



## RATE CARD

University of Hyderabad Campus Radio Station  
 Department of Communication  
 University of Hyderabad, Gachibowli, Hyderabad-46  
 Ph: 040-23138107,  
 Email: bolhyd90.4@gmail.com  
<http://bolhyd.commuoh.in>

| ON AIR COMMERCIALS                 |              |                         |                             |              |              |                             |              |              |
|------------------------------------|--------------|-------------------------|-----------------------------|--------------|--------------|-----------------------------|--------------|--------------|
| DAY SLOT                           | TIME SLOT    | MONDAY                  | TUESDAY                     | WEDNESDAY    | THURSDAY     | FRIDAY                      | SATURDAY     | SUNDAY       |
| Breakfast                          | 7.00-9.00 AM | Rs.120/ 30 S            | Rs.120/ 30 S                | Rs.120/ 30 S | Rs.120/ 30 S | Rs.120/ 30 S                |              |              |
| Afternoon                          | 3.00-5.00 PM | Rs.100/30 S             |                             |              |              |                             | Rs.100/30 S  | Rs.100/30 S  |
| Office Drive                       | 5.00-7.00 PM | Rs. 180/30 S            | Rs. 180/30 S                | Rs. 180/30 S | Rs. 180/30 S | Rs. 180/30 S                | Rs.120/30 S  | Rs.120/30 S  |
| Evening                            | 7.00-8.00 PM | Rs. 200/30 S            | Rs. 200/30 S                | Rs. 200/30 S | Rs. 200/30 S | Rs. 200/30 S                | Rs. 200/30 S | Rs. 200/30 S |
| Late Evening                       | 8.00-9.00 PM | Rs. 200/30 S            | Rs. 200/30 S                | Rs. 200/30 S | Rs. 200/30 S | Rs. 200/30 S                | Rs. 200/30 S | Rs. 200/30 S |
| Five inserts/day                   |              | Rs. 750#                | Rs.650#                     | Rs.650#      | Rs.650#      | Rs.650#                     | Rs.600#      | Rs.600#      |
| Five inserts/day across seven days |              | Rs.4550 WITH DISCOUNT   |                             |              |              |                             |              |              |
| Five inserts/day for one month     |              | Rs. 31500 WITH DISCOUNT |                             |              |              |                             |              |              |
| ONLINE BANNERS                     |              |                         |                             |              |              |                             |              |              |
| 190x165 BANNER                     |              | Rs. 220/WEEK            | Rs. 800/MONTH WITH DISCOUNT |              |              | Rs. 9000/YEAR WITH DISCOUNT |              |              |

- \*=Rates mentioned above are for a 30 Second Commercial. One insert per day.
- 60 Second Commercials will cost double the standard rate.
- For multiple inserts in a given day slot just multiply it by the number of inserts.
- For multiple inserts across the day, please add up all the numbers and multiply it by the number of inserts. For example, if you want multiple inserts across time slots, say on a Tuesday, please add up Rs. 120X2 inserts+Rs.180X3 inserts+200X1 insert+200X2 inserts=Rs.1380.
- #Discount Rate on Five inserts/day across the day.



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### Submitting On Air Commercials

- Please submit your ads on a CD (in .wav or mp3 formats) suitable for broadcast. Please submit such CDs at least one week in advance to allow for proper scheduling.
- You may want to submit only the written copy. We will convert it into an attractive commercial. Please submit such copy at least 10 days in advance for us to record the commercial and schedule it properly. In such cases we charge an additional Rs. 200 (one time) fee only. You also get a copy of your commercial!
- You may wish to submit CDs and just written copy for online advertisements in case of bundle packs. In such cases, submit copy for the online advertisement at least one week in advance to allow for proper scheduling.

### Submitting Online Ads

- Designed Online Ads as JPEG files have to be mailed to us at least four days in advance. We do not design online ads as of now.
- The online advertisements will be removed from the website once the term ends. However, you may want to retain the advertisement on an additional payment and we will continue its display.
- To change the ad copy while continuing your advertisement, we do not charge any additional fee. Only charges for the online ad will be levied.

### PAYMENT TERMS

- Payment will be received through **Cheques/Demand Drafts** drawn in the name of FINANCE OFFICER, UNIVERSITY OF HYDERABAD only.
- Payments have to be made in advance.
- Bol Hyderabad will issue an invoice on receipt of payment.

### CONTACT US

**Please feel free to contact:** Mr. Naveen Sen, Station Co-ordinator, Bol Hyderabad, Department of Communication, University of Hyderabad, Gachibowli, Hyderabad-500046. Phone: 040-23138107 or 9394315787. Email: bolhyd90.4@gmail.com