



# PARLIAMENTARY ELECTION 2020

NETHRA TV / CHANNEL EYE RATE CARD (Updated on 25/02/2020)

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Nethra TV / Channel Eye Programme Line-up			30 sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
BREAKFAST SHOW	Day	Time	MB	MB	MB	MB	MB	MB	MB
Rise & Shine	Daily	6.00am - 7.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Newspaper Review	Daily	7.30am - 8.00am	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Udaya Darshanam	Weekdays	9.00am - 11.00am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>EDUCATION &amp; CHILDREN'S PROGRAMMES</b>									
	Weekdays	6.00pm - 6.30pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
<b>SPORTS PROGRAMMES</b>									
Sports Programme	Daily	5.00am - 6.00am	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Sport Magazine(VILAYAATTU MANJARI)	Saturday	11.30am - 12noon	7,500	3,000	4,125	4,875	6,375	9,375	15,000
<b>MUSICAL / ENTERTAINMENT</b>									
M9.30 (musical)	Sunday	9.30am - 11.00am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Namma Sunday (Youth /Informtion)	Sunday	9.00am - 9.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Lunch Time Music	Weekdays	12noon - 1.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Pravaha (Interview Programme/Profecinal)	Saturday	9.30am - 11.00am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Jolly Time	Saturday	3.00pm - 4.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Ulahavalum	Tuesday	6.00pm - 6.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Kandathum Kettathum	Friday / Mon	6.00pm - 6.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Kalakalappu	Sunday	3.00pm - 4.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Eye shuffle/Café Classic/ Rhythm to Rhythm	Mo/Tues/Thurs	10.00pm - 11.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Nethra Express	Saturday	4.00pm - 5.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Swarna Sangetham (karnata Song Competition)	Saturday	20.00- 21.00pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
<b>QUIZ / MAGAZINE PROGRAMMES</b>									
Alagoviyam	Sunday	11.30am - 12noon	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Saiva Neethi (Hindu Religious)	Tuesday	5.30pm - 6.00pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Kodi Malai	Saturday	7.30pm - 8.00pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
NHK Documentary	Thursday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Yalathirai/Saiva Neethi/Saith Theundal/Kalai Arangam/Tirai Nila	Mon- Fri	5.30pm - 6.00pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
NHK Documentary	Thursday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Thiraivanil	Saturday	11.00am - 11.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>TALK SHOW</b>									
Vidiyalai Nokki	Wednesday	6.00pm - 6.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>POLITICAL</b>									
Sadurangam	Saturday	6.00pm - 6.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Vidiyalai Nokki (Political)	Monday	6.00pm - 6.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>TAMIL MOVIES</b>									
Tamil Movie	Sunday	12noon - 3.00pm	20,000	8,000	11,000	13,000	17,000	25,000	40,000
Tamil Movie	Sunday	4.00pm - 6.30pm	20,000	8,000	11,000	13,000	17,000	25,000	40,000
Tamil Movie	Saturday	12 noon - 3.00pm	20,000	8,000	11,000	13,000	17,000	25,000	40,000
Saturday Night Movie	Saturday	10.30pm-11.30pm	20,000	8,000	11,000	13,000	17,000	25,000	40,000
Feature Films	Weekdays	1.45pm - 4.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>DRAMA TIME</b>									
Sindu Bhairavi	Weekdays	7.30pm - 8.00pm	40,000	16,000	22,000	26,000	34,000	50,000	80,000
Kannamma	Weekdays	8.00pm - 8.30pm	40,000	16,000	22,000	26,000	34,000	50,000	80,000
Atthipookkal	Weekdays	8.30pm - 9.00pm	40,000	16,000	22,000	26,000	34,000	50,000	80,000
Attipockal (Repeat)	Weekdays	11.00am - 11.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Kannama (Repeat)	Weekdays	11.30am - 12.00nn	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Sindu Bhairavi	Weekdays	1.00pm - 1.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Local Drama	Sunday	7.30pm - 8.00pm	25,000	10,000	13,750	16,250	21,250	31,250	50,000
<b>NEWS</b>									
Lunch Time News	Weekdays	1.30pm - 1.45pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Hourly News	Weekdays	8.25am - 4.25pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Tamil News	Daily	7.00pm - 7.30pm	25,000	10,000	13,750	16,250	21,250	31,250	50,000
English News	Daily	9.00pm - 9.30pm	35,000	14,000	19,250	22,750	29,750	43,750	70,000
English News(Repeat)	Weekdays	00.00 - 00.30 Am	7,500	3,000	4,125	4,875	6,375	9,375	15,000

Note : Government tax to be added to the above rates

THE NATIONAL RUPAVAHINI - TAMIL CHANNEL ON STATION

NON SPECIFIED SPOTS	Time	30 Sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
Daytime	6.00 - 5.00pm	5,000	2000	2750	3250	4250	6250	10000
Evening / Night	5.00 - 7.00pm	7,500	3000	4125	4875	6375	9375	15000
Evening / Night	7.30pm onwards	10,000	4000	5500	6500	8500	12500	20000

\* 10% Addition for specified spots/ 20% off the MB rate for before programme/ 05Sec spot rate is applicable for 15-20 word crawlers

\* Spot rate depend on the duration is applicable for animations/ 10% seasonal charges - April & December

AIRTIME BELT RATES (Outside programmes)		15 min	30 min	Duration	Program content	Comm. content	Station Break	Comm. sponsor	30 sec Trailers
6.00am - 5.00pm	Weekend	25,000	50,000	15 min	11 min	3 min	1	2 min	3
6.00am - 5.00pm	Weekday	20,000	40,000						
5.00pm - 7.00pm & 9.30pm	Weekend	40,000	70,000	30 Min	22 min	6 min	2	4 min	6
7.00pm - 9.30pm	Daily	NA	NA						
<b>Commercial Productions - Slides</b>									
						Art work	Voice	Transfer	Total
					15 sec	2500	750	1000	4250
					20 -30 sec	2500	1000	1500	5000

\* Additional airtime of 50% will be charged for multiple clients (Max. 03)

\* Reservation of airtime will be only on receipt of advance payments

\* Musical shows/Events need to meet SLRC standards eg: Musical shows - stage/artists/backdrop/announcers/band etc..

#### TERMS & CONDITIONS

\* Comm. Schedules should be submitted during weekday working hours(9.00am-4.30pm) 2 days prior to telecast & SLRC will not be responsible for late entries

\* The advertiser will keep SLRC indemnified against all claims, actions, suits, demands, losses, cost & expenses in respect of the telecast matter

\* These rates are subject to revision by SLRC from time to time at its discretion. However, one month notice will be given for such revision

\* The SLRC reserves the right to change the programme dates/times, cancel a programme/programme series etc..as per its requirement

\* Payment should received to SLRC upfront before the telecast of commercials or programmes

\* Notice of dishonour is waived

\* The advertiser will be bound by the rules & regulations of SLRC with regard to sponsorships

\* Invoice of the Rupavahini shall be the final & conclusive evidence of proof of liability & the advertiser will be liable to make payments on the said invoice

\* The SLRC will set off the payments against the previous liabilities of clients if any, before crediting against the current agreement

\* The SLRC reserves the right to change/amend any of these conditions at its discretion

\* SLRC will accommodate commercials on DVD, Pen Drives or via emails & programmes on XD Cam Tapes for airing purposes.

\* Commercial cuts that are not in use for more than 3months time should be deleted form the relevent materials & Hard Disk. SLRC will note take any responsibility for airing these cuts if it under the same name.

\* Storyboard of New TVCMs prior to production should get approval from SLRC, If not SLRC has the right to reject the produced TVCM at any given time.

\* All commercials or programmes should be approve by SLRC before telecast.

