

DAVP Rates for Pvt. Channels July 2006-June 07

Name Of Channel	Range of rates in Rs. for 10 sec.
1. Aajtak	960-8600
2. Star News	850-4200
3. Zee News	660-2000
4. Zee Business .	250 -500
5. India TV	400-650
6 Channel 7	450-940
7 Awaaz	900-1100
8. NDTV profit	900-1000
9 CNN-IBN	700-2200
10. NDTV 24x7	1000-3500
11. Star Plus	900-1,80,000
12 Sony TV.	2500-40,000
13 Sahara One	1200-2500
14 Star One	10,000
15. ETC	400-550
16. Zee Music.	100-200
17. Channel V	500-650
18. SET Max	1000-3800
19. Zee Cinema	1000-4000
20. Star Gold	850-3000
21. HBO	2400
22. Star Movies	2800
23. AXN	950
24. Zee Studio	100-250
25. POGO	800-1500
26. Cartoon Network	1500-3000
27. Toon Disney	450-600
28. Disney Channel	400-450
29. Animal Planet	300-600
30. Discovery	700-1500
31. Discovery Travel and Living	150 -400
32. National Geographic Channel	450- 800
33. History Channel	150-400
34. Sanskar	150-200
35 Zee Jagran	75
36. CNN South Asia	675-1650
37. BBC World	516-2150
38. Sun TV	5500-20,000
39. KTV	2500-13,000
40 Sun Music	650-1000

41	STAR Vijay	1500
42	Gemini	8000-20,000
43	Teja TV	2500-5000
44	Maa TV	750-1250
45	ETV Telugu	3000-14,500
46	Udaya TV	6000-14,000
47	Ushu TV	4000
48	Surya TV	3500-9850
49	Kiran TV	450-3000
50	Asianet	2000-6000
51	Asianet Plus	500
52	Kairali	1000
53	ETV Network (Regional)	750-8500
54	Zee Regional	300-5000
55	Aakash Bangla	1000-2700
56	STAR Ananda	300-800
57	ETC Punjabi	450
58	Zee Punjabi	300
59	Balle Balle	100
60	NE TV	500
61	Sahara Samay Group	250-600
62	Channel Siti	100-200
63	Total TV	100
64	S 1	75-100
65	Hungama	400
66	Radio City (Delhi, Mumbai, Bangalore & Lucknow)	300-750
67	Red FM (Delhi, Mumbai & Kokata)	300-450
68	Suryan FM (Chennai, Coimbatore, Tirunelveli & Vishkhapatnam)	225-900
69	Radio Mirchi (Delhi, Mumbai, Chennai, Pune, Indore & Ahmedabad)	250-1200
70	Go 92.5 FM (Mumbai)	100