

DAVP provides 15% discount (equivalent to agency commission) to Ministries/Departments /other client organizations for AV/Radio Spots released through DAVP.

Final approved Rates of C&S channels for the year 2009-10

S.No	CHANNEL	rate/10 sec (Rs)	S.No	CHANNEL	rate/10 sec (Rs)
1	Star Plus		2	Sony Entertainment India	
	7-9 am	1950		7-9 am	624
	9-12 noon	7956		9-12 noon	4494
	12-7pm	15319		12-7pm	5493
	7-8pm	21019		7-8pm	6742
	8-11pm	54390		8-11pm	16730
3	Sun TV		4	Star Gold	
	7-9 am			7-9 am	1997
	9-12 noon	10800		9-12 noon	2652
	12-7pm	17400		12-7pm	6003
	7-8pm	24600		7-8pm	6887
	8-11pm	27600		8-11pm	6887
5	Zee TV		6	Sahara One	
	7-9 am	831		7-9 am	499
	9-12 noon	5581		9-12 noon	1997
	12-7pm	9856		12-7pm	3000
	7-8pm	28976		7-8pm	3495
	8-11pm	36814		8-11pm	6000
7	MAX		8	Enadu TV	
	7-9 am	7362		7-9 am	1623
	9-12 noon	7500		9-12 noon	5368
	12-7pm	10000		12-7pm	3495
	7-8pm	11519		7-8pm	6367
	8-11pm	19001		8-11pm	7616
9	Gemini TV		10	Zee Marathi	
	7-9 am	2018		7-9 am	1498
	9-12 noon	4037		9-12 noon	1997
	12-7pm	10094		12-7pm	4120
	7-8pm	18407		7-8pm	16480
	8-11pm	16507		8-11pm	15232
11	Zee Cinema		12	ETV Bangla	
	7-9 am	2612		7-9 am	998
	9-12 noon	6000		9-12 noon	499
	12-7pm	9975		12-7pm	4369
	7-8pm	15675		7-8pm	7616
	8-11pm	20901		8-11pm	6242
13	Colors		14	Aaj Tak	
	7-9 am	2000		7-9 am	3350
	9-12 noon	7600		9-12 noon	2996
	12-7pm	10569		12-7pm	2746
	7-8pm	20069		7-8pm	4744

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8-11pm	46671	8-11pm	5618
15 ETV Marathi		16 Zee Bangla	
7-9 am	1248	7-9 am	249
9-12 noon	749	9-12 noon	499
12-7pm	2247	12-7pm	2746
7-8pm	5368	7-8pm	10113
8-11pm	10487	8-11pm	10362
17 9 X		18 Star One	
7-9 am	877	7-9 am	873
9-12 noon	1755	9-12 noon	2497
12-7pm	2535	12-7pm	4494
7-8pm	3608	7-8pm	5243
8-11pm	4096	8-11pm	12235
19 9 XM		20 Teja TV	
7-9 am	1657	7-9 am	2500
9-12 noon	2730	9-12 noon	2500
12-7pm	2048	12-7pm	2500
7-8pm	3023	7-8pm	5000
8-11pm	2048	8-11pm	5000
21 Zee Café		22 Cartoon Network	
7-9 am	100	7-9 am	1997
9-12 noon	100	9-12 noon	2996
12-7pm	100	12-7pm	3745
7-8pm	495	7-8pm	6866
8-11pm	495	8-11pm	3121
23 Discovery		24 Zee Telugu	
7-9 am	780	7-9 am	2372
9-12 noon	877	9-12 noon	1747
12-7pm	1267	12-7pm	2996
7-8pm	2438	7-8pm	4245
8-11pm	2243	8-11pm	8989
25 ETV Kannada		26 K TV	
7-9 am	780	7-9 am	3000
9-12 noon	780	9-12 noon	3000
12-7pm	1852	12-7pm	3500
7-8pm	3510	7-8pm	6600
8-11pm	4096	8-11pm	6600
27 Filmy		28 NDTV Imagine	
7-9 am	675	7-9 am	1747
9-12 noon	875	9-12 noon	3371
12-7pm	1250	12-7pm	3745
7-8pm	1267	7-8pm	5493
8-11pm	2250	8-11pm	13733

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29 IBN 7			30 TV 9 Telugu News		
7-9 am	1072		7-9 am	1560	
9-12 noon	975		9-12 noon	1365	
12-7pm	975		12-7pm	1072	
7-8pm	1657		7-8pm	1560	
8-11pm	2145		8-11pm	1755	

31 India TV			32 Star Vijay		
7-9 am	2340		7-9 am	390	
9-12 noon	1657		9-12 noon	682	
12-7pm	1755		12-7pm	1560	
7-8pm	3023		7-8pm	2145	
8-11pm	3705		8-11pm	4193	

33 MTV			34 UTV Movies		
7-9 am	780		7-9 am	585	
9-12 noon	2145		9-12 noon	1267	
12-7pm	1072		12-7pm	1950	
7-8pm	2438		7-8pm	1755	
8-11pm	1267		8-11pm	3510	

35 Nickelodon			36 Zoom		
7-9 am	585		7-9 am	1170	
9-12 noon	1170		9-12 noon	2048	
12-7pm	1365		12-7pm	975	
7-8pm	1755		7-8pm	1365	
8-11pm	1462		8-11pm	1170	

37 Pogo			38 Zee News		
7-9 am	1365		7-9 am	1657	
9-12 noon	2048		9-12 noon	1267	
12-7pm	2535		12-7pm	1072	
7-8pm	3023		7-8pm	1852	
8-11pm	2340		8-11pm	2145	

39 Sab TV			40 Zee Kananda		
7-9 am	390		7-9 am	780	
9-12 noon	1365		9-12 noon	1072	
12-7pm	1852		12-7pm	1365	
7-8pm	2340		7-8pm	1755	
8-11pm	5851		8-11pm	2633	

41 World Movies			42 24 Ghanta TV		
7-9 am	100		7-9 am	743	
9-12 noon	100		9-12 noon	495	
12-7pm	495		12-7pm	1735	
7-8pm	495		7-8pm	2727	
8-11pm	495		8-11pm	2727	

43 Star News

44 Aakash Bangla

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7-9 am	2048	7-9 am	100
9-12 noon	1755	9-12 noon	495
12-7pm	1657	12-7pm	2231
7-8pm	2633	7-8pm	2727
8-11pm	3218	8-11pm	3718
45 Sun Music		46 Aastha	
7-9 am	1462	7-9 am	1955
9-12 noon	1000	9-12 noon	991
12-7pm	975	12-7pm	1025
7-8pm	1400	7-8pm	1025
8-11pm	2000	8-11pm	1955
47 Zee Business		48 Animal Planet	
7-9 am	495	7-9 am	495
9-12 noon	743	9-12 noon	743
12-7pm	495	12-7pm	1239
7-8pm	495	7-8pm	1487
8-11pm	743	8-11pm	1735
49 Star Utsav		50 Asianet News	
7-9 am	100	7-9 am	100
9-12 noon	682	9-12 noon	247
12-7pm	1950	12-7pm	495
7-8pm	3236	7-8pm	495
8-11pm	1755	8-11pm	743
51 TV 9 Karnataka		52 Asianet Plus	
7-9 am	1171	7-9 am	991
9-12 noon	975	9-12 noon	743
12-7pm	877	12-7pm	991
7-8pm	1267	7-8pm	1983
8-11pm	2243	8-11pm	2727
53 AXN		54 Makkal TV	
7-9 am	247	7-9 am	495
9-12 noon	495	9-12 noon	100
12-7pm	495	12-7pm	495
7-8pm	495	7-8pm	495
8-11pm	1239	8-11pm	743
55 B4U Movies		56 Manorama News	
7-9 am	100	7-9 am	100
9-12 noon	495	9-12 noon	247
12-7pm	495	12-7pm	495
7-8pm	247	7-8pm	495
8-11pm	495	8-11pm	495
57 B4U Music		58 Manoranjan TV	
7-9 am	495	7-9 am	100
9-12 noon	495	9-12 noon	495

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12-7pm	495	12-7pm	743
7-8pm	495	7-8pm	1743
8-11pm	495	8-11pm	2231
59 Bhakti TV		60 MH 1	
7-9 am	247	7-9 am	1487
9-12 noon	100	9-12 noon	495
12-7pm	100	12-7pm	495
7-8pm	495	7-8pm	991
8-11pm	100	8-11pm	743
61 Bindass		62 MH 1 News	
7-9 am	495	7-9 am	743
9-12 noon	1487	9-12 noon	100
12-7pm	1735	12-7pm	100
7-8pm	1983	7-8pm	247
8-11pm	2727	8-11pm	495
63 Bindass Movies		64 MH 1 Shradha	
7-9 am	495	7-9 am	1239
9-12 noon	1239	9-12 noon	100
12-7pm	2231	12-7pm	100
7-8pm	2727	7-8pm	991
8-11pm	3470	8-11pm	495
65 Channel 8		66 Mi Marathi	
7-9 am	247	7-9 am	991
9-12 noon	100	9-12 noon	495
12-7pm	991	12-7pm	495
7-8pm	1239	7-8pm	495
8-11pm	1487	8-11pm	1487
67 Channel V		68 Music India	
7-9 am	910	7-9 am	743
9-12 noon	910	9-12 noon	1080
12-7pm	910	12-7pm	900
7-8pm	991	7-8pm	1080
8-11pm	991	8-11pm	1080
69 Chardikla Time TV		70 National Geographic	
7-9 am	495	7-9 am	991
9-12 noon	100	9-12 noon	991
12-7pm	100	12-7pm	1487
7-8pm	247	7-8pm	2479
8-11pm	100	8-11pm	2479
71 Chutti TV		72 NDTV 24X7	
7-9 am	1487	7-9 am	743
9-12 noon	1487	9-12 noon	743
12-7pm	2231	12-7pm	743
7-8pm	1487	7-8pm	1239
8-11pm	1487	8-11pm	1735
73 CNBC TV 18		74 NDTV India	

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7-9 am	743	7-9 am	1300
9-12 noon	1239	9-12 noon	1300
12-7pm	991	12-7pm	1200
7-8pm	743	7-8pm	3223
8-11pm	1239	8-11pm	3290
75 Awaaj		76 NDTV Profit	
7-9 am	743	7-9 am	247
9-12 noon	1239	9-12 noon	495
12-7pm	743	12-7pm	495
7-8pm	1239	7-8pm	495
8-11pm	1487	8-11pm	743
77 CNN IBN		78 NDTV Goodtimes	
7-9 am	743	7-9 am	100
9-12 noon	743	9-12 noon	495
12-7pm	743	12-7pm	495
7-8pm	1487	7-8pm	495
8-11pm	1735	8-11pm	495
79 Delhi Aaj Tak		80 NE Bangla	
7-9 am	495	7-9 am	100
9-12 noon	495	9-12 noon	100
12-7pm	450	12-7pm	618
7-8pm	495	7-8pm	618
8-11pm	495	8-11pm	927
81 Discovery Travel & Living		82 News 24	
7-9 am	100	7-9 am	1560
9-12 noon	100	9-12 noon	1487
12-7pm	495	12-7pm	1487
7-8pm	495	7-8pm	2076
8-11pm	495	8-11pm	2600
83 Divya		84 News X	
7-9 am	495	7-9 am	247
9-12 noon	247	9-12 noon	247
12-7pm	247	12-7pm	247
7-8pm	247	7-8pm	743
8-11pm	247	8-11pm	495
85 E-24		86 N TV News	
7-9 am	991	7-9 am	606
9-12 noon	1487	9-12 noon	606
12-7pm	991	12-7pm	1211
7-8pm	991	7-8pm	1211
8-11pm	520	8-11pm	1817
87 ETC		88 O TV	
7-9 am	495	7-9 am	495
9-12 noon	495	9-12 noon	100

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12-7pm	247	12-7pm	743
7-8pm	495	7-8pm	3223
8-11pm	495	8-11pm	1735
89 ETC Punjabi		90 PIX	
7-9 am	1239	7-9 am	100
9-12 noon	495	9-12 noon	495
12-7pm	495	12-7pm	495
7-8pm	991	7-8pm	495
8-11pm	495	8-11pm	991
91 ETV Oriya		92 PTC Punjabi	
7-9 am	495	7-9 am	4462
9-12 noon	100	9-12 noon	991
12-7pm	100	12-7pm	1239
7-8pm	991	7-8pm	1735
8-11pm	1239	8-11pm	1239
93 ETV Gujarati		94 Raj TV	
7-9 am	495	7-9 am	1487
9-12 noon	991	9-12 noon	1239
12-7pm	991	12-7pm	2231
7-8pm	2231	7-8pm	2479
8-11pm	1487	8-11pm	1735
95 ETV Rajasthan		96 Raj Musix	
7-9 am	100	7-9 am	495
9-12 noon	100	9-12 noon	247
12-7pm	100	12-7pm	247
7-8pm	495	7-8pm	495
8-11pm	495	8-11pm	495
97 ETV urdu		98 Raj DIGITAL Plus	
7-9 am	247	7-9 am	100
9-12 noon	247	9-12 noon	743
12-7pm	100	12-7pm	743
7-8pm	495	7-8pm	743
8-11pm	495	8-11pm	1239
99 ETV UP		100 R Plus	
7-9 am	100	7-9 am	100
9-12 noon	100	9-12 noon	100
12-7pm	100	12-7pm	495
7-8pm	495	7-8pm	100
8-11pm	247	8-11pm	247
101 ETV 2		102 Sanskar	
7-9 am	1600	7-9 am	1487
9-12 noon	1239	9-12 noon	743
12-7pm	1487	12-7pm	1239
7-8pm	2231	7-8pm	1100
8-11pm	2231	8-11pm	991
103 Firangi		104 Samay	

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7-9 am	100	7-9 am	1239
9-12 noon	100	9-12 noon	1239
12-7pm	100	12-7pm	1450
7-8pm	100	7-8pm	1983
8-11pm	247	8-11pm	2175
105 Fox History		106 Sangeet Bangla	
7-9 am	100	7-9 am	495
9-12 noon	247	9-12 noon	495
12-7pm	247	12-7pm	495
7-8pm	495	7-8pm	495
8-11pm	495	8-11pm	495
107 HBO		108 SS UP	
7-9 am	743	7-9 am	650
9-12 noon	991	7-8pm	495
12-7pm	1487	8-11pm	495
7-8pm	1983		
8-11pm	3470		
109 Headlines Today		110 SS NCR	
7-9 am	495	7-8pm	495
9-12 noon	495	8-11pm	495
12-7pm	495		
7-8pm	495		
8-11pm	495		
111 IBN Lokmat		112 SS Mumbai	
7-9 am	495	7-9 am	247
9-12 noon	495	9-12 noon	495
12-7pm	495	12-7pm	495
7-8pm	991	7-8pm	628
8-11pm	1200	8-11pm	906
113 India News		114 Times Now	
7-9 am	495	7-9 am	495
9-12 noon	495	9-12 noon	743
12-7pm	495	12-7pm	991
7-8pm	991	7-8pm	1239
8-11pm	991	8-11pm	1983
115 Indiavision		116 TV 5 Telugu News	
7-9 am	247	7-9 am	1487
9-12 noon	247	9-12 noon	1983
12-7pm	495	12-7pm	1487
7-8pm	495	7-8pm	1487
8-11pm	495	8-11pm	1983
117 Isai Aruvi		118 TV 9 Gujarati	
7-9 am	1200	7-9 am	247
9-12 noon	700	9-12 noon	100

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12-7pm	700	12-7pm	495
7-8pm	1200	7-8pm	495
8-11pm	1200	8-11pm	495
119 Imagine Showbiz		120 Vissa	
7-9 am	495	7-9 am	100
9-12 noon	991	9-12 noon	100
12-7pm	743	12-7pm	100
7-8pm	991	7-8pm	100
8-11pm	743	8-11pm	100
121 Kiran		122 Zee 24 Taas	
7-9 am	520	7-9 am	991
9-12 noon	520	9-12 noon	991
12-7pm	495	12-7pm	991
7-8pm	805	7-8pm	1735
8-11pm	3450	8-11pm	1735
123 Kolkatta TV		124 Voice of India	
7-9 am	495	7-9 am	247
9-12 noon	495	9-12 noon	247
12-7pm	247	12-7pm	247
7-8pm	743	7-8pm	247
8-11pm	950	8-11pm	247
125 Live India		126 Vasant TV	
7-9 am	100	7-9 am	247
9-12 noon	495	9-12 noon	247
12-7pm	495	12-7pm	247
7-8pm	743	7-8pm	743
8-11pm	991	8-11pm	495
127 Mahua		128 UTV i	
7-9 am	100	7-9 am	100
9-12 noon	495	9-12 noon	100
12-7pm	1239	12-7pm	100
7-8pm	743	7-8pm	247
8-11pm	1487	8-11pm	495
129 Sri Venkatwara		130 Zee Talkies	
7-9 am	495	7-9 am	100
9-12 noon	495	9-12 noon	1487
12-7pm	495	12-7pm	2700
7-8pm	495	7-8pm	2700
8-11pm	495	8-11pm	4200
131 Star Ananda		132 Zee Studio	
7-9 am	700	7-9 am	100
9-12 noon	700	9-12 noon	495
12-7pm	600	12-7pm	495
7-8pm	1487	7-8pm	495
8-11pm	1983	8-11pm	495
133 Star Majha		134 Zee Smile	

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7-9 am	550	7-9 am	100
9-12 noon	550	9-12 noon	100
12-7pm	500	12-7pm	495
7-8pm	600	7-8pm	1487
8-11pm	600	8-11pm	1735
135 Star Movies		136 Zee Punjabi	
7-9 am	991	7-9 am	743
9-12 noon	1487	9-12 noon	100
12-7pm	1983	12-7pm	100
7-8pm	2231	7-8pm	247
8-11pm	3718	8-11pm	100
137 Star World		138 Zee Preimer	
7-9 am	100	7-9 am	495
9-12 noon	247	9-12 noon	495
12-7pm	495	12-7pm	743
7-8pm	495	7-8pm	1487
8-11pm	495	8-11pm	1239
139 Suvarna		140 Zee Jagran	
7-9 am	10000	7-9 am	100
9-12 noon	10000	9-12 noon	100
12-7pm	2231	12-7pm	100
7-8pm	2975	7-8pm	100
8-11pm	3500	8-11pm	100
141 Suvarna News		142 Zee Action	
7-9 am	100	7-9 am	495
9-12 noon	100	9-12 noon	495
12-7pm	100	12-7pm	991
7-8pm	100	7-8pm	1487
8-11pm	495	8-11pm	1735
143 Tara Music		144 Zee Classic	
7-9 am	495	7-9 am	743
9-12 noon	100	9-12 noon	495
12-7pm	100	12-7pm	1239
7-8pm	100	7-8pm	1735
8-11pm	247	8-11pm	2231
145 Tez		146 ETV Bihar	
7-9 am	800	7-9 am	750
9-12 noon	800	9-12 noon	750
12-7pm	700	12-7pm	750
7-8pm	1983	7-8pm	750
8-11pm	1983	8-11pm	750
147 NE Hi Fi		148 SS Bihar	
7-9 am	100	7-9 am	300

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9-12 noon	100	9-12 noon	250
12-7pm	100	12-7pm	250
7-8pm	100	7-8pm	400
8-11pm	100	8-11pm	400

149 News Live

7-9 am	500
9-12 noon	500
12-7pm	500
7-8pm	500
8-11pm	500

150 NE TV

7-9 am	500
9-12 noon	500
12-7pm	500
7-8pm	500
8-11pm	500

151 ESPN

153 Zee Sports

155 Ten Sports

152 Star Cricket

154 Star Sports

156 LOK SABHA TV

7 am -10 am 800

10 am-7 pm 600

7 pm -11pm 800