

The logo for ATN BANGLA UK features a stylized triangle composed of red, green, and blue segments. To the right of the triangle, the letters 'ATN' are written in a large, bold, yellow font with a black outline. Below 'ATN', the words 'BANGLA UK' are written in a smaller, bold, yellow font with a black outline.

ATN BANGLA UK

RATECARD No.1





ATN Bangla is the biggest Bengali-speaking TV channel in the world, and the UK service is an ideal channel to promote your brand or service to the UK Bangladeshi community. **ATN Bangla UK** viewers are better informed about their cultural tradition and expansion in the UK.

ATN Bangla UK is the most progressive Bengali language TV channel in the UK. The diversity of its programmes is unparalleled, covering 16 different genres of programming.

ATN Bangla is the only Bangladeshi channel in the world to have received an Emmy Award for its contents, and **ATN Bangla UK** is also noted for its distinguished news coverage and showing of popular Dollywood feature films.

ATN Bangla UK is a 24-hour Bengali-language TV channel providing high quality entertainment for the whole family.

ATN Bangla UK provides national and international news, leading other Bangladeshi broadcasters in the UK and other parts of the world. ATN News is comprehensive, with unbiased coverage of local and global events.



PROGRAMMES:

- Family Drama Serials
- News and Current Affairs
- Exciting Talk Shows
- Children's Programmes
- Latest Dollywood Movies and Music
- Fashion Updates
- Shopping and Cookery
- Traditional and Cultural Events
- Health Programmes
- Islamic Talk Shows



ADVERTISING RATES

Bengali entertainment and live news free-to-air on Sky Digital 827.

SEGMENT RATES

SEGMENT	TIME	SINGLE SPOT COSTS					
		10"	20"	30"	40"	50"	60"
AAA	06.30 - 18.30	£19	£37	£56	£75	£93	£112
AA	18.30 - 23.30	£27	£53	£80	£107	£133	£160
A	23.30 - 06.30	£13	£27	£40	£53	£67	£80

PACKAGE RATES

WEEKLY PACKAGES

Spots will be evenly rotated through all segments over seven days.	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£261	£523	£784	£1,045	£1,307	£1,568
	21	£336	£672	£1,008	£1,344	£1,680	£2,016
	28	£373	£747	£1,120	£1,493	£1,867	£2,240

DAYTIME PACKAGES

All spots will be guaranteed 06:30-18:30 weekdays	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£205	£411	£616	£821	£1,027	£1,232
	21	£266	£532	£798	£1,064	£1,330	£1,596
	28	£299	£597	£896	£1,195	£1,493	£1,792

PEAK PACKAGES

All spots will be guaranteed 06:30-18:30 weekdays	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£336	£672	£1,008	£1,344	£1,680	£2,016
	21	£448	£896	£1,344	£1,792	£2,240	£2,688
	28	£523	£1,045	£1,568	£2,091	£2,613	£3,136

FIRST CAMPAIGN BONUS SPOTS

For the entire duration of the first campaign advertisers on ATN Bangla UK will qualify for 25% extra spots which will be slotted in segments at the station's discretion.

All rates are subject to VAT in the UK. Other spot lengths may be available pro rata to the 30-second rate.

SPONSORSHIPS:

ATN Bangla UK is sponsor of many community events, e.g. Baishakhi Mela, British Curry Awards, British Bangladeshi Business Link (BBBL) and many others promoting the channel to the community.

Programmes on **ATN Bangla UK** may be sponsored by UK advertisers requiring a specially close relationship with the channel's viewership.

AIRTIME & SPONSORSHIP SALES FROM

ZMTV

MULTICULTURAL

TARGETED TELEVISION

MEDIA HOUSE • 82 HIGHGATE ROAD • LONDON • NW5 1GZ
TEL 020 7284 2848 • FAX 020 7485 7089 • EMAIL gz@zmtv.co.uk

www.zmtv.co.uk



SPORT

Bangladesh is traditionally a sport loving nation; football and cricket are popular forms of sport as well as lawn tennis, badminton, table tennis, carom, golf and athletics. Bangladesh's appearance in the Cricket World Cup placed the nation on the map of the cricketing world and **ATN Bangla** provides maximum coverage of Bangladeshi sport, including the games played abroad.

A segment of **ATN Bangla** News is dedicated to sport coverage and, in order to boost this, there are vibrant programmes highlighting sport personalities and celebrities.

CURRY INDUSTRY

The UK curry industry is almost completely managed by the Bangladeshi people, with 95% of curry houses owned by Bangladeshis. Because of this, **ATN Bangla UK** is the media partner of the British Curry Awards and other competitions promoting chefs and curry business in the UK.

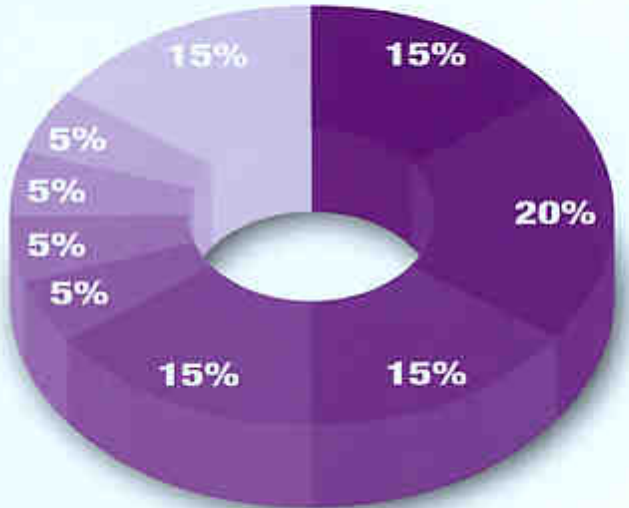
COPY & TECHNICAL REQUIREMENTS

All advertisement copy on **ATN Bangla UK** must meet the requirements of the Ofcom codes of Advertising Standards and/or Programme Sponsorship. Technical specifications for commercials are available on request.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended the Company's standard credit terms as applied from time to time. Pre-payment is required from all other advertisers.

PROGRAMME OUTPUT BY GENRE:



- 15% News and Current Affairs
- 20% Drama Serials and Single Episodes
- 15% Talk Shows
- 15% Music Videos
- 5% Children Programmes
- 5% Religious and Social Programmes
- 5% Documentaries
- 5% Dollywood movies
- 15% other programmes

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