

# SONAR BANGLA

371/2A,D.H.Road, Behala, Kolkata -700 034  
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Website: www.sonarbanglachannel.com  
Email: sonarbangla@sonarbanglachannel.com



## TARIFF

(w.e.f 1st August 2011)

### A. Slot Charges for Recorded Programme:

Slot Timmings	Duration	Amount	Duration	Amount
09:00 am to 11:00 am	25 min	2,000.00	40 min	3,000.00
11:00 am to 12:00 pm	25 min	2,100.00	40 min	3,500.00
12:00 pm to 12:30 pm	25 min	2,300.00	40 min	3,700.00
01:00 pm to 02:00 pm	25 min	2,500.00	40 min	4,000.00
02:00 pm to 03:00 pm	25 min	2,700.00	40 min	4,500.00
05:30 pm to 06:00 pm	25 min	2,500.00	40 min	4,500.00
06:00 pm to 07:00 pm	25 min	2,700.00	40 min	4,700.00
07:00 pm to 08:00 pm	25 min	3,000.00	40 min	5,000.00
08:00 pm to 10:00 pm	25 min	3,300.00	40 min	5,200.00
10:00 pm to 11:00 pm	25 min	3,500.00	40 min	6,000.00

### B. Slot Charges for Live Phone-in Programme:

Slot Timmings	Duration	Amount	Duration	Amount
09:00 am to 11:00 am	25 min	2,500.00	40 min	4,000.00
11:00 am to 12:00 pm	25 min	2,750.00	40 min	4,500.00
12:00 pm to 12:30 pm	25 min	3,000.00	40 min	5,000.00
01:00 pm to 02:00 pm	25 min	3,200.00	40 min	5,500.00
02:00 pm to 03:00 pm	25 min	3,200.00	40 min	5,500.00
05:30 pm to 06:00 pm	25 min	2,700.00	40 min	4,500.00
06:00 pm to 07:00 pm	25 min	3,000.00	40 min	5,000.00
07:00 pm to 08:00 pm	25 min	3,500.00	40 min	6,000.00
08:00 pm to 10:00 pm	25 min	3,800.00	40 min	6,500.00
10:00 pm to 11:00 pm	25 min	4,000.00	40 min	7,000.00

\*\* Duties & Taxes : All charges are liable to Govt. Levies & Taxes extra (as applicable).

\*\* Rates will effected for 6 (six) months only.

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(w.e.f 1st August 2011)

### A. Normal Advertisement Booking Rate Chart :

Duration	Frequency	Total Sec	Monthly Package Rate	Bonus	Effective Rate per sec
10 Sec	6 times	1800 Sec	Rs.10,000/=	100 Sec	Rs.5.26
15 Sec	6 times	2700 Sec	Rs.14,000/=	150 Sec	Rs.4.91
20 Sec	6 times	3600 Sec	Rs.,18,000/=	200 Sec	Rs.4.73
25 Sec	6 times	4500 Sec	Rs.22,000/=	250 Sec	Rs.4.63
30 Sec	6 times	5400 Sec	Rs.26,000/=	300 Sec	Rs.4.56

### B. Normal Advertisement Booking Rate Chart :

Duration	Frequency	Total Sec	Monthly Package Rate	Bonus	Effective Rate per sec
10 Sec	10 times	3000 Sec	Rs.15,000/=	200 Sec	Rs.4.68
15 Sec	10 times	4500 Sec	Rs.20,000/=	250 Sec	Rs.4.21
20 Sec	10 times	6000 Sec	Rs.26,000/=	300 Sec	Rs.4.12
25 Sec	10 times	7500 Sec	Rs.32,000/=	350 Sec	Rs.4.08
30 Sec	10 times	9000 Sec	Rs.38,000/=	400 Sec	Rs.4.04

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E. Duties & Taxes : All charges are liable to Govt. Levies & Taxes extra (as applicable).

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