



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
Thirasara - Live	Saturday	8.00 - 8.55am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Rividina Arunella	Sunday	7.30 - 7.55am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Ayubowan - Live	Saturday	09.00 - 10.55am	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
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 Viyana	Mon - Fri	12.30 - 1.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Suhani Rath (1,3)/Kungkuma Pottu (2)/Ariakamandawa (4)	Tuesday	10.10 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Three Thal (4th Week)	Sunday	10.10 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Irashmi	Sunday	10.10 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Lama Kavi Saraniya (2nd) / Kavi Saraniya (4th)	Monday	06.00 - 06.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Api Api	Mon - Fri	12.00 - 12.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Rajathasara	Thursday	11.30 - 12.00 mid	10,000	4,000	5,500	6,500	8,500	15,000	20,000
MAGAZINE PROGRAMMES									
Rangaboomi	Sunday	10.00 -10.55am	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Rupavalokanaya	Saturday	12.00 - 12.30pm	30,000	12,000	16,500	19,500	25,500	45,000	60,000
Sukkanama	Sunday	12.00 - 12.30pm	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
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									
Serisara	Saturday	7.30 - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Udarata Manike	Mon - Fri	04.00 - 04.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
DOCUMENTRY PROGRAMMES									
Theweni Esa (1st, 3rd week)	Monday	06.00 - 6.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Ayubowewa - Medical programme	Thursday	06.00 - 6.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Mul	Sunday	07.00 - 07.30pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Dhara - Nature, Culture, Art	Sunday	7.30 - 8.00 pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Muthi Waruna	Friday	7.30 - 8.00 pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
Sadakada Pahana	Thursday	10.10 - 11.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
EDUCATION AND CHILDREN'S SPECIAL/Adventure									
Jathika Pasala	Daily	4.00 - 5.40am	7,500	3,000	4,125	4,875	6,375	11,250	15,000
Tomyei Kitiyei (2nd & 4th)	Saturday	06.00 - 06.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Malima (1st & 3rd week)	Saturday	06.00 - 06.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Pahasaraniya	Monday	5.00 - 5.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Nana Mihira	Tuesday	05.30 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Nana Mihira- Scolaship programme	Wednesday	05.30 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Huru Buhuty	Wednesday	05.00 - 05.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Mang Asai Mata Kiyanna	Tuesday	05.00 - 05.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
E Charika / Dhaham Sewane Sigiththo	Thursday	05.00 - 05.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Hasarali Rasara (1st & 3rd Week)	Thursday	05.30 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Dharana (2nd Week)	Thursday	05.30 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Diriyata Saviyak (4th Week)	Thursday	05.30 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Ape Peva	Friday	05.00 - 05.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Dedunna	Saturday	5.00 - 5.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Podithange Hawasa (Cartoon)	Mon - Fri	04.30 - 05.00pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Muthuhara (1,2 & 3 Week)	Sunday	6.00 - 6.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
TALK SHOWS									
Wedikawa - on stage (Political prog) Live	Monday	10.10 - 12.00 mid	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Ciraya	Saturday	11.00 - 11.30am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
MOVIES									
Day time Movie	Saturday	01.00 - 3.30 pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Movie Mix	Saturday	09.30 onwards	25,000	10,000	13,750	16,250	21,250	37,500	50,000
SPORTS									
Kreeda Visithuru (Sports magazine)	Sunday	4.15 - 4.55pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
NEWS & CURRENT AFFAIRS									
Ayubowan Suba Dawasak	Daily	06.25 - 08.00am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Sivudesa - Foreign News	Daily	05.55 - 06.25am	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
Viyaparika Lokaya	Mon - Fri	02.00 - 02.30pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Lama Puwath	Sunday	4.00 - 4.15pm	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	90,000	36,000	49,500	58,500	76,500	135,000	180,000
2nd Break News	Daily	8.00 - 8.30pm	80,000	32,000	44,000	52,000	68,000	120,000	160,000
Midnight News - Repeat	Daily	12.00 - 12.30am	10,000	4,000	5,500	6,500	8,500	15,000	20,000
TELE DRAMA									
Teledrama - Dubbing in Sinhala	Saturday	07.00 - 08.00am	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Day Time Drama	Mon - Sat	11.30 - 12.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Day Time Drama	Mon - Fri	02.30 - 03.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Water Margin	Sunday	01.00 - 01.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
The X Files	Sunday	02.00 - 02.55pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Robin Hood	Mon - Sat	03.00 - 04.00pm	15,000	6,000	8,250	9,750	12,750	22,500	30,000
Teledrama - Dubbing in Sinhala	Mon - Fri	6.30 - 7.27pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
7.27 Teledrama	Mon - Thu	7.27 - 8.00pm	75,000	30,000	41,250	48,750	63,750	112,500	150,000
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
No Jokes	Friday	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
Tele Films	Friday	9.05 - 9.30pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000





RUPAVAHINI RATE CARD (w. e. f. 13/08/2014)

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

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)

* 10% seasonal charges - April & December

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	40,000	75,000					
7.00am - 5.00pm & 11.00pm onwards - weekends	60,000	100,000	15 min	11 min	4 min	1	2 min
5.00pm - 7.00pm daily	100,000	150,000	30 min	22 min	8 min	2	4 min
7.00pm - 7.30pm & 10.00 - 11.00pm daily	200,000	300,000	Commercial Productions - Slides (05 - 30 sec) - Rs. 7,500/-				
7.30pm - 8.00pm & 9.00pm - 9.30pm daily	350,000	500,000					
8.30pm - 9.00pm daily	NA	NA					
9.30pm - 10.00pm daily	300,000	400,000				S	

* 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)

PROGRAMME SPONSORSHIP	Programme Duration	Mid Break TVCMs	Trailers	Intro/Extro	Investment
Nugasevana Segments	15 min	3 x 30 sec	Not applicable	2 x 05 sec	Rs: 125,000
Cookery / Health / Beauty etc.		Other Benefits : Logo display/Announcing credits			

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)	(Product Display / Logo Display / Backdrop etc.)			
Time Belt	7.00am - 5.00pm / 11.00pm up	5.00pm - 7.00pm	7.00pm - 8.00pm	9.00pm - 11.00pm
Full commercial rate	Belt Rate x 02	Belt Rate x 02	Belt Rate x 04	Belt Rate x 04
Snippets (Social Service tips)	50% off MB spot rate	40% off MB spot rate	10% off MB spot R	10% off MB spot R

TRANSFER FEE - DVD / BETA / DIGITAL BETA

Material	15min or less	Above 15min up to 30min
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 paid by the client.

* Beta Transfer - Beta cassettes to be provided by client

* Taxes need to be added 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 credit conditions

* 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 from the relevant tapes. 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.