

Directorate of Advertising and Visual Publicity

Standard Estimate Chart for Radio Campaign (for 30 -second spot, for a 10-day campaign) for issuing to Client Department. (Rs in lakhs)

Campaign Intensity	Including only Top one Station as per IRS in each cities	Including only Top two Stations as per IRS in each cities	Including only Top three Stations as per IRS in each cities	Including only Top one Station as per IRS in four metros	Including only Top two Stations as per IRS in four metros	Including only Top three Stations as per IRS in four metros
Low Intensity (Upto 3 spots per day)	Rs. 11,56,444/-	Rs. 18,68,355/-	Rs. 22,70,913/-	Rs. 3,00,844/-	Rs. 5,04,845/-	Rs. 6,19,595/-
Medium Intensity (Upto 6 spots per day)	Rs. 22,56,587/-	Rs. 37,26,253/-	Rs. 45,32,514/-	Rs. 6,01,688/-	Rs. 10,03,959/-	Rs. 12,33,460/-
High Intensity (Upto 9 spots a day)	Rs. 30,38,528/-	Rs. 50,05,011/-	Rs. 60,84,095/-	Rs. 7,93,884/-	Rs. 13,31,965/-	Rs. 16,34,098/-
Very High Intensity (Upto 12 spots a day)	Rs. 40,51,365/-	Rs. 66,73,348/-	Rs. 81,12,127/-	Rs. 10,58,512/-	Rs. 17,75,953/-	Rs. 21,78,797/-

1.) For spots of 45 second, 60 second duration etc, the estimate may be suitably multiplied by factor of 1.5,2 etc

2.) The above are only approximate estimates, for immediately providing to Client Departments. Detailed Campaign Plans, with names of stations/cities can be issued after approval of competent authority.

3.) For 30-day/60-day/90-day campaigns, the above estimates can be multiplied by factor of 3,6 or 9 etc.

4.) The estimates are based on current rates given by DAVP to channels, and will change if any of the rates change.

5.) The above estimates are net estimates, after passing on 15% agency commission received from channels, and adding 12.36% service tax .