



RATE CARD

Effective from 1st Shrawan 2076

NEWS PACKAGE (14 NEWS) RATE PER DAY

ALL RATES ARE IN NRS.

S.N	Placement	1 Minute	30 seconds
1	Before All News	60000	30000
2	Before Last 3 Positions	70000	35000
3	Before Last 2 Positions	75000	37500
4	Before Last Positions	80000	40000
5	Headline 1 Position	140000	70000
6	Headline 2 Position	130000	65000
7	Headline 3 Position	125000	62500
8	Headline All News	120000	60000
9	First Break 1 Position	110000	55000
10	First Break 2 Position	100000	50000
11	First Break 3 Position	93000	46500
12	First Break All News	80000	40000
13	Second Break 1 Position	78000	39000
14	Second Break 2 Position	75000	37500
15	Second Break 3 Position	72000	36000
16	Second Break All News	62000	31000

News Timings for 14 News Package:

7 AM, 8:30 AM, 10 AM, 11 AM, 12 Noon, 2 PM, 4 PM, 6 PM, 7 PM, 8 PM, 10:30 PM, 11:30 PM, 1 AM & 2 AM

Super 8 PM Prime News Rate Per Day (Exclusive Evening) 1 Hr

S.N	Placement	1 Min	30 Sec
1	Before News	48000	24000
2	Before Last 3 Positions	50000	25000
3	Before Last 2 Positions	55000	27500
4	Before Last Positions	60000	30000
5	Headline 1 Position	100000	50000
6	Headline 2 Position	95000	47500
7	Headline 3 Position	90000	45000
8	Headline	85000	42500
9	First Break 1 Position	80000	40000
10	First Break 2 Position	75000	37500
11	First Break 3 Position	70000	35000
12	First Break	64000	32000
13	Second Break 1 Position	70000	35000
14	Second Break 2 Position	65000	32500
15	Second Break 3 Position	60000	30000
16	Second Break	56000	28000
17	Third Break	8000	4000
18	Fourth Break	6000	3000



7 AM Prime News Rate Per Day (Exclusive Morning) 1 Hr			
S.N	Placement	1 Min	30 Sec
1	Before News	36000	18000
2	Before Last 3 Positions	37500	18750
3	Before Last 2 Positions	41250	20625
4	Before Last Positions	45000	22500
5	Headline 1 Position	75000	37500
6	Headline 2 Position	71250	35625
7	Headline 3 Position	67500	33750
8	Headline	63750	31875
9	First Break 1 Position	60000	30000
10	First Break 2 Position	56250	28125
11	First Break 3 Position	52500	26250
12	First Break	48000	24000
13	Second Break 1 Position	52500	26250
14	Second Break 2 Position	48750	24375
15	Second Break 3 Position	45000	22500
16	Second Break	42000	21000
17	Third Break	6000	3000
18	Fourth Break	4500	2250

Programs & Various Time Slot Rate

S.N	Program	Concept	Time	Rate / min
1	Good morning Nepal	Daily Live Morning	8:00- 8:30 AM	10000
2	Call Kantipur	Daily Live Interaction	5:00-6:00 PM	25000
3	6:30 PM slot	Various	6:30-7:00 PM	15000
4	Pradesh Bishesh	News	7:30 – 8:00 PM	20000
5	9:00 PM slot	Current Affairs	9:00-10:00 PM	25000
		Entertainment	9:00-10:00 PM	30000
6	10:00 PM slot	Daily Show On	10:00-10:30 PM	15000
7	Nepali Movie	Nepali Feature Film	2:00-4:00 PM	20000



Loose Ad Rate

S.N	Time Category	Time Slot	Rate/min
2	Morning	5 AM to 12 Noon	5000
1	Afternoon	12:30 PM - 4:30 PM	6000
2	Mid - Night	12:00 AM - 5 AM	5000

Documentary Transmission

S.N	Time Category	Time Slot	Rate (Half Hour)
1	Prime Time	6:30 PM - 10 PM	80000
2	Morning & Day Time	10:30 AM - 5 PM	60000

Live Transmission Rate (OD Facilities)

Features:

Maximum Deliverables:- Full broadcast facilities with 4+1 Cameras

Rate:- Nrs. 450 thousands per maximum 1 hr event*

Minimum Deliverables:- Full broadcast facilities with 2+1 Cameras

Rate:- Nrs. 350 thousands per maximum 1 hr event*

* Event longer than 1 hrs will have additional charges.

Studio Services:- For Innovation and creative solutions, please contact marketing team.



Program Sponsorship Costing (Per Month)

A. Entertainment

Program: Call Kantipur (Daily Live Show)			
Day: Everyday @ 5 PM			
S.No.	Title	Costing/Mth	Deliverables
1	Presented By	1000000	60 sec
2	Powered By	800000	45 sec
3	Sponsored	450000	30 sec

Program: It's My Show			
Day: Saturday @ 9 PM			
S.No.	Title	Costing/Mth	Deliverables
1	Presented By	600000	120 sec
2	Powered By	400000	90 sec
3	Sponsored	200000	60 sec

B. Sit Com

1. What The Flop Thursday: 9 PM	2. Harke Haldar Wednesday: 9 PM
---	---

S.No.	Title	Costing/Mth	Deliverables
1	Presented By	700000	150 sec
2	Powered By	500000	90 sec
3	Sponsored	300000	60 sec

C. Flagship Show (Fireside - Mon/Sarokar - Tue @ 9 PM)

S.No.	Title	Costing/Mth	Deliverables
1	Presented By	500000	120 sec
2	Powered By	300000	90sec
3	Sponsored	200000	60 sec

Program: Good Morning Nepal (Daily Live Show) @ 8 AM

S.No.	Title	Costing/Mth	Deliverables
1	Presented By	700000	90 sec
2	Powered By	500000	60 sec
3	Sponsored	250000	30 sec

Program: Pradesh Bishesh (Daily Live Show)			
Day: Sun-Fri @ 7:30 PM			
S.No.	Title	Costing/Mth	Deliverables
1	Presented By	600000	60 sec
2	Powered By	450000	30 sec
3	Sponsored	250000	20 sec

Program: Nepali Movie			
Day: Saturday @ 2 PM			
S.No.	Title	Costing/Mth	Deliverables
1	Presented By	300000	120 sec
2	Powered By	200000	90 sec
3	Sponsored	100000	60 sec

6:30 - 7:00 PM

Wednesday Rajatpat	Thursday Suman Sanga	Saturday Here's to Life
------------------------------	--------------------------------	-----------------------------------

S.No.	Title	Costing/Mth	Deliverables
1	Presented By	200000	60 sec
2	Powered By	150000	45 sec
3	Sponsored	100000	30 sec

Benefits of Sponsoring the Program.

Presented By (One Brand)

1. Brand name will be displayed at the top of program name
2. Logo will be carried on program tag
3. Graphical integration of Brand
4. Promo 6 times per day.

Powered By (Two Brands)

1. Brand name will be displayed at the top of program name
2. Logo will be carried on program tag
3. Graphical integration of Brand
4. Promo 6 times per day.

Sponsored By (Four Brands)

1. Logo will be carried on program tag
2. Promo 6 times per day.



Aston Ad / L-Shape Ad RATE CARD

Effective from 1st Shrawan 2076

Sports News - Aston Ad Rate /Month

Program	Day	Segment	Duration/spot	Spots Per Month	Aston Ad
News	Everyday	Sports News	10 Sec	420	2,00,000

Morning - Aston Ad/ L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
8:00 AM - 8:30 AM	Everyday	Good Morning Nepal	10 Sec	150	2,00,000	4,00,000

Aston Ad / L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
5:00 PM - 6:00 PM	Everyday	Call Kantipur Reloaded	10 Sec	150	3,00,000	6,00,000

Aston Ad / L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
6:30 PM - 7:00PM	Wednesday	Rajatpat	10 Sec	20	1,50,000	3,00,000
	Thursday	Suman Sanga		20		
	Saturday	Here's To Life		20		

Aston Ad / L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
7:30 PM - 8:00 PM	Everyday	Pradesh Bishesh	10 Sec	150	3,00,000	5,00,000

Current Affairs - Aston Ad / L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
9:00 PM - 10:00 PM	Monday	Fireside	10 Sec	20	1,50,000	3,00,000
	Tuesday	Sarokar		20		

Entertainment Package - Aston Ad / L-Shape Ad Rate /Month

Time	Day	Program	Duration/spot	Spots Per Month	Aston Ad	L-Shape Ad
9:00 PM - 10:00 PM	Thursday	What The Flop	10 Sec	20	2,00,000	4,00,000
	Friday	Harke Haladar		20		
	Saturday	It's My Show		20		

Note: Only 15% agency discount will be applicable.



General Terms & Conditions

1	Broadcasting Policy	All Broadcasting materials must adhere to the requirements of the broadcasting policy of Nepal.
2	Languages	Spoken Language in TVC must be predominantly Nepalese or English or any ethnic language of the country.
3	Release Order	Advertisement order in written form should reach at KTV's marketing department one day before transmission date.
4	Cash Incentive	Cash incentive is payable on the payment received prior to airing of the ads.
5	Agency Commission	Agency's commission will be as per KTV's rules.
6	VAT	VAT will be charged on above rates as per government rule.
7	Festive Premium	10% premium festive will be applicable for a period of 60 days from 1st Ashoj to Kartik end.
8	TVC Censorship	The commercial must be in pursuant to National Broadcasting Act and National Broadcasting rule which must be certified/approved by the Censor Board of Nepal Government.
9	TVC Format & Size	The TVC should be HD Format size 1920*1080.
10	TVC Submit	TVC must be submitted within working days i.e. Sunday to Friday at Office Time.
11	Changes in Rate Card	KTV reserve the right to change the rate and conditions without any prior notice. However, KTV will give a month notice to its advertiser to cancel and amend their order as per the changes in rates.
12	Rights	KTV will approve the material and shall not be contested by the agencies or advertisers.
13	National Issues	KTV can change or hold the commercials within programs by giving short notice or without any prior notice if there should be programs of public interest or of national importance, notices, live coverage etc.
14	Force Majeure	A party will not be liable to the other for any delay in or failure to perform its obligations as a result of any cause beyond its reasonable control, including but not limited to cause due to natural causes such as earthquake, flood, fire disaster, civil commotion, riots, crowd disorder, general strikes, technical or power failure or any damage, destruction, mechanical or other defect in its systems or components.
15	Program Censorship	KTV follows the strict censorship rules based on A. Quality (Audio & Visual) B. Content C. Format All the programmes need to reach censor department by 24 hrs prior to airing
16	Contact Details	01-5192000 Ext: 2506/07 Marketing Department, Kantipur Television Network Pvt Ltd. Teenkune, KTM
17		marketing.ktv@kmg.com.np