

All India Radio stations

Sl. No	Name of the programme & Category	Station	Time	Rate per 10 sec
1	1. FILM MUSIC	Hyderabad	9.00 – 10.00 AM	Rs.600
		Vijayawada & Vizag CDP	---do---	Rs. 500
	2. MORNING	Hyderabad	7.15 – 7.45 AM	Rs.400
		Vijayawada & Vizag	----do----	Rs.350
	INFORMATION SERVICE / Women Prog. Agriculture prog		1.30 to 2.00 pm 7.15 to 7.45 pm	
2	<u>NEWS BULLETINS</u> REGIONAL NEWS IN TELUGU	<u>ENTIRE AP</u>	6.45 – 6.55 AM	Rs.1900
		i.e. relay from 12 stations) (Most Popular Programme)	6.15 – 6.25 PM	
	CENTRAL NEWS IN TELUGU	<u>ENTIRE AP</u>	7.05 – 7.15 AM	Rs.1900
		i.e. relay from 12 stations) (Most Popular Programme)	7.05 – 7.15 PM	
3	Vivid Bharathi FM JANARANJANI (FILM MUSIC)	Hyderabad	8.15 – 10.00 AM	Rs.450
		In around within 60 Kms. Radiums	2.30 – 3.00 PM	Rs.400
			10.30-11.00 PM	Rs.400
			6.30 – 7.00 PM	Rs.300
4	LOCAL FM STATIONS: 1.FILM MUSIC 2. MORNING INFORMATION SERVICE Women's programme Agricultural Programme	(WITH DISTRICT WISE COVERAGE) ADILABAD, KOTHAGUDEM, ANANTAPUR, KURNOOL, TIRUPATHI, MARKAPUR, NIZAMABAD AND WARANGALExcept WGL/TPTWGL/TPT	8.30 – 9.00 AM	Rs.200
			7.15 – 7.45 AM	Rs.150
			1.30 – 2.00 pm	Rs.150
			7.15 – 7.45 pm	Rs.150
5	Film Music in State Network Category –I	(12 Stations): Hyderabad, Vijayawada, Visakhapatnam, Kadapa (Primary Channels), Adilabad, Warangal,		Rs.3600
				Rs.2400

	Category –II Developmental Progs.	Nizamabad, Kurnool, Anantapur, Tirupati, Markapur and Kothagudem (Local Radio Stations),		
6	<u>FM-RAINBOW</u> Category-1 Category-2 Category-3	HYDERABAD	1. 7 TO 11 AM 6 TO 11 PM 2. 11 AM to 3 PM 9 PM to 10 PM 3. 3 pm to 6 PM 10 pm to 11 pm Bonus time in three categories 3.00 to 5.00 pm	Rs.700 Rs.700 Rs.500 Rs.500 Rs.300 Rs.300
7	<u>FM-RAINBOW</u> Category-1 Category-2 Category-3	Vijayawada	1. 7 TO 11 AM 6 TO 11 PM 2. 11 AM to 3 PM 9 PM to 10 PM 3. 3 pm to 6 PM 10 pm to 11 pm Bonus time in three categories 11.00 to 5.00 pm	Rs.400 Rs.400 Rs.300 Rs.300 Rs.200 Rs.200
8	<u>FM-RAINBOW</u> Category-1 Category-2 Category-3	Vishakhapatnam	1. 7 TO 11 AM 6 TO 11 PM 2. 11 AM to 3 PM 9 PM to 10 PM 3. 3 pm to 6 PM 10 pm to 11 pm Bonus time in	Rs.400 Rs.400 Rs.300 Rs.300 Rs.200 Rs.200

			three categories	
			11.00 to 5.00 pm	

Private FM Radio Stations Rates as per DAVP rate card

Sl.No	Station	Time slot	Rate per 10 sec
1.	Radio Mirchi Hyderabad	07:00AM to 10:00AM 5.00pm to 8.00pm	400
	Radio Mirchi Vijayawada	07:00AM to 10:00AM 5.00pm to 8.00pm	400
2.	Big FM 92.7 Hyderabad	07-10 am 05- 08 pm	280
	Big FM 92.7 Tirupathi	07.10 am 05 -08 pm	60
3.	Red FM 93.5 Hyderabad	07 -10 Am 05 -08 Pm	297.50
	Vizag	07 -10 Am 05 -08 Pm	340
	Vijayawada	07 -10 Am 05 -08 Pm	60
	Thirupathi,	07 -10 Am 05 -08 Pm	60
	Warangal	07 -10 Am 05 -08 Pm	60
4.	Radio City 91.1 Hyderabad	07 -10 Am 05 -08 Pm	100
	Vizag	07 -10 Am 05-8Pm	60

LIST OF AIR RADIO STATIONS IN ANDHRA PRADESH

The Four Primary Radio Channels:

S No	Primary Radio Channels	Reach
1	Hyderabad	All Telangana Districts
2	Vijayawada	Krishna, Guntur, West Godavari, Prakasham, Khammam Districts
3	Visakhapatnam	East Godavari, vizag, vijayanagaram and Srikakulam Districts
4	Cuddapah	Cuddapah, Chittoor, Kurnool, Anantapur and Nellore Districts

FM - Local Radio Stations: (District wise coverage, These 12 stations broadcast the programmes mainly informative such as News, Agricultural Programmes and Women Programmes along with the Film Music)

Adilabad, Kothagudem, Anantapur, Kurnool, Tirupati, Markapur, Nizamabad and Warangal.

FM-Rainbow: Hyderabad, Vijayawada and Visakhapatnam stations are 24 hour music channels which cater to needs of mainly urban population.

FM-Vividh Bharati: Hyderabad and Vijayawada

SPOT BUY RATE IN ALL INDIA RADIO (FOR 10 SECONDS)

		<u>HYD</u>	<u>VJY/VSP</u>	<u>CDP</u>
1. FILM MUSIC	9.00 – 10.00 AM	Rs.600/-	Rs.500/- each	Rs.400
2. MORNING	7.15 – 7.45 AM	Rs.400/-	Rs.350/- each	Rs.250
INFO. SERVICE/ WOMEN PROG./ AGRICULTURAL PROG.	1.30 – 2.00 PM 7.15 – 7.45 PM			

NEWS BULLETINS (ENTIRE AP i.e. relay from 12 stations) (Most Popular Programme)

1. REGIONAL NEWS IN TELUGU	6.45 – 6.55 AM 6.15 – 6.25 PM	Rs.1900/-
2. CENTRAL NEWS IN TELUGU	7.05 – 7.15 AM 7.05 – 7.15 PM	Rs.1900/-

VIVIDH BHARATI (FM)

JANARANJANI (FILM MUSIC)

HYDERABAD (FM)	8.15 – 10.00 AM	Rs.450/-
(IN AROUND HYDERABAD	2.30 – 3.00 PM	Rs.400/-
WITHIN 60 KMS. RADIUS)	10.30-11.00 PM	Rs.400/-
	6.30 – 7.00 PM	Rs.300/-

LOCAL FM STATIONS: (WITH DISTRICT WISE COVERAGE)

ADILABAD, KOTHAGUDEM, ANANTAPUR, KURNOOL, TIRUPATHI, MARKAPUR, NIZAMABAD AND WARANGAL

		Except WGL/TPT	WGL/TPT each
FILM MUSIC	8.30 – 9.00 AM	Rs.200/-	Rs.300/-
MORNING INFORMATION SERVICE /	7.15 – 7.45 AM	Rs.150/-	Rs.200/-
Womens programme	1.30 – 2 pm	Rs.150/-	Rs.200/-
Agricultural Programme	7.15 – 7.45 pm	Rs.150/-	Rs.200/-

Film Music in State Network(12 Stations): Rs.3600/- for 10 Sec.

Cat-II – Developmental Progs. : Rs.2400/- for 10 Sec.

Service Tax applicable: 12.36% on Net Amount

FM-RIANBOW TARIFF

FM-RAINBOW – HYDERABAD:

		<u>Rate for 10 Sec.</u>	<u>Bonus</u>
<u>Category-1:</u>			
7 TO 11 AM	-	Rs.700/-	3 to 5 PM
6 TO 11 PM	-	Rs.700/-	3 to 5 pm
<u>Category-2:</u>			
11 AM to 3 PM	-	Rs.500/-	3 to 5 PM
9 PM to 10 PM	-	Rs.500/-	3 to 5 PM
<u>Category-3:</u>			
3 pm to 6 PM	-	Rs.300/-	3 to 5 PM
10 pm to 11 pm	-	Rs.300/-	3 to 5 PM

FM-RAINBOW – VIJAYAWADA:

<u>Category-1:</u>			
7 TO 11 AM	-	Rs.400/-	3 to 5 PM
6 TO 11 PM	-	Rs.400/-	3 to 5 pm
<u>Category-2:</u>			
11 AM to 3 PM	-	Rs.300/-	3 to 5 PM
9 PM to 10 PM	-	Rs.300/-	3 to 5 PM
<u>Category-3:</u>			
3 pm to 6 PM	-	Rs.200/-	11 to 5 PM
10 pm to 11 pm	-	Rs.200/-	11 to 5 PM

FM-RAINBOW – VISAKHAPATNAM

<u>Category-1:</u>			
7 TO 11 AM	-	Rs.400/-	3 to 5 PM
6 TO 11 PM	-	Rs.400/-	3 to 5 pm
<u>Category-2:</u>			
11 AM to 3 PM	-	Rs.300/-	3 to 5 PM
9 PM to 10 PM	-	Rs.300/-	3 to 5 PM
<u>Category-3:</u>			
3 pm to 6 PM	-	Rs.200/-	11 to 5 PM
10 pm to 11 pm	-	Rs.200/-	11 to 5 PM

- Service Tax @12.36%