

Rates offered to C&S channels for 2009-10

S.No	CHANNEL	rate/10 sec (Rs)	S.No	CHANNEL	rate/10 sec (Rs)
1	Star Plus		2	Sony Entertainment India	
	7-9 am	1950		7-9 am	624
	9-12 noon	7956		9-12 noon	4494
	12-7pm	15319		12-7pm	5493
	7-8pm	21019		7-8pm	6742
	8-11pm	54390		8-11pm	16730
3	Sun TV		4	Star Gold	
	7-9 am	4631		7-9 am	1997
	9-12 noon	10800		9-12 noon	2652
	12-7pm	17400		12-7pm	6003
	7-8pm	24600		7-8pm	6887
	8-11pm	27600		8-11pm	6887
5	Zee TV		6	Sahara One	
	7-9 am	831		7-9 am	499
	9-12 noon	5581		9-12 noon	1997
	12-7pm	9856		12-7pm	3000
	7-8pm	28976		7-8pm	3495
	8-11pm	36814		8-11pm	6000
7	MAX		8	Enadu TV	
	7-9 am	7362		7-9 am	1623
	9-12 noon	7500		9-12 noon	5368
	12-7pm	10000		12-7pm	3495
	7-8pm	11519		7-8pm	6367
	8-11pm	19001		8-11pm	7616
9	Gemini TV		10	Zee Marathi	
	7-9 am	2018		7-9 am	1498
	9-12 noon	4037		9-12 noon	1997
	12-7pm	10094		12-7pm	4120
	7-8pm	18407		7-8pm	16480
	8-11pm	16507		8-11pm	15232
11	Zee Cinema		12	ETV Bangla	
	7-9 am	2612		7-9 am	998
	9-12 noon	6000		9-12 noon	499
	12-7pm	9975		12-7pm	4369
	7-8pm	15675		7-8pm	7616
	8-11pm	20901		8-11pm	6242
13	Colors		14	Aaj Tak	
	7-9 am	2000		7-9 am	3350
	9-12 noon	7600		9-12 noon	2996
	12-7pm	10569		12-7pm	2746
	7-8pm	20069		7-8pm	4744

8-11pm	46671	8-11pm	5618
15 ETV Marathi		16 Zee Bangla	
7-9 am	1248	7-9 am	249
9-12 noon	749	9-12 noon	499
12-7pm	2247	12-7pm	2746
7-8pm	5368	7-8pm	10113
8-11pm	10487	8-11pm	10362
17 9 X		18 Star One	
7-9 am	877	7-9 am	873
9-12 noon	1755	9-12 noon	2497
12-7pm	2535	12-7pm	4494
7-8pm	3608	7-8pm	5243
8-11pm	4096	8-11pm	12235
19 9 XM		20 Teja TV	
7-9 am	1657	7-9 am	2500
9-12 noon	2730	9-12 noon	2500
12-7pm	2048	12-7pm	2500
7-8pm	3023	7-8pm	5000
8-11pm	2048	8-11pm	5000
21 Asianet		22 Cartoon Network	
7-9 am	390	7-9 am	1997
9-12 noon	1072	9-12 noon	2996
12-7pm	2048	12-7pm	3745
7-8pm	6046	7-8pm	6866
8-11pm	4486	8-11pm	3121
23 Discovery		24 Zee Telugu	
7-9 am	780	7-9 am	2372
9-12 noon	877	9-12 noon	1747
12-7pm	1267	12-7pm	2996
7-8pm	2438	7-8pm	4245
8-11pm	2243	8-11pm	8989
25 ETV Kannada		26 K TV	
7-9 am	780	7-9 am	3000
9-12 noon	780	9-12 noon	3000
12-7pm	1852	12-7pm	3500
7-8pm	3510	7-8pm	6600
8-11pm	4096	8-11pm	6600
27 Filmy		28 NDTV Imagine	
7-9 am	675	7-9 am	1747
9-12 noon	875	9-12 noon	3371
12-7pm	1250	12-7pm	3745
7-8pm	1267	7-8pm	5493
8-11pm	2250	8-11pm	13733

29 IBN 7		30 TV 9 Telugu News	
7-9 am	1072	7-9 am	1560
9-12 noon	975	9-12 noon	1365
12-7pm	975	12-7pm	1072
7-8pm	1657	7-8pm	1560
8-11pm	2145	8-11pm	1755
31 India TV		32 Star Vijay	
7-9 am	2340	7-9 am	390
9-12 noon	1657	9-12 noon	682
12-7pm	1755	12-7pm	1560
7-8pm	3023	7-8pm	2145
8-11pm	3705	8-11pm	4193
33 MTV		34 UTV Movies	
7-9 am	780	7-9 am	585
9-12 noon	2145	9-12 noon	1267
12-7pm	1072	12-7pm	1950
7-8pm	2438	7-8pm	1755
8-11pm	1267	8-11pm	3510
35 Nickelodon		36 Zoom	
7-9 am	585	7-9 am	1170
9-12 noon	1170	9-12 noon	2048
12-7pm	1365	12-7pm	975
7-8pm	1755	7-8pm	1365
8-11pm	1462	8-11pm	1170
37 Pogo		38 Zee News	
7-9 am	1365	7-9 am	1657
9-12 noon	2048	9-12 noon	1267
12-7pm	2535	12-7pm	1072
7-8pm	3023	7-8pm	1852
8-11pm	2340	8-11pm	2145
39 Sab TV		40 Zee Kananda	
7-9 am	390	7-9 am	780
9-12 noon	1365	9-12 noon	1072
12-7pm	1852	12-7pm	1365
7-8pm	2340	7-8pm	1755
8-11pm	5851	8-11pm	2633
41 Star Jalsa		42 24 Ghanta TV	
7-9 am	487	7-9 am	743
9-12 noon	487	9-12 noon	495
12-7pm	1267	12-7pm	1735
7-8pm	3901	7-8pm	2727
8-11pm	4193	8-11pm	2727

43 Star News

7-9 am	2048
9-12 noon	1755
12-7pm	1657
7-8pm	2633
8-11pm	3218

45 Sun Music

7-9 am	1462
9-12 noon	1000
12-7pm	975
7-8pm	1400
8-11pm	2000

47 Surya TV

7-9 am	292
9-12 noon	1365
12-7pm	1852
7-8pm	2828
8-11pm	2340

49 Star Utsav

7-9 am	100
9-12 noon	682
12-7pm	1950
7-8pm	3236
8-11pm	1755

51 TV 9 Karnataka

7-9 am	1171
9-12 noon	975
12-7pm	877
7-8pm	1267
8-11pm	2243

53 AXN

7-9 am	247
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	1239

55 B4U Movies

7-9 am	100
9-12 noon	495
12-7pm	495
7-8pm	247
8-11pm	495

44 Aakash Bangla

7-9 am	100
9-12 noon	495
12-7pm	2231
7-8pm	2727
8-11pm	3718

46 Aastha

7-9 am	1955
9-12 noon	991
12-7pm	1025
7-8pm	1025
8-11pm	1955

48 Animal Planet

7-9 am	495
9-12 noon	743
12-7pm	1239
7-8pm	1487
8-11pm	1735

50 Asianet News

7-9 am	100
9-12 noon	247
12-7pm	495
7-8pm	495
8-11pm	743

52 Asianet Plus

7-9 am	991
9-12 noon	743
12-7pm	991
7-8pm	1983
8-11pm	2727

54 Makkal TV

7-9 am	495
9-12 noon	100
12-7pm	495
7-8pm	495
8-11pm	743

56 Manorama News

7-9 am	100
9-12 noon	247
12-7pm	495
7-8pm	495
8-11pm	495

57 B4U Music

7-9 am	495
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	495

59 Bhakti TV

7-9 am	247
9-12 noon	100
12-7pm	100
7-8pm	495
8-11pm	100

61 Bindass

7-9 am	495
9-12 noon	1487
12-7pm	1735
7-8pm	1983
8-11pm	2727

63 Bindass Movies

7-9 am	495
9-12 noon	1239
12-7pm	2231
7-8pm	2727
8-11pm	3470

65 Channel 8

7-9 am	247
9-12 noon	100
12-7pm	991
7-8pm	1239
8-11pm	1487

67 Channel V

7-9 am	910
9-12 noon	910
12-7pm	910
7-8pm	991
8-11pm	991

69 Chandrilika Time TV

7-9 am	495
9-12 noon	100
12-7pm	100
7-8pm	247
8-11pm	100

71 Chutti TV**58 Manoranjan TV**

7-9 am	100
9-12 noon	495
12-7pm	743
7-8pm	1743
8-11pm	2231

60 MH 1

7-9 am	1487
9-12 noon	495
12-7pm	495
7-8pm	991
8-11pm	743

62 MH 1 News

7-9 am	743
9-12 noon	100
12-7pm	100
7-8pm	247
8-11pm	495

64 MH 1 Shradha

7-9 am	1239
9-12 noon	100
12-7pm	100
7-8pm	991
8-11pm	495

66 Mi Marathi

7-9 am	991
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	1487

68 Music India

7-9 am	743
9-12 noon	1080
12-7pm	900
7-8pm	1080
8-11pm	1080

70 National Geographic

7-9 am	991
9-12 noon	991
12-7pm	1487
7-8pm	2479
8-11pm	2479

72 NDTV 24X7

7-9 am	1487	7-9 am	743
9-12 noon	1487	9-12 noon	743
12-7pm	2231	12-7pm	743
7-8pm	1487	7-8pm	1239
8-11pm	1487	8-11pm	1735

73 CNBC TV 18

7-9 am	743
9-12 noon	1239
12-7pm	991
7-8pm	743
8-11pm	1239

74 NDTV India

7-9 am	1300
9-12 noon	1300
12-7pm	1200
7-8pm	3223
8-11pm	3290

75 Awaaj

7-9 am	743
9-12 noon	1239
12-7pm	743
7-8pm	1239
8-11pm	1487

76 NDTV Profit

7-9 am	247
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	743

77 CNN IBN

7-9 am	743
9-12 noon	743
12-7pm	743
7-8pm	1487
8-11pm	1735

78 NDTV Goodtimes

7-9 am	100
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	495

79 Delhi Aaj Tak

7-9 am	495
9-12 noon	495
12-7pm	450
7-8pm	495
8-11pm	495

80 NE Bangla

7-9 am	100
9-12 noon	100
12-7pm	618
7-8pm	618
8-11pm	927

81 Discovery Travel & Living

7-9 am	100
9-12 noon	100
12-7pm	495
7-8pm	495
8-11pm	495

82 News 24

7-9 am	1560
9-12 noon	1487
12-7pm	1487
7-8pm	2076
8-11pm	2600

83 Divya

7-9 am	495
9-12 noon	247
12-7pm	247
7-8pm	247
8-11pm	247

84 News X

7-9 am	247
9-12 noon	247
12-7pm	247
7-8pm	743
8-11pm	495

85 E-24

7-9 am	991
9-12 noon	1487

86 N TV News

7-9 am	606
9-12 noon	606

12-7pm	991	12-7pm	1211
7-8pm	991	7-8pm	1211
8-11pm	520	8-11pm	1817

87 ETC

7-9 am	495
9-12 noon	495
12-7pm	247
7-8pm	495
8-11pm	495

88 O TV

7-9 am	495
9-12 noon	100
12-7pm	743
7-8pm	3223
8-11pm	1735

89 ETC Punjabi

7-9 am	1239
9-12 noon	495
12-7pm	495
7-8pm	991
8-11pm	495

90 PIX

7-9 am	100
9-12 noon	495
12-7pm	495
7-8pm	495
8-11pm	991

91 ETV Oriya

7-9 am	495
9-12 noon	100
12-7pm	100
7-8pm	991
8-11pm	1239

92 PTC Punjabi

7-9 am	4462
9-12 noon	991
12-7pm	1239
7-8pm	1735
8-11pm	1239

93 ETV Gujarati

7-9 am	495
9-12 noon	991
12-7pm	991
7-8pm	2231
8-11pm	1487

94 Raj TV

7-9 am	1487
9-12 noon	1239
12-7pm	2231
7-8pm	2479
8-11pm	1735

95 ETV Rajasthan

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	495
8-11pm	495

96 Raj Musix

7-9 am	495
9-12 noon	247
12-7pm	247
7-8pm	495
8-11pm	495

97 ETV urdu

7-9 am	247
9-12 noon	247
12-7pm	100
7-8pm	495
8-11pm	495

98 Raj DIGITAL Plus

7-9 am	100
9-12 noon	743
12-7pm	743
7-8pm	743
8-11pm	1239

99 ETV UP

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	495

100 R Plus

7-9 am	100
9-12 noon	100
12-7pm	495
7-8pm	100

8-11pm	247	8-11pm	247
101 ETV 2		102 Sanskar	
7-9 am	1600	7-9 am	1487
9-12 noon	1239	9-12 noon	743
12-7pm	1487	12-7pm	1239
7-8pm	2231	7-8pm	1100
8-11pm	2231	8-11pm	991
103 Firangi		104 Samay	
7-9 am	100	7-9 am	1239
9-12 noon	100	9-12 noon	1239
12-7pm	100	12-7pm	1450
7-8pm	100	7-8pm	1983
8-11pm	247	8-11pm	2175
105 Fox History		106 Sangeet Bangla	
7-9 am	100	7-9 am	495
9-12 noon	247	9-12 noon	495
12-7pm	247	12-7pm	495
7-8pm	495	7-8pm	495
8-11pm	495	8-11pm	495
107 HBO		108 SS UP	
7-9 am	743	7-9 am	650
9-12 noon	991	9-12 noon	100
12-7pm	1487	12-7pm	247
7-8pm	1983	7-8pm	495
8-11pm	3470	8-11pm	495
109 Headlines Today		110 SS NCR	
7-9 am	495	7-9 am	100
9-12 noon	495	9-12 noon	100
12-7pm	495	12-7pm	100
7-8pm	495	7-8pm	495
8-11pm	495	8-11pm	495
111 IBN Lokmat		112 SS Mumbai	
7-9 am	495	7-9 am	247
9-12 noon	495	9-12 noon	495
12-7pm	495	12-7pm	495
7-8pm	991	7-8pm	628
8-11pm	1200	8-11pm	906
113 India News		114 Times Now	
7-9 am	495	7-9 am	495
9-12 noon	495	9-12 noon	743
12-7pm	495	12-7pm	991
7-8pm	991	7-8pm	1239
8-11pm	991	8-11pm	1983
115 Indivision		116 TV 5 Telugu News	

7-9 am	247	7-9 am	1487
9-12 noon	247	9-12 noon	1983
12-7pm	495	12-7pm	1487
7-8pm	495	7-8pm	1487
8-11pm	495	8-11pm	1983

117 Isaiyaruvi

7-9 am	1200
9-12 noon	700
12-7pm	700
7-8pm	1200
8-11pm	1200

118 TV 9 Gujarati

7-9 am	247
9-12 noon	100
12-7pm	495
7-8pm	495
8-11pm	495

119 Jeevan

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	100
8-11pm	495

120 Vissa

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	100
8-11pm	100

121 Kiran

7-9 am	520
9-12 noon	520
12-7pm	495
7-8pm	805
8-11pm	3450

122 VH 1

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	100
8-11pm	100

123 Kolkatta TV

7-9 am	495
9-12 noon	495
12-7pm	247
7-8pm	743
8-11pm	950

124 Voice of India

7-9 am	247
9-12 noon	247
12-7pm	247
7-8pm	247
8-11pm	247

125 Live India

7-9 am	100
9-12 noon	495
12-7pm	495
7-8pm	743
8-11pm	991

126 Vasant TV

7-9 am	247
9-12 noon	247
12-7pm	247
7-8pm	743
8-11pm	495

127 Mahua

7-9 am	100
9-12 noon	495
12-7pm	1239
7-8pm	743
8-11pm	1487

128 UTV i

7-9 am	100
9-12 noon	100
12-7pm	100
7-8pm	247
8-11pm	495

129 Sri Venkatwara

7-9 am	495
9-12 noon	495

130 Zee Talkies

7-9 am	100
9-12 noon	1487

	12-7pm	495		12-7pm	2700
	7-8pm	495		7-8pm	2700
	8-11pm	495		8-11pm	4200
131 Star Ananda			132 Zee Studio		
	7-9 am	700		7-9 am	100
	9-12 noon	700		9-12 noon	495
	12-7pm	600		12-7pm	495
	7-8pm	1487		7-8pm	495
	8-11pm	1983		8-11pm	495
133 Star Majha			134 Zee Smile		
	7-9 am	550		7-9 am	100
	9-12 noon	550		9-12 noon	100
	12-7pm	500		12-7pm	495
	7-8pm	600		7-8pm	1487
	8-11pm	600		8-11pm	1735
135 Star Movies			136 Zee Punjabi		
	7-9 am	991		7-9 am	743
	9-12 noon	1487		9-12 noon	100
	12-7pm	1983		12-7pm	100
	7-8pm	2231		7-8pm	247
	8-11pm	3718		8-11pm	100
137 Star World			138 Zee Preimer		
	7-9 am	100		7-9 am	495
	9-12 noon	247		9-12 noon	495
	12-7pm	495		12-7pm	743
	7-8pm	495		7-8pm	1487
	8-11pm	495		8-11pm	1239
139 Suvarna			140 Zee Jagran		
	7-9 am	10000		7-9 am	100
	9-12 noon	10000		9-12 noon	100
	12-7pm	2231		12-7pm	100
	7-8pm	2975		7-8pm	100
	8-11pm	3500		8-11pm	100
141 Suvarna News			142 Zee Gujarati		
	7-9 am	100		7-9 am	100
	9-12 noon	100		9-12 noon	495
	12-7pm	100		12-7pm	495
	7-8pm	100		7-8pm	743
	8-11pm	495		8-11pm	1239
143 Tara Music			144 Zee Classic		
	7-9 am	495		7-9 am	743
	9-12 noon	100		9-12 noon	495
	12-7pm	100		12-7pm	1239
	7-8pm	100		7-8pm	1735
	8-11pm	247		8-11pm	2231

145 Tez			146 Zee Café		
	7-9 am	800		7-9 am	100
	9-12 noon	800		9-12 noon	100
	12-7pm	700		12-7pm	100
	7-8pm	1983		7-8pm	495
	8-11pm	1983		8-11pm	495
147 World Movies			148 Zee Business		
	7-9 am	100		7-9 am	495
	9-12 noon	100		9-12 noon	743
	12-7pm	495		12-7pm	495
	7-8pm	495		7-8pm	495
	8-11pm	495		8-11pm	743
149 Zee 24 Taas			150 Zee Action		
	7-9 am	991		7-9 am	495
	9-12 noon	991		9-12 noon	495
	12-7pm	991		12-7pm	991
	7-8pm	1735		7-8pm	1487
	8-11pm	1735		8-11pm	1735
151 Imagine Showbiz			152 Star Cricket		
	7-9 am	495	153 Zee Sports		
	9-12 noon	991	154 Star Sports		
	12-7pm	743	155 ESPN		
	7-8pm	991	156 Neo Cricket		
	8-11pm	743	157 Ten Sports		
158 NE Hi Fi			159 ETV Bihar		
	7-9 am	100		7-9 am	750
	9-12 noon	100		9-12 noon	750
	12-7pm	100		12-7pm	750
	7-8pm	100		7-8pm	750
	8-11pm	100		8-11pm	750
160 SS Bihar			161 Nepal 1*		
	7-9 am	300		7-9 am	100
	9-12 noon	250		9-12 noon	100
	12-7pm	250		12-7pm	100
	7-8pm	400		7-8pm	100
	8-11pm	400		8-11pm	100
162 NE TV			163 News Live		
	7-9 am	500		7-9 am	500
	9-12 noon	500		9-12 noon	500
	12-7pm	500		12-7pm	500
	7-8pm	500		7-8pm	500
	8-11pm	500		8-11pm	500

* kept in abeyance subject to confirmation from the channel