

**NETHRA TV / CHANNEL EYE RATE CARD** (w. e. f. 01/01/2015)

Marketing Division -Tel: 2599510 / 2593563 Fax: 2696806

E-Mail: slrcmkt@rupavahini.lk Website: www.rupavahini.lk

Nethra TV / Channel Eye Programme Line-up			30 sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
<b>BREAKFAST SHOW</b>	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	9.30am - 11.00am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>EDUCATION &amp; CHILDREN'S PROGRAMMES</b>									
Cartoon (English)	Weekdays	6.00pm - 6.30pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
Cartoon (Little Bear)	Sunday	8.30am - 9.00am	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Pattam Poochi (Children Live)	Saturday	8.30am - 9.30am	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Educational Programme	Weekdays	4.30pm - 5.30pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
<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
Sports Programme	Mon/Tues/Wed/Fri	11.00pm - 12.00pm	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
Vision 2020	Mon- Thur	9.30 - 10.00pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
Musical Programme	Sunday	9.30pm - 10.30pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
Lunch Time Music	Weekdays	12noon - 1.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Putham Puthu Kaalai (Interview Programme/Profeecinal)	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
Beach Girl	Saturday	5.00pm - 6.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Beach Girl	Sunday	6.00pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Sangaman	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
Game Show - Live	Saturday	4.00pm - 5.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Astrology	Sunday	4.00pm - 5.00pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Swarna Sangetham (karnata Song Compition)	Saturday	20.00 - 21.00pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
<b>QUIZ / MAGAZINE PROGRAMMES</b>									
Alagoviya	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
Yalathirai/Saiva Neethi/Valar Pirai/Nagaichuvai/Tirai Nila	Mon- Fri	5.30pm - 6.00pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Ulaga Valam(political)	Tuesday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Sayal Samayal (cookary)	Sunday	11.00am - 11.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Rusiyana Samayal	Saturday	11.00am - 11.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>TALK SHOW</b>									
Abiviruthi padhaivil	Wednesday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Kandathum Kettathum	Friday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
History of Law(legal Discussion)	Wednesday	10.00pm - 11.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Cross Current	Friday	10.00pm - 11.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Brinthavani (Artis Performance)	Thursday	6.30pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>POLITICAL</b>									
Sadurangam	Saturday	6.00pm - 7.00pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Vidiyalai Nokki (Political)	Monday	6.30pm - 7.00pm	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
Film City Magazine	Sunday	8.00pm - 9.00pm	15,000	6,000	8,250	9,750	12,750	18,750	30,000
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
Nilavi Malare	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
Kudai Mullei	Weekdays	11.00am - 11.30am	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Nilavi Malre (Repeat)	Weekdays	11.30am - 12.00nn	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Uravukal Sangaman(repeat)	Weekdays	1.00pm - 1.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Nagaichuvai Neram(Comedy)	Sunday	5.00pm-5.30pm	10,000	4,000	5,500	6,500	8,500	12,500	20,000
<b>Local Drama</b>	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 - 00.30am	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	6.00am - 5.00pm	7,500	3,000	4,125	4,875	6,375	9,375	15,000
Evening / Night	5.00pm-7.00pm/10pm onwards	10,000	4,000	5,500	6,500	8,500	12,500	20,000
Evening / Night	7.30pm - 10.00pm	25,000	10,000	13,750	16,250	21,250	31,250	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

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

PROGRAMME SPONSORSHIP	Prog Duration	Mid Break TVCMs	Trailers	Intro / Extro	Investment
Main Sponsor (General)	30 min	5 x 30 sec	6 x 30 sec	2 x 05 sec	85% of retail spots value
Main Sponsor (Drama)	30 min	5 x 30 sec	6 x 30 sec	2 x 05 sec	90% of retail spots value
Co-Sponsor	30 min	3 x 30 sec	6 x 30 sec	2 x 05 sec	95% of retail spots value
Udaya Dharsanam	15 min	4 x 30 sec	Not applicable	2 x 05 sec	Rs. 40,000
Cookery / Health / Beauty etc..	Other Benefits : Logo display/Product display/Announcing credits				

\* SLRC reserves the right to telecast station trailers, promotions, product advertising during sponsored programme non competitive to sponsored brand

\* Trailers are entitled only for series of programmes (more than 4 episodes)

\* Sponsorship rates on other time durations are determined on pro-rata basis.

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	30,000	50,000	15 min	11 min	3 min	1	2 min	3
6.00am - 5.00pm	Weekday	25,000	40,000	30 Min	22 min	6 min	2	4 min	6
5.00pm - 7.00pm	Daily	40,000	70,000						
7.30pm - 9.00pm	Daily	90,000	150,000						
9.30pm - 12.00mn	Daily	60,000	100,000						
					<b>Commercial Productions - Slides</b>				
						Art work	Voice	Transfer	Total
					15 sec	2,500	750	1,000	4,250
					20 -30 sec	2,500	1,000	1,500	5,000

\* Airtime for non SLRC programmes will be offered to single sponsor/multiple sponsors & SLRC reserves the right to utilise 1/3 of total comm. Content

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

\* Reservation of airtime will be only on receipt of advance payments (Min 04 episodes for series of programmes)

#### MEDIA SPONSORSHIPS OF EVENTS - SLRC will undertake event coverage of musical shows/outdoor events on the following basis

\* 50% Discount on rate card rate for publicity trailers/air time and production cost to be paid for event coverages

\* SLRC benefits : Official status, station promotion at the location, Logo display on all event promotion materials

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

#### 30 min FULL COMMERCIAL VALUE PROGRAMME (FCVP)

Time Belt	6.00am - 5.00pm / 10.00pm onwards	5.00pm - 10.00pm
Full Commercial Rate	Belt Rate x 02	Belt Rate x 02
Snippets (Social Service tips)	50% off MB Spot Rate	40% off MB Spot Rate

#### TRANSFER FEE - VHS / BETA

Material	Above 15 min upto 30 min	Above 30 min upto 60 min
Beta to DVD - General program	1,500	3,000
Beta to Beta - General program	2,000	4,000
Digital Beta to DVD	3,000	6,000
Digital Beta to Beta	4,000	8,000
One News item	1,000	
Biz News item	1,500	
Commercial Transfer - Beta (30sec) - Rs. 10,000		

\* Cost of DVD and Taxes will have to be pay by the Client

\* Beta Transfer - Beta Cassettes to be provide by Client

\* Taxes need to be add to the above rates

#### TERMS & CONDITIONS

\* Comm. Schedules should be submitted during weekday working hours(9.00am-5.00pm) 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

\* The reservation of sponsorship will be on receipt of required payment as specified by SLRC, unless credit facilities are entertained from time to time 2.5% surcharge will be levied on non-settlement of payments as per the

\* 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 only Betatapes for airing purpose

\* Commercial Beta tapes should not exceed more than 10 cuts.

\* Commercial cuts that are not in use for more than 3months time should be deleted form the relevent tapes. 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.

