



**AYUSH TV**  
A Health, Wellness and Lifestyle Channel

**ADVERTISEMENT TARIFF**  
**for FY-2022-23**  
[ IN INR DURING GENERAL DAYS. GST EXTRA ]



**AYUSH TV**  
A Health, Wellness and Lifestyle Channel

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Sl.No.	CATEGORY	RATE
01.	SPOT AD (10 SEC)	<b>250 / AD</b>
02.	SCROLL AD (40 WORDS) (KANNADA / ENGLISH)	<b>60 / SCROLL</b>
03.	UNLIMITED SCROLLS (APPX.60-90 PER DAY)	<b>2,500 / DAY</b>
04.	ASTON BAND (10 SEC)	<b>100 / BAND</b>
05.	UNLIMITED ASTON BANDS (APPX.60-90 PER DAY)	<b>3,000 / DAY</b>
06.	L BAND (10 SEC)	<b>125 / BAND</b>
07.	UNLIMITED ASTON BANDS (APPX.60-90 PER DAY)	<b>3,500 / DAY</b>
08.	SPOT AD (500 SEC)/DAY	<b>10,000 / DAY</b>
09.	<b>SPOT AD : 6000 SEC PER MONTH</b> (BONUS : CO-SPONSORED TAG FOR A PROGRAMME AIRED ONCE IN A WEEK OR 500 SEC FCT/MONTH TO BE AVAILED IN THE SAME MONTH AS R.O)	<b>1,50,000 / MONTH</b>
10.	<b>SPOT AD : 15000 SEC PER MONTH</b> (BONUS: CO-SPONSORED TAG FOR A PROGRAMME AIRED MON-FRI IN A WEEK OR 3000 SEC FCT /MONTH TO BE AVAILED IN THE SAME MONTH AS R.O)	<b>3,75,000 / MONTH</b>
11.	<b>CO- SPONSORSHIP</b> (PROGRAMME CAPSULE OF 24 MIN WITH 2 BREAKS)OR ITS MULTIPLES AS PER PROGRAMME CONTENT(40 SEC FCT DURING THE PROG, OPENING AND CLOSING CL(5 SEC EACH), ANCHOR MENTION , LOGO OR PRODUCT DISPLAY AS STAGE PROPERTY, (DEPENDING ON THE PRODUCT AND SIZE),PROGRAMME PROMO TAG, 5 INSERTIONS/ CAPSULE-24 MIN, 3 DAYS PRIOR TO TELECAST) PLUS 300 SEC ROS FCT/ CAPSULE	<b>15,000</b> [24 MIN CAPSULE]
12.	<b>SPONSORSHIP</b> (PROGRAMME CAPSULE OF 24 MIN WITH 2 BREAKS)OR ITS MULTIPLES AS PER PROGRAMME CONTENT (60 SEC FCT DURING THE PROG, OPENING AND CLOSING CL (5 SEC EACH), ANCHOR MENTION , LOGO MAIN POSITION OR PRODUCT DISPLAY AS STAGE PROPERTY, (DEPENDING ON THE PRODUCT AND SIZE), PROGRAMME PROMO TAG, 5 INSERTIONS/CAPSULE-24 MIN, 3 DAYS PRIOR TO TELECAST) PLUS 600 SEC ROS FCT/CAPSULE	<b>20,000</b> [24 MIN CAPSULE]
13.	<b>STUDIO LIVE (24 MIN )</b> SCROLL ABOUT THE SHOW AND TOPIC, 2 HOURS PRIOR TO TELECAST, PHONE NUMBER DISPLAY, CALLS GENERATED DURING THE SHOW LIST, PROGRAMME PROMO 5/EPISODE, 3 DAYS PRIOR TO TELECAST, 40 SEC FCT DURING THE EPISODE BREAKS. TWO BREAKS. ANCHOR WILL HOST THE SHOW. PARTICIPANTS NOT MORE THAN 3.	<b>15,000 / EP</b>

Sl.No.	CATEGORY	RATE
14.	<b>STUDIO LIVE (48 MIN)</b> (SCROLL ABOUT THE SHOW AND TOPIC, 2 HOURS PRIOR TO TELECAST, PHONE NUMBER DISPLAY, CALLS GENERATED DURING THE SHOW LIST, PROGRAMME PROMO 5/EPISODE, 3 DAYS PRIOR TO TELECAST, 80 SEC FCT DURING THE EPISODE BREAKS. THREE BREAKS. ANCHOR WILL HOST THE SHOW. PARTICIPANTS NOT MORE THAN 3.	<b>25,000 / EP</b>
15.	<b>BOUQUET OFFER</b> UNLIMITED SCROLL/L-BAND/CUBIC BANDS/500 SEC FCT	<b>16,000 / DAY</b>
16.	<b>LIVE FROM OUTDOOR (52 MIN)</b> (FROM BANGALORE)(8 PROMOS PER DAY, THREE DAYS PRIOR TO TELECAST, 3 BREAKS- 100 SEC FCT AS FIRST POSITION AD DURING THE LIVE, SCROLL ABOUT THE EVENT FIVE HOURS BEFORE THE ACTUAL TELECAST) BONUS- RE-RELAY OF LIVE CONTENT, AS 24 MIN CAPSULE (COMPILED VERSION OF EVERY 52 MIN LIVE CONTENT, WITHIN 7 -15 DAYS OF LIVE TELECAST, WITH PROGRAMME PROMO 5 INSERTIONS/DAY, THREE DAYS PRIOR TO RE-TELECAST)	<b>1,50,000</b> [52 MIN]
17.	<b>LIVE FROM OUTDOOR (52 MIN)</b> (MIN SLOT BOOKING SHOULD BE MORE THAN 2 HOURS ) OTHER THAN BANGALORE (8 PROMOS PER DAY, THREE DAYS PRIOR TO TELECAST, 3 BREAKS- 100 SEC FCT AS FIRST POSITION AD DURING THE LIVE)SCROLL ABOUT THE EVENT FIVE HOURS BEFORE THE ACTUAL TELECAST) TRAVEL , BOARDING AND LODGING COST FOR A CREW OF 6 , TECHNICAL FEASIBILITY TO THE NEAREST POINT/HUB TO BE ARRANGED OR SHALL BE CHARGED EXTRA BONUS- RE-RELAY OF LIVE CONTENT, AS 24 MIN CAPSULE (COMPILED VERSION OF EVERY 52 MIN LIVE CONTENT, WITHIN 7 -15 DAYS OF LIVE TELECAST, WITH PROGRAMME PROMO 5 INSERTIONS/DAY, THREE DAYS PRIOR TO RE-TELECAST)	<b>1,75,000</b> [52 MIN]
18.	<b>LIVE WITH USING SIGNALS GIVEN BY CLIENT</b> [ 50% DISCOUNT ON POINT 15, 16 ] BONUS CLAUSE NOT APPLICABLE	<b>50% DISCOUNT</b>
19.	<b>BRANDING</b> (PROGRAMME CAPSULE OF 24 MIN WITH 2 BREAKS)OR ITS MULTIPLES AS PER PROGRAMME CONTENT (80 SEC FCT DURING THE PROG, OPENING AND CLOSING CL (5 SEC EACH), ANCHOR MENTION , LOGO FOLLOWED BYTHE PROGRAMME CAPTION , BRAND PRESENCE IN/ON SET PROPERTIES PRODUCT DISPLAY AS STAGE PROPERTY, (DEPENDING ON THE PRODUCT AND SIZE), PROGRAMME PROMO TAG, 5 INSERTIONS/CAPSULE-24 MIN, 3 DAYS PRIOR TO TELECAST) PLUS 900 SEC ROS FCT/CAPSULE	<b>25,000 / EP</b>
20.	<b>PROGRAMME SPECIFIC FCT</b> (Applicable to Inhouse Programmes only)	<b>400 / SPOT</b>
21.	<b>RODP</b>	<b>300 / SPOT</b>