



## RATE CHART

### Radio Prime 96.8 FM

Time Frame	Title	RDC Rate per Minutes BDT	RJ Endorsement Rate (per Endorsement) in BDT
7.30AM-11AM	Peak Morning	2500	3000/-
11AM-2PM	Soft Peak	2000	
2PM- 5PM	Up Peak	2500	
5PM-11PM	Peak Evening	3000	
11PM-2AM	Exclusive Peak Night	3500	
2AM-7AM	Super Saver	1000	

Episode Description	Taka	
Per Episode	50,000	50,000
Per Month	50,000 x 4	2,00,000
Total		2,50,000/-

#### Terms and Conditions:

- Commercial airing schedule (distribution) will be fixed after negotiation with Radio Prime's marketing team.
- Work order for advertisement schedule should be provided to Radio Prime before 72 hours of broadcasting and any cancellation scheduled advertisement should be notified minimum 48 hours prior to the scheduled time to Broadcasting;
- VAT and Tax on the rate chart will be added with invoice as per government regulations.
- Materials/ subject of advertisement are subjected to the acceptance Radio Prime; the materials need to be accompanied by a written /email request.
- Radio Prime has the right to reschedule the ad timing for any/unavoidable circumstances by giving a 24 hours notice;
- Minimum spot booking should be for seven days & at least 5 spots daily as well as length minimum 20 sec duration.
- Premium charges are to be applied on special days, occasions and programs.
- In case of endorsements, Radio Prime will confirm the time availability beforehand. You are requested to book the endorsement spots based on our availability of schedule.
- As per Government SRO no. 01/Mushak/2012 dated February 28, 2012, If attached "Mushak 11" by revenue office of VAT Circle is provided with bill, no VAT should be deducted at source.
- Payment should be made 100% in advance on A/C Payee cheque, Pay-Order, or Draft in favor of "RADIO PRIME"

#### Contact With Us

**Mob No:** 01716-586326