



RUPAVAHINI RATE CARD

W. E. F 01/10/2023)

Rupavahini Programme Line-up			30 sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
BREAKFAST SHOW	Day	Time	MB	MB	MB	MB	MB	MB	MB
Ayubowan - Live	Sat / Sun	08.00am - 10.00am	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Sanhida - Live	Friday	11.00am - 12.00nn	35,000	14,000	19,250	22,750	29,750	52,500	70,000
Nugasevana (Women) - Live	Mon - Fri	08.00am - 11.00am	40,000	16,000	22,000	26,000	34,000	60,000	80,000
MUSICALS, ENTERTAINMENT & YOUTH									
Rupavahini Best 10 (Live)	Sunday	11.00 - 12.00pm	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Musical Chart Show (Live)	Saturday	10.00 - 11.00am	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Hindi Songs	Sunday	10.00 - 11.00am	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Ru Tube	Saturday	11.00 - 12.00pm	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Tone Poem	Mon - Fri	12.30pm - 02.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Sanda Ru Suyamaya	Saturday	09.30pm onwards	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Dawasak Da Handawaka	Sunday	09.30pm - 10.00pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Suhani Rath	Thursday	10.30pm Onwards	35,000	14,000	19,250	22,750	29,750	52,500	70,000
MAGAZINE PROGRAMMES									
Dream Villa	Sunday	10.00am - 10.30am	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Sahithya Rasavitha	Sunday	12.30pm - 02.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Fashion	Saturday	04.30pm - 05.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Ayubowewa - Medical programme	Sunday	3.00 - 3.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Sukkanama	Sunday	04.00pm - 04.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Rata	Saturday	02.30am - 03.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Leisure Time (Live)	Saturday	03.00pm - 04.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Forward Focused	Monday	09.30pm - 10.00pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Book Mark	Friday	09.30pm - 10.00pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
DOCUMENTARY PROGRAMMES									
Dhara - Nature, Culture, Art	Sunday	7.00 - 7.30 pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
EDUCATION AND CHILDREN'S SPECIAL/Adventure									
Nana Mihira	Mon - Fri	04.00pm - 05.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Smart Poddo	Saturday	5.00pm - 6.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Suragana Katha Karaliya	Saturday	07.00am - 08.00am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
After School (Launguages)	Mon - Fri	03.30pm - 04.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Cartoon	Mon - Fri	05.30pm - 06.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Cartoon	Mon - Thu	06.00pm - 06.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Ape Art	Friday	5.00pm - 5.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Ninnada	Thursday	05.00pm - 05.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Nada Ranga	Wednesday	05.00pm - 05.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Muthuhara	Tuesday	05.00pm - 05.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
TALK SHOWS									
Big Question	Tuesday	10.00pm onwards	35,000	14,000	19,250	22,750	29,750	52,500	70,000
MOVIES									
Friday Night Movie	Friday	10.30pm Onwards	35,000	14,000	19,250	22,750	29,750	52,500	70,000
NEWS & CURRENT AFFAIRS									
Sivudesa - Foreign News	Mon - Sat	06.00am - 06.30am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Day time News	Daily	12.00 - 12.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Patthara Sirastala	Mon - Sat/ Sun	06.30am - 07.00am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
A New Day	Mon - Fri	07.00am - 08.00am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Karata Kara (live)	Monday	10.00pm onwards	35,000	14,000	19,250	22,750	29,750	52,500	70,000
Mahajana Dinaya	Wednesday	10.00pm onwards	35,000	14,000	19,250	22,750	29,750	52,500	70,000
Before the News	Daily	7.55 - 8.00pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
1st Break News	Daily	8.00 - 8.30pm	120,000	48,000	66,000	78,000	102,000	180,000	240,000
2nd Break News	Daily	8.00 - 8.30pm	100,000	40,000	55,000	65,000	85,000	150,000	200,000
TELEDRAMA									
Dubbing Teledrama	Mon - Fri	7.30pm - 8.00pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
Day time Drama	Mon - Fri / Sat	02.30 - 03.30pm	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Teledrama	Mon - Thu	7.00pm - 7.30pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
Teledrama	Mon - Thu	06.30pm - 7.00pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Teledrama	Sat - Sun	7.30pm - 8.00pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
Before the 8.30 Drama	Daily	8.30 - 8.35pm	125,000	50,000	68,750	81,250	106,250	187,500	250,000
Family Drama	Daily	8.30 - 9.00pm	160,000	64,000	88,000	104,000	136,000	240,000	320,000

Note : Government tax to be added to the above rates





RUPAVAHINI RATE CARD (W. E F. from 01/10/2023)

Marketing Division -Tel: 2599510 / 2593563 Fax: 2696806 E-Mail: slrcmkt@rupavahini.lk Website: www.rupavahini.lk

NON SPECIFIED SPOTS	Time	30 sec	05 sec	10 sec	15 sec	20 sec	45 sec	60 sec
Day Time	6.00am - 8.00am	20,000	8,000	11,000	13,000	17,000	30,000	40,000
Day Time	8.00am - 12.30pm	40,000	16,000	22,000	26,000	34,000	60,000	80,000
Day Time	12.30pm - 5.00pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Evening/Night	05.00pm - 6.30pm	25,000	10,000	13,750	16,250	21,250	37,500	50,000
Evening/Night	6.30pm - 7.30pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Evening/Night	7.30pm - 8.00pm	95,000	38,000	52,250	61,750	80,750	142,500	190,000
Evening/Night	8.00pm - 8.30pm	120,000	48,000	66,000	78,000	102,000	180,000	240,000
Evening/Night	8.30pm - 9.00pm	160,000	64,000	88,000	104,000	136,000	240,000	320,000
Evening/Night	9.30pm - 10.00pm	65,000	26,000	35,750	42,250	55,250	97,500	130,000
Evening/Night	10.00pm - 10.30pm	35,000	14,000	19,250	22,750	29,750	52,500	70,000

* 10% Addition for specified spots/ 20% off the MB rate for before programme/ 05Sec spot rate is applicable for 15-20 word Crawlers (10 Sec)

* 10% seasonal charges - April & December

AIRTIME BELT RATES (Outside programmes)	15 min	30 min	Duration	Program. content	Commer. content	Station Break	Commer. sponsor
7.00am - 5.00pm & 11.00pm onwards - Weekdays	50,000	95,000					
7.00am - 5.00pm & 11.00pm onwards - Weekends	75,000	125,000	15 min	11 min	4 min	1	2 min
5.00pm - 7.00pm daily	125,000	190,000	30 min	22 min	8 min	2	4 min
7.00pm - 7.30pm & 10.00 - 11.00pm daily	250,000	375,000	Commercial Productions - Slides (05 - 30 sec) - Rs. 10,000/-				
7.30pm - 8.00pm	450,000	625,000					
8.30pm - 9.00pm daily	NA	NA					
9.30pm - 10.00pm daily	375,000	500,000					

* Airtime for non SLRC programmes will be offered to single sponsor/multiple sponsors & SLRC reserves the right to utilise 1/3 of total comm. Content

* Additional airtime of 50% will be charged for multiple clients (Max. 03)

* Reservation of airtime will be only on receipt of advance payments (Min 04 episodes for series of programmes)

MEDIA SPONSORSHIPS OF EVENTS - SLRC will undertake event coverage of musical shows/outdoor events on the following basis

* 50% Discount on rate card rate for publicity trailers/air time and production cost to be paid for event coverages

* SLRC benefits : Official status, station promotion at the location, Logo display on all event promotion materials

* Musical shows/Events need to meet SLRC standards eg: Musical shows - Stage/Artists/Backdrop/Announcers/Band etc..

30 min FULL COMMERCIAL VALUE PROGRAMME (FCVP)	(Product Display / Logo Display / Backdrop etc.)			
Time Belt	7.00am - 5.00pm / 11.00pm up	5.00pm - 7.00pm	7.00pm - 8.00pm	9.00pm - 11.00pm
Full commercial rate	Belt Rate x 02	Belt Rate x 02	Belt Rate x 04	Belt Rate x 04
Snippets (Social Service tips)	50% off MB spot rate	40% off MB spot rate	10% off MB spot R	10% off MB spot R

* Taxes need to be added to the above rates

CRAWLERS	Time	Amount	
		Rupavahini	Channel Eye/Nethra TV
	6.00am - 6.00pm	1,500	1,500
	6.00pm - 9.30pm (Except 7.00pm Tamil News & 8.00pm Sinhala News)	2,000	2,000
	9.30pm - 12.00mid (Except 9.00pm English News)	1,500	1,500
	Special Event & Sports Event (Live)	Subject to be finalized	Subject to be finalized

Note: Government Tax to be added to the above Rates. Standard Duration: 30sec fro Crawlers & 10sec for Slides

TERMS & CONDITIONS

* Comm. Schedules should be submitted during weekday working hours(9.00am-5.00pm) 2 days prior to telecast & SLRC will not be responsible for late entries

* The advertiser will keep SLRC indemnified against all claims, actions, suits, demands, losses, cost & expenses in respect of the telecast matter

* These rates are subject to revision by SLRC from time to time at its discretion. However, one month notice will be given for such revision

* The SLRC reserves the right to change the programme dates/times, cancel a programme/programme series etc..as per its requirement

* The reservation of sponsorship will be on receipt of required payment as specified by SLRC, unless credit facilities are entertained from time to time

2.5% surcharge will be levied on non-settlement of payments as per the credit conditions

* Notice of dishonour is waived

* The advertiser will be bound by the rules & regulations of SLRC with regard to sponsorships

* Invoice of the Rupavahini shall be the final & conclusive evidence of proof of liability & the advertiser will be liable to make payments on the said invoice

* The SLRC will set off the payments against the previous liabilities of clients if any, before crediting against the current agreement

* The SLRC reserves the right to change/amend any of these conditions at its discretion

* SLRC will accommodate only Betatapes for airing purpose

* Commercial Beta tapes should not exceed more than 10 cuts.

* Commercial cuts that are not in use for more than 3months time should be deleted form the relevent tapes. SLRC will note take any responsibility for airing these cuts if it under the same name.

* Storyboard of New TVCMs prior to production should get approval from SLRC, If not SLRC has the right to reject the produced TVCM at any given time.