

## NTV Plus Rate Card

1	Prime Time: Programs:- From 7:30 pm-9:30 pm	Sec	Rate (Nrs)
		10	1,300
		15	1,600
		20	1,900
		25	2,300
		30	2,600
		35	2,900
		40	3,300
		45	3,600
		50	4,100
		55	4,600
		60	5,000
		Live Notice upto 20 words Rs. 950 extra per word Rs. 45	
		2	Fixed Time: Programs:- From 6:00 pm- 7:30 pm and 9:30 pm-10:00 pm onwards
10	1,000		
15	1,200		
20	1,400		
25	1,700		
30	2,000		
35	2,300		
40	2,600		
45	3,000		
50	3,300		
55	3,600		
60	3,800		
Live Notice upto 20 words Rs. 650 extra per word Rs. 28			
3	Ordinary Time:		
		10	700
		15	850
		20	950
		25	1,100
		30	1,300
		35	1,500
		40	1,700
		45	1,900
		50	2,100
		55	2,300
		60	2,500
		Live Notice upto 20 words Rs. 500 extra per word Rs. 20	

4	Regular Time: Programs:- From 9:00am-5:00 pm and 10:00 pm- 6:00am	Sec	Rate (Nrs)	
		10	400	
		15	500	
		20	600	
		25	700	
		30	800	
		35	900	
		40	1,050	
		45	1,150	
		50	1,250	
		55	1,400	
		60	1,500	
		Live Notice upto 20 words Rs. 200 extra per word Rs. 10		
		5	Before Program Package 14 Times: with Greeting Notice	Sec
10	4000			
15	5000			
20	6000			
25	6500			
30	8000			
35	9000			
40	10500			
45	11500			
50	12600			
55	13800			
60	15,000			
Live Notice Upto 20 words Extra Per-word				2850
7	Rate for Documentary Transmission			Time Category
		Day/Night Time	From 9.00 am-5.00pm	300
		Ordinary Time	From 6:00am-9:00am, 5:00pm-6:00pm and 10:00pm-6:00am	400
		Fixed Time	From 6:00pm-7:30pm and 9:30pm-10:00pm	600
		Prime Time	From 7.30 pm - 9.30pm	800

8	Seven Camera OB Van ( FCT 10 mins. for each hour)	Live Transmission Rate(NTV PLUS):		
		Time	First hour Rate	Additional 30 mins.
		10:00 am - 4:00 pm	Nrs.77,000	Nrs.22,000
		4:00 pm - 5:30 pm and 10:30 pm-6:00am	Nrs.99,000	Nrs.27500
		5:30 pm -7:30 pm and 6:00am-10:00am	Nrs.121,000	Nrs.33,000
	7:30 pm – 10:30 pm	Nrs.1,37,500	Nrs.38,500	
	Three Camera OB Van ( FCT 7 mins. for each hour)	10:00 am - 4:00 pm	Nrs.60,500	Nrs.22,000
		4:00 pm - 5:30 pm and 10:30 pm - 6:00 am	Nrs.71,500	Nrs.27,500
		5:30 pm -7:30 pm and 6:00 am - 10:00 am	Nrs.82,500	Nrs.33,000
		7:30 pm – 10:30 pm	Nrs.99,000	Nrs.38,500

Additional 30% on above each charge for outside the Kathmandu valley except transportation. Additional 25% on Saturday.

**Seven Camera O.B. Van (Features):** Broadcast 7 cameras, Graphics facility, Slow motion, Special effects, Digital Audio effects, Digital video effects, VTRs with Profesional Video mixer Audio console, A free copy of recorded event live telecast.

**Three Camera O.B. Van (Features):** Broadcast 3 cameras, Editing facility, Audio Video Mix, A free copy of recorded event live telecast.

9	Scrolling per day maximum 50 words (except Time sale Programs)	Rs. 10000 (10 times a day)
10	Pup up (except in Time sale Programs)	Rs. 10000 (10 times a day)

### Terms and conditions

- Advertisement shall be only valid in Nepali National languages and English language.
- Full payment must be made in advance for advertisement and above mention services order.
- All broadcasting materials must confirm to the requirements of the broadcasting policy of Nepal.
- The decision of NTV (Nepal Television) for approval of materials will be final and shall not be contested by the agencies or advertisers . NTV reserves the right to refuse to transmit any advertisement materials or programs with assigning suitable reason. NTV will refund the money paid for the order in such case.
- NTV reserves the right to change the rate and conditions without any prior notice .However, NTV will allow advertisers 10 days from the date of announcement of changes in rates and conditions to cancel or amend their order.
- Advertisement order in written form should reach at NTV's business division one day before transmission date

vii. VAT will be charged on above rates.

viii. Agency commission will be as per NTV's rules.

ix. Apart from above conditions, NTV's business directory will govern all the business dealings.

NTV (Nepal Television), the national Television broadcasting station was established in 1985 under the communication Corporation Act 2028 B.S. NTV has been broadcasting both in terrestrial and satellite, has earned both credibility and fame in the arena of broadcasting media in Nepal. It has been maintaining a steady growth and expansion in the transmission network, coverage expansion and capacity development from the time of its establishment. NTV has been using Thai com 5, 78.5 ° E for satellite transmission covered in 146 countries. Terrestrially, it is accessible in about 52% of total geographic area and 72 percent of the total population via 19 relay stations located in different parts of the country. All four channels , NTV, NTV Plus, NTV News and NTV Kohalpur have been broadcasting 24 hours a day offering diversified programs from entertainment to informative, news to current affairs catering all strata of the society. All four channels can be watched worldwide through broadband IPTV.

NTV era is also a benchmark of professionalism in areas of information, education, health and entertainment. During this period and in the changing political context, Nepal Television is committed to promoting pluralism and protecting the typical Nepali cultures and strengthening the national unity. Nepal Television has earned the reputation in the production of documentaries on areas of historical and cultural importance.

NTV has continuously strengthened its technological capacity. On the occasion of NTV's 34<sup>th</sup> anniversary on 31<sup>st</sup> January 2019, NTV has officially launched all it's channel NTV, NTV Plus, NTV News and NTV Kohalpur in full HD (high definition) transmission.

NTV's role as a public broadcasting agency is commendable for bringing about social change and people's awareness. It has been raising the people's voices for peace and prosperity and enhancing the dignity of Nepal at home and abroad.

The transmission of NTV has expanded widely in the past Thirty years. Accepting the changes in mediascape, NTV is fulfilling its social responsibility with a sense of excellence and professionalism. NTV has been producing and broadcasting news, documentaries, telefilms, comedy shows, interviews and other productions and entertainment programs by incorporating politics, economy, health, culture, ecology, sports, human rights and other issues of social life in them. Founded and facilitated by the state, Nepal Television as a public broadcasting house is bridging the Nepali dialects and Diaspora for which it remains the leader in broadcast arena.