

Tamil 89.4 FM Rate Card 2017

Show Sponsorship

Weekdays Show Times	Duration	Show Name	Flavor of the Show	Cost p/w	FCT	
05:01 - 07:00	2 Hours	Tamil Thendral	Morning Dose of Motivation	3,000	120%	
07:01 - 10:00	3 Hours	Wake - up Thamizha	Inspirational & Informative	5,600	80%	
10:01 - 13:00	3 Hours	Stylish Tamizhachi	Beauty, Health & Gossip	4,500	100%	
13:01 - 16:00	3 Hours	Classic Matinee	Nostalgic Songs & Thoughts	4,500	100%	
16:01 - 18:00	2 Hours	Hi 5 with Nimmi	Mind-blowing Energetic	4,000	80%	
18:01 - 20:00	2 Hours	Semma Drive with Nimmi	Gaming to rejuvenation	4,000	80%	
20:01 - 22:00	2 Hours	Whatsapp Thamizha	Friendly talk; Happy hours	3,000	100%	
22:01 - 00:00	2 Hours	Iravum Isaiyum	Retro Songs to Lullaby	3,000	120%	
00:01 - 05:00	5 Hours	Back to back songs	x	1,500	100%	
Weekend Show Times	Duration	Show Details	Flavor of the Show	Cost p/w	FCT	
Friday 16:00 - 20:00	4 Hours	Top Songs of the Week	Listeners Selection of Top 50	1,200	100%	
Saturday '05:00 - '08:00	3 Hours	Motivational Program	Special Program	1,000	100%	
Saturday '08:00 - 11:00	3 Hours	Weekly World Round up	Weekly World Round up	2,000	100%	
Saturday '11:00 - 13:00	2 Hours	Legal, Medical & Investment	Interview with Experts	2,000	100%	
Saturday '13:01 - 16:00	3 Hours	Kolly, Bolly & Holly	Cinema World Week	1,500	100%	
Saturday '16:01 - 20:00	4 Hours	Games & Happenings	Games & Happenings	2,000	100%	
Saturday '20:01 - 00:00	4 Hours	Top Songs of the Week @	Listeners Selection of Top 50	1,000	100%	
Spot Rates	10 Sec	15 Sec	20 Sec	30 Sec	45 Sec	60 Sec
Peak Hours MDT & EDT	90	130	170	240	330	-
Other Hours & Weekend	70	100	140	190	260	-
RoS (Run of Station)	80	115	150	210	290	-
Creative Production	RJ Mentions		Recorded	240	330	410
AED 500 - 1,000			Live	300	400	500

Valid for the year 2017; Rates in AED; Net to Tamil 89.4 FM; RoS based on Station's best available times & 7 days insertion and cancellation clauses

Program, Show, Property and RJ details are subject to confirmation & change where ever the Company deems necessary

MDT & EDT - Morning & Evening Drive Time; For Properties & other matters, Kindly contact the Sales & Marketing Department 04-3595535