

Parliamentary Election Rate Card 2020



RUPAVAHINI RATE CARD

(w. e. f. 25/02/2020)

Rupavahini 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
Rividina Arunella	Sunday	7.30 - 7.55am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Ayubowan - Live	Saturday	8.30 - 11.00am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Ayubowan - Live	Sunday	8.00 - 9.55am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Nugasevana (Women) - Live	Mon - Fri	8.00 - 10.55am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Suriya Madala	Sunday	6.00 - 6.30am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Sanhinda -Live	Mon - Fri	11.00 -12.00 n	30,000	12,000	16,500	19,500	25,500	45,000	60,000
MUSICALS , ENTERTAINMENT & YOUTH									
Sith Gath Gee	Sunday	11.00 -12.00pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Hiru Vijaya	Mon - Fri	1.00 -2.00 pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Suhanee Rath	Monday	10.30 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Thala Bhashana	Saturday	10.20 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Bollywood Gee Mini	Saturday	1.00 - 1.55 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Shinayaki Re	Sunday	10.20 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
MAGAZINE PROGRAMMES									
Sinethra	Sunday	10.00 -10.55am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Dhara - Nature, Culture, Art	Sunday	7.00 -7.30pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Rupavalokanaya	Saturday	12.00 - 12.30pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Rangaboomi	Sunday	10.00 -11.00am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Ma Ima	Saturday	7.00 - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Fashion of Sri Lanka	Sunday	3.30 - 4.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Sukkanama	Sunday	4.30 - 5.00pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Wasuliya	Saturday	9.00 - 9.30pm	90,000	36,000	49,500	58,500	76,500	135,000	180,000
Rata	Saturday	11.30 am - 12.00pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Sinethra	Saturday	10.00 - 10.30pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Ruu Sara	Sunday	6.45 - 7.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Aruma Pudama Roda Hathara	Sunday	9.00 - 9.30pm	90,000	36,000	49,500	58,500	76,500	135,000	180,000
TRAVEL PROGRAMMES									
Soba Dhara	Friday	9.00-9.30 pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
CHILDREN PROGRAMMES									
Deshabimani Gee	Saturday	7.00 - 7.15am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Fun with Tiny Dot	Saturday	7.15 - 8.00 am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Karata Kara	Tuesday	1.00 - 1.30 pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Kurullanta Gee	Wednesday	5.00 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Ape Peya	Friday	5.00 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
DOCUMENTRY PROGRAMMES									
Apith Balamu Soba Dahama	Tuesday	5.00 - 5.30 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Documentry PROGRAMMES	Mon -Fri	7.00 - 7.30 pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Ayubowewa - Medical programme	Sunday	3.00 - 3.30 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Documentry	Saturday	6.00 - 6.15 pm	50,000	20,000	27,500	32,500	42,500	75,000	100,000
Dhara - Nature, Culture, Art	Sunday	7.00 - 7.30 pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
EDUCATION AND CHILDREN'S SPECIAL/Adventure									
Jathika Pasala	Daily	5.15 - 6.00am	7,500	3,000	4,125	4,875	6,375	11,250	15,000
Nana Mihira	Monday	5.00 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Paata Paata	Saturday	5.00 - 5.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Ape Peya	Friday	5.00 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Knowledge 1st	Mon - Fri	5.00 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Punchi ape lokaya	Saturday	7.30 -8.00am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Muthuhara (1,2 3 Week)	Tuesday	5.30 - 6.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
TALK SHOWS									
Suhani Rath	Monday	10.30 - 12.00mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Chakrawataya/Password	Thursday	10.30 - 12.00mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Mahajana Dinaya	Tuesday	10.30 - 12.00mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Bhawa Theertha	Wednesday	10.30 - 12.00mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Amuththa	Saturday	2.00 - 3.00 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Api	Friday	6.30 -7.00 pm	50,000	20,000	27,500	32,500	42,500	75,000	100,000
Rasa Mohotha	Saturday	3.00 - 4.00 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
MOVIES									
Friday Movie	Friday	10.20 - 12.00mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Weekend Movie	Sat/Sun	1.00 - 3.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
SPORTS									
Kreeda Visithuru (Sports magazine)	Sunday	4.00pm - 4.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Beyond the Boundary	Sunday	7.30 - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
NEWS & CURRENT AFFAIRS									
Sivudesa	Daily	6.00 - 6.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Dawase Paththara	Daily	6.30 - 7.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Ayubowan Subadawasak	Daily	7.00 - 8.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Day time News	Daily	12.30 - 01.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Business in Brief	Wed / Fri	12.55pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Lama Puwath	Sunday	5.00 - 5.15pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Before the News	Daily	7.55 - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
1st Break News	Daily	8.00 - 8.30pm	120,000	48,000	66,000	78,000	102,000	180,000	240,000
2nd Break News	Daily	8.00 - 8.30pm	100,000	40,000	55,000	65,000	85,000	150,000	200,000
10.00 pm News	Mon- Fri	10.10 pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
TELE DRAMA									
Teledrama - Dubbing in Sinhala	Mon - Fri	6.00 - 7.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Drama	Mon - Fri	7.30 - 8.00pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000
Day Time Drama	Mon - Fri	3.00 - 4.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Before the 8.30 Drama	Daily	8.30 - 8.35pm	100,000	40,000	55,000	65,000	85,000	150,000	200,000
Family Drama	Daily	8.30 - 9.00pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000
9.00 Teledrama	Mon - Thu	9.05 - 9.30pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000



Marketing Division -Tel: 2599510 / 2593563 Fax: 2696806 E-Mail: slrcmkt@rupavahini.lk Website: www.rupavahini.lk

Note : Government tax to be added to the above rates



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NON SPECIFIED SPOTS	Time	30 sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
Day Time	6.00am - 8.00am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Day Time	8.00am - 12.30pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Day Time	12.30pm - 5.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Day Time	05.00pm - 6.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Evening/Night	6.30pm - 7.30pm	50,000	20,000	27,500	32,500	42,500	75,000	100,000
Evening/Night	7.30pm - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Evening/Night	8.00pm - 8.30pm	90,000	36,000	49,500	58,500	76,500	135,000	180,000
Evening/Night	8.30pm - 9.30pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000
Evening/Night	9.30pm - 10.10pm	50,000	20,000	27,500	32,500	42,500	75,000	100,000
Evening/Night	10.10pm - 10.30pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Evening/Night	10.30pm - 12.00Noon	25,000	10,000	13,750	16,250	21,250	37,500	50,000

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

AIRTIME BELT RATES (Outside programmes)	15 min	30 min	Duration	Program. content	Commer. content	Station Break	Commer. sponsor
7.00am - 5.00pm & 11.00pm onwards - weekdays	80,000	150,000					
7.00am - 5.00pm & 11.00pm onwards - weekends	120,000	200,000	15 min	11 min	4 min	1	2 min
5.00pm - 7.00pm daily	200,000	300,000	30 min	22 min	8 min	2	4 min
7.00pm - 7.30pm & 10.00 - 11.00pm daily	400,000	600,000	Commercial Productions - Slides (05 - 30 sec) - Rs. 7,500/-				
7.30pm - 8.00pm & 9.00pm - 9.30pm daily	700,000	1,000,000					
8.30pm - 9.00pm daily	NA	NA					
9.30pm - 10.00pm daily	600,000	800,000					

* 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 from the relevant materials & Hard Disk. SLRC will not 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 approved by SLRC before telecast.