

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2019-20/Tariff /35

Dated: 14/10/2019

Subject: Extension of Bonus Spot Scheme of AIR to the political advertisements of political parties/candidates on AIR stations/services.

The 1:1 Bonus Spot scheme of AIR was extended to political parties/candidates for their political advertisements on an experimental basis for a period of four months, on FM Channels (Gold and Rainbow) and all the Local Radio Stations (LRS) vide this office Circular No. TC-I/011(1)/2018-19/Tariff/49 dated 07/03/2019. This was in relaxation of the stipulations in the extant Rate Card of AIR restricting offering of bonus spot scheme for political advertisements.

2. In view of announcement of Elections to a few State Legislative Assemblies, demand has been received for re-launch of the aforesaid Bonus Spot Scheme for political advertisements. The matter has been examined in this office and CEO, Prasar Bharati has approved to extend once again the 1:1 Bonus Spot Scheme of AIR for political advertisements of political parties/candidates, on FM Channels (Gold and Rainbow) and all the Local Radio Stations (LRS), up to 31-03-2020. The other stipulations, prescribed in the rate card, however, remain unchanged.

3. While extending the bonus spot scheme, as mentioned above, the following guidelines are to be adhered to strictly:

- I. All bookings are to be accepted on advance payment only.
- II. The scheme is applicable for spot bookings only and not for sponsorships/ sponsored programmes. It is also not applicable for those spots booked with News Bulletins, Live Broadcasts and Time checks.
- III. The free bonus spots are to be broadcast on the same day.
- IV. The bonus spots should be offered in any of the lower category to the original category of booking. The stations are at liberty to schedule and broadcast these bonus spots in any category below the original bookings.

4. This issues with the approval of CEO, Prasar Bharati.


(Amit Sharma)
Director (T&C, B&R)
Ph. No. 011-23118516

PS:

This is in supersession of this office letter of even No. dated 11-10-2019, which stands withdrawn.

To

**The Director General: All India Radio
Akashwani Bhawan,
Sansad Marg, New Delhi-01**

Copy for information and necessary action to:

1. Deputy Director General, CBS Delhi, Akashwani Bhawan, Sansad Marg, New Delhi-01.
2. Head, Sales, PB Sectt., New Delhi - 01.
3. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website and to arrange to withdraw the earlier one dated 11-10-2019, on the above mentioned subject matter, uploaded on PB website on 11-10-2019.