



Sajeev Menon
 Associate Vice President - Television
 Integrated Advertising Services FZ LLC
 Tel: +971 4 4475760 Mobile: +971 55 7749205
 E-mail: sajeev@iasmedia.com
 Website: www.iasmedia.com

SONY ENTERTAINMENT TELEVISION MENA

Advertising Rate Card

Effective 01 January 2019

CATEGORY	PROGRAMMES	DAY & TIME	RATE/30-Sec (USD)
ACE OF ACE Reality Shows	Kaun Banega Crorepati Indian Idol Indian Idol Jr Super Dancer Dus Ka Dum	Fri-Sun: 2030 hrs (TBC)	1800
ACE OF ACE Special Shows	Mega Events (Femina Miss India, Filmfare Awards) World Television Premiere Movies	Sun: 2200 hrs (TBC)	800
ACE OF ACE Daily Super Prime Time Shows	Daily Prime Time	Mon-Thu: 2000-2400 hrs Fri & Sat: 1700-2400 hrs	750
ACE Daily/Weekend Prime Time Shows	Daily Prime Time Weekend Out	Mon-Thu: 1700-2000 hrs Fri: 1230-1300 hrs	600
MATINEE TV	Weekend Afternoon Prime	Fri & Sat 1300-1700 hrs	500
CRÈME	Afternoon Time Band	Sun-Thu 1200-1700 hrs	450



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MATERIAL REQUIREMENTS

File Format	IMX 50
File Container	QuickTime
Frame Rate	25 frames
Video Stream Bitrate	50Mbit/s
Video Chroma Sampling	4:2:2
Video GOP Structure	Long GOP
Video Resolution (sampled width x height)	720 x 576 50i
Video Aspect Ratio	4:3 full frame / Letterbox
Audio Tracks	4
Audio Coding	PCM
Audio Sampling Rate	48 kHz
Audio Loudness	-10 dBfs
Audio Sync	+10ms / -20ms
Audio Track Allocation	Audio track 1 Stereo Left Audio track 2 Stereo Right Audio track 3 Dialogs Audio track 4 M&E

Sponsorship Material Specs

Promo: 5 sec mute MPEG (in case of animation) or JPEG (for static image).
 Mpeg size not to exceed 4 MB. Material to be sent by email only.
 Voiceover format: "<exact brand> <tagline, not more than 8 words)".
 Voiceover will be done at station's end hence Voiceover Text in above format should be emailed or sent across in writing.
 Logo for the title, powered by sponsorship slate and Voice-Over for it.

Deadlines

Commercial: Material should reach us 3 working days prior to the start date in the proper format
 Sponsorship: After receipt of the material, it takes 10 working days to activate. (Depends on the telecast days of the program).

Aston Band Specs

Elements in Hi Res File PNG sequence
 Size for band width: 720 pixels, height: 115 pixels with 25 frames per second. (Normal Render)
 Logo in Hi Res Jpeg as well as .ai format
 Duration: 10 secs

Integrated Promo & Vignette Specs

Commercial in the specs of Sony TV (A)
 Logo in Hi Res Jpeg as well as AI format
 Brief on the message to convey in Integrated Promo

For further information on Programme grid and sponsorship opportunities, please contact

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