie	Rs. 75,000/- (per movie)	Rs.37500/-
	Weekly programmes	Rs. 75,000/- per Week	Rs.37500/-
	Weekend Programmes	Rs. 20,000/- per Episode	Rs.10000/-
	Co-sponsorship Prime Time Movie	Rs. 50,000/- per Movie	Rs.25000/-
	Weekly Programmes	Rs. 50,000/- per Week	Rs.25000/-
	Weekend Programmes	Rs. 15,000/- per Episode	Rs.7500/-
9. Manorama News	Super Prime time - 08.00PM - 11 PM	Rs. 6000/-	Rs.3000/-
	Prime time - 06.00 PM - 08.00 PM	Rs. 4500/-	Rs.2250/-
	Latenight Prime - 11.00PM - 02.00 AM	Rs. 4500/-	Rs.2250/-
	Morning OTS - 02.00AM - 07.00 AM	Rs. 1500/-	Rs.750/-
	Morning response - 07.00 AM - 09.00 AM	Rs. 3000/-	Rs.1500/-
	Afternoon response 12 noon - 03.00 PM	Rs. 3000/-	Rs. 1500/-
	Afternoon OTS 03.00 PM - 06.00 PM	Rs. 1500/-	Rs. 750/-
10. Jai Hind TV	Morning Band - 06.00 AM to 10.00 AM	Rs. 2000/-	
	Noon Band - 10.00 AM to 04.00 PM	Rs. 3000/-	
	Evening Band - 04.00 PM to 06.00 PM	Rs. 4000/-	
	Prime Band - 06.00 PM to 11.00 PM	Rs. 8000/-	
	NRK Prime Band - 11.00 PM to 02.00 AM	Rs. 4000/-	
	Non Prime Band - 02.00 AM to 06.00 AM	Rs. 1500/-	

	News Band Morning News - 07.00 AM 09.00 AM 11.00 AM	Rs. 1500/-	
	Afternoon News 01.00 PM 03.00 PM	Rs. 2000/-	
	Evening News 05.00 PM	Rs. 2500/-	
	Prime Time News 07.00 PM 08.00 PM	Rs. 5000/-	
	Night News 11.00 PM	Rs. 4000/-	

Name of Channel	Time	Card Rate per 10 Seconds	Govt Rates (Discount 50%)
11. We channel	Prime Band	Rs. 2500/-	Rs. 1250/-
	Non-prime Band	Rs. 1000/-	Rs. 500/-

(By Order of the Governor)

SHEELA THOMAS
Secretary to Government

All Advertisement Manager,
All Heads of Departments
All Departments in the Secretariat.
The Registrar, High Court, Ernakulam(with C/L)
The Secretary, Kerala Public Service Commission (with C/L)
The Registrar, Kerala/Mahatma Gandhi/Kozhikkode/Kannur/Agricultural University.
The Directors of all Boards/Corporations/Local Self Government
Institutions/Autonomous Bodies.
The Secretary, Kerala Water Authority.
Private Secretary to Chief Minister.
Private Secretaries to all Ministers.
PA to Additional Chief Secretary to Government.
PA to the Director, Information & Public Relations Department.
Deputy Director, I, II,III
All Regional Deputy Directors.
Information Officer (Advertisement)
All District Information Officers.
The Registrar, C-Dit, Thiruvananthapuram (to include in the web-site)
PRD Web site (www.prd.kerala.gov.in)
Stock file/Office Copy.

Forwarded/By Order

Section Officer