



DEEPAM

The TV channel for UK Sri Lankans

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS £					
		10"	20"	30"	40"	50"	60"
AA	06:30 - 18:30	19	37	56	75	93	112
AAA	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	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
Spots will be evenly rotated through	14	261	523	784	1045	1307	1568
all segments over	21	336	672	1008	1344	1680	2016
7 days	28	373	747	1120	1493	1867	2240

DAYTIME PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 06:30-18:30 weekdays	14	205	411	616	821	1027	1232
	21	266	532	798	1064	1330	1596
	28	299	597	896	1195	1493	1792

PEAK PACKAGES	TOTAL SPOTS	COST PER PACKAGE £					
		10"	20"	30"	40"	50"	60"
All spots will be guaranteed 18:30-23:30 daily.	14	336	672	1008	1344	1680	2016
	21	448	896	1344	1792	2240	2688
	28	523	1045	1568	2091	2613	3136

FIRST CAMPAIGN BONUS SPOTS

For the entire duration of the first campaign advertisers on Deepam TV 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.

SPONSORSHIP

Certain programme series are available for sponsorship. Individual sponsors' requirements will be catered for in packages which may include opening and closing credits, bumper breaks and trails.

AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended Deepam TV's standard credit terms as applied from time to time. Prepayment is required from all other advertisers. Terms & Conditions are as published by Deepam TV.

COPY AND TECHNICAL REQUIREMENTS

All advertisement copy and sponsorship on Deepam TV must meet ASA/Ofcom Standards. ZMTV will clear copy on behalf of Deepam TV on submission of scripts and treatments, plus one VHS copy of the finished material. Transmission tapes are required in 4:3 Digibeta format and must be provided seven working days before first transmission date. A clock with identifying information should precede each commercial and duration, title, agency or CUI number of commercial should be clearly identified.



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