

2017 RATES FOR 101.3 GOLD FM (MALAYALAM)

Specific Time Rates	30 Sec
Time	Rate (AED)
6 am – 10 am	500
10am - 1pm	375
1 pm-4 pm	440
4 pm – 7 pm	500
7 pm – 10 pm	440
10 pm – 1 am	375
1am - 6am	125

Rates percentage commercial length (in seconds)										
In seconds	10	15	20	30	35	40	45	50	55	60
Rate Percentage	50%	70%	80%	100%	120%	130%	145%	165%	170%	175%

Time premium (loading rate percentage)		
Time Bands	6am - 10am	4pm - 9pm
Percentage	+45%	+45%

Live Appearances	
Roadshow	25000
Live OB	18000
Live Link	3500 per link

* All spots placements are ROPD (Rate on day part) unless specified with loading charge

* All cheques to be drawn in favor of Ajman Independent Studios LLC

24 CARAT PURE FUN

