

DOORDARSHAN KENDRA KOLKATA: COMMERCIAL SERVICE

IN-HOUSE PROGRAMMES FOR DD-1			
TIME BAND	TELECAST FEE (IN RUPEES)	FCT (IN SECONDS)	SBR PER 10 SECONDS
Sunday Feature Film(4 PM)	1,50,000	120	15,000
Super 'A' Special (7.30 PM – 8.00 PM)	38,000	120	9,000
Super 'A' (3.00 PM – 4.00 PM) (Sunday)	18,000	120	3,500
Super 'A' (5.00 PM – 7.00 PM)	18,000	90	3,500
'A' (3.00 PM – 5.00 PM)	7,000	90	2,500
Before Bengali News 5.00 PM	--	--	4,000
Bengali News Mid-Break 5.00 PM	--	--	5,000
Before Regional News 7.00 PM	--	--	14,000
Regional News Mid-Break 7.00 PM	--	--	17,000
Time Check	--	--	5,600 (07 Seconds)
OUTSIDE SPONSORED PROGRAMMES FOR DD-1			
TIME BAND	TELECAST FEE (IN RUPEES)	FCT (IN SECONDS)	SBR PER 10 SECONDS
Super 'A' Special Film Based (7.30 PM – 8.00 PM)	35,000	120	9,000
Super 'A' Special Non-Film Based (7.30 PM – 8.00 PM)	25,000	150	9,000
Super 'A' Film Based (3.00 PM – 7.00 PM)	25,000	150	9,000
Super 'A' Non-Film Based (3.00 PM – 7.00 PM)	20,000	120	7,000
OUTSIDE SPONSORED PROGRAMMES FOR DD BANGLA (RLSS)			
TIME BAND	TELECAST FEE (IN RUPEES)	FCT (IN SECONDS)	SBR PER 10 SECONDS
PRIME TIME (8.00 PM – 10.30 PM)			
Film Based	12,000	150	3,500
Non-film based	12,000	180	3,000
NON-PRIME TIME (Rest of the Time)			
Film Based	6,000	180	3,000
Non-film based	6,000	180	2,000
Bengali News 9.00 PM & 10.00 PM	4,000(Beginning), 5,000(MidBreak)		
IN-HOUSE PRIME TIME (8.00 PM – 10.30 PM)			
Film Based	12,000	120	3,000
Non-film based	12,000	150	3,000
Non-Prime Time (10.30 PM to Next Day 3.00 PM Except DD Bangla Feature Film)			
Film Based	6,000	150	2,500
Non-film based	5,500	150	2,000
DD Bangla Feature Film (11.00 AM – 2.00 PM)	20,000	120	6,000
Serialized Film (10.30/10.45 PM)	20,000	150	4,000

CONTACT:

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