



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department –Media List and Rate for FM Radios in the year 2009-10 – Orders issued –

General Administration (Information & Public Relations D) Department

G.O.(Rt)No. 53-09/I&PRD.

Dated. Thiruvananthapuram. 27..2..09

Read:- 1.. Rate Contract No.30816-D1/2007/PR. signed by Director I&PRD.

ORDER

As per the rate contract read as 1st paper above rate contracts were signed between the Director, Information and Public Relations Department and the Advertisement Managers of the FM Radio Stations for including the FM Radios in the Media List and to fix the Advertisement Rates.

In these circumstances, Government are pleased to include the following FM Radios in the Media list and the fix the Advertisement Rates as detailed below. The rates given below will stand force for the broadcast of Government Advertisements for 12 months from the date of the Rate contract signed between the Director, Information and Public Relations Department and the Advertisement Managers of the FM Radio Stations.

Name of FM Radio : **93.5 S FM**

Date of Rate Contract - 24-6-2008

Station	Rate (Rs)		Govt.Rate (Discount 50%)	
	Prime Time	Non- Prime	Prime Time	Non- Prime
Trivandrum	500.00	300.00	250.00	150.00
Kochi	600.00	350.00	300.00	175.00
Trichur	500.00	300.00	250.00	150.00
Kozhikode	600.00	350.00	300.00	175.00
Kannur	500.00	300.00	250.00	150.00

Name of FM Radio : **Big 92.7 FM**

Date of Rate Contract - 19-01-2009

Stations	Card Rate for 10 SEC(Rs)	Govt Rate (50% Discount)
Trivandrum	Prime Time - Rs. 348	Prime Time - Rs. 174
	Non Prime Time - Rs. 290	Non Prime Time - Rs. 145

Name of FM Radio : **94.3 CLUB FM**

Date of Rate Contract - 24-06-2008

Stations	Card Rate for 10 SEC(Rs)	Govt Rate (50% Discount)
Trivandrum	350	175
Kochi	430	215
Trichur	350	175
Kannur	250	125
All 4 Stations	1380	690

Name of FM Radio : Radio Mirchi - 98.3 FM

Date of Rate Contract - 18-07-2008

Stations	Card Rate for 10 SEC(Rs)	Govt Rate (Rs)
Trivandrum	800/-	150/-

The rate given above will stand force for the broadcast of Government Advertisement for 12 months from the date of Rate Contract.

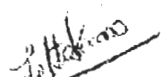
(By Order of the Governor)

Sheeia Thomas
Secretary to Government

To

All FM Radios concerned.
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