

With Effect from 01st January, 2016



Tele Drama												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
9.00 am to 12.00am	Mon-Fri	Tele Drama	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
4.00 pm to 4.30pm	Mon-Fri	Tele Drama	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
7.30 pm to 9.00pm	Mon-Fri	Sinhala Tele Drama *	Rs.	150,000	45,000	67,500	90,000	112,500	202,500	300,000	450,000	600,000
9.00 pm to 9.30pm	Mon-Fri	Sinhala Tele Drama	Rs.	100,000	30,000	45,000	60,000	75,000	135,000	200,000	300,000	400,000
9.30 pm to 10.00pm	Mon-Fri	Sinhala Tele Drama	Rs.	100,000	30,000	45,000	60,000	75,000	135,000	200,000	300,000	400,000
7.30 pm to 9.30pm	Sat & Sun	Sinhala Tele Drama	Rs.	100,000	30,000	45,000	60,000	75,000	135,000	200,000	300,000	400,000
6.00 pm to 6.55pm	Sat & Sun	Tele Drama /Movie/Others	Rs.	30,000	9,000	13,500	18,000	22,500	40,500	60,000	90,000	120,000
9.30 pm to 10.00pm	Saturday	Tele Drama / Political Satire	Rs.	80,000	24,000	36,000	48,000	60,000	108,000	160,000	240,000	320,000
10.00pm to 11.00pm	Sunday	English Drama	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000

News												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
6.00 am	Mon-Sun	ITN News	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000
12.00 noon	Mon-Sun	Noon News Bulletin	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000
Before 6.00 pm	Mon-Sun	Peyen Peyata	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000
7.00 pm	Mon-Sun	S. News Headline	Rs.	100,000	30,000	45,000	60,000	75,000	135,000	200,000	300,000	400,000
7.00 pm	Mon-Sun	S. News Local	Rs.	100,000	30,000	45,000	60,000	75,000	135,000	200,000	300,000	400,000
7.00 pm	Mon-Sun	After Local News Any Segmet	Rs.	90,000	27,000	40,500	54,000	67,500	121,500	180,000	270,000	360,000
7.00 pm	Mon-Sun	S. N. Foreign, Sport & Weather	Rs.	80,000	24,000	36,000	48,000	60,000	108,000	160,000	240,000	320,000
6.30 pm to 6.55 pm	Mon-Fri	ITN News Build-up	Rs.	50,000	15,000	22,500	30,000	37,500	67,500	100,000	150,000	200,000
9.55 pm	Mon-Fri	Biz News	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000

Talk/ Chat Show												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
10.00 pm	Monday	Doramadalawa	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
10.00 pm	Wednesday	Wenasa	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
6.15 am	Mon-Sun	Davase Pattara	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000
7.30 pm	Wednesday	Atapattama	Rs.	150,000	45,000	67,500	90,000	112,500	202,500	300,000	450,000	600,000
7.30 am	Sunday	Atapattama - Repeat	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
1.30 pm	Saturday	Doramadalawa - Repeat	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000

Music/Dance Programmes & Request Show												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
10.00 pm	Friday	Chat & Music	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
10.00 am	Saturday	Heena Hathak	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000
11.00 pm	Sunday	Musical Programme	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000

Women's / Other Programmes												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
8.00 am	Mon - Fri	Sal Mal Yaya	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000
11.30 am	Saturday	Siri Madura	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000
11.00 am	Sunday	World Caf�e	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000

Movies												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
12.30 pm	Mon - Fri	Home Theater	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
5.30 pm to 6.30pm	Mon - Fri	Children Movie	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
8.00 am	Sunday	English Movie	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
12.30 pm	Sunday	Movie	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
7.00 am	Saturday	Funday Movie	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
10.00 pm	Saturday	Saturday Night Movie	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000

Children, Education & Sport Programmes												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
4.00 pm to 5.30pm	Daily	Children's Programmes	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000

Religious Programmes												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
6.15 am to 12.00pm	Poyaday	Savankress	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000

Non Specified Spots												
Time	Day	Programmes		30 Sec	05 Sec	10 Sec	15 Sec	20 Sec	45 Sec	60 Sec	90 Sec	120 Sec
6.30 pm to 6.57pm	Prime(A)	Other Programme	Rs.	25,000	7,500	11,250	15,000	18,750	33,750	50,000	75,000	100,000
10.00 pm to 12.00pm	Prime(B)	Other Programme	Rs.	20,000	6,000	9,000	12,000	15,000	27,000	40,000	60,000	80,000
6.00 am to 6.00pm	Weekdays	Other Programme	Rs.	15,000	4,500	6,750	9,000	11,250	20,250	30,000	45,000	60,000
6.00 am to 6.00pm	Weekend	Other Programmes	Rs.	18,000	5,400	8,100	10,800	13,500	24,300	36,000	54,000	72,000

* Except Wednesday 7.30pm (Atapattama)

Air Time Rates for Outside Pro.		15 Min		30 Min		01 Hour	
Air Time	Rs.	W. Days	W. Ends	W. Days	W. Ends	W. Days	W. Ends
Before 5.00 pm	Rs.	90,000	100,000	135,000	150,000	200,000	225,000
5.00 pm - 6.00 pm	Rs.	100,000	110,000	150,000	165,000	225,000	250,000
6.00 pm - 6.30 pm	Rs.	130,000	140,000	195,000	210,000		
* 6.30 pm - 6.57 pm	Rs.		175,000		265,000		
10.00 pm - 10.30 pm	Rs.	140,000	150,000	210,000	225,000		
10.30 pm onwards	Rs.	120,000	130,000	180,000	195,000	270,000	295,000
Commercial Benefits for Outside Programme		3 x 30 Sec. TVCM's Du. the Pro.		6 x 30 Sec. TVCM's Du. Pro.		13 x 30 Sec. TVCM's Du. P.	
		6 Trailers + 5 Sec. Billboard		10 Trailers + 5 Sec. Billboard		20 Trailers + 5 Sec. Billboard	
		Opening & Closing Announcement + 5 Sec. Billboard					
<i>* 2min. Break for News Headlines</i>							
Note: For Logo Appearance Normal Air Time Cost + 25% (No logo during normal air time)							
Fully Commercial Programme = Normal Air Time x 2 Products Display / Branding / Logo Superimpose / Branding the Programme Name							

Note: weekend rates apply to all Public Holidays, 31st night (December) & 1st January

Scroller Message Telecasting	Programme	Rs.	Programme	Rs.	Programme	Rs.
(up to 25 words)	Atapattama	15,000	Sinhala T/D	12,000	Other Pro.	7,500
					6.00am-6.00pm	5,000
Animated Scroller	Programme	Rs.	Programme	Rs.	Programme	Rs.
(up to a duration of 10sec.)	Atapattama	20,000	Sinhala T/D	15,000	Other Pro.	12,000
					6.00am-6.00pm	6,000

Slide Production (only for ITN Telecast - 5 Sec to 30 Sec.)

Slide Production Charge - Rs. 8,000/-, Animation Slide - Rs. 15,000/- : (Art works & material should be supplied by client / agency)

Special Note :-

Seasonal increase of 10% will be applicable to all rates during March, April & October, November, December

Terms & Conditions

- *. VAT & NBT as applicable will be added on the rates quoted.
- *. All commercial materials to be provided by the Client /Ad-Agencies.
- *. The "ITN" reserves the right to "Amend/Revise" rates at any given time at its discretion.
- *. Irrespective of above rates, specially designed packages will be offered for special events such as 'Soorya Mangallaya', 31st Night of December, etc.,
- *. Commercial schedules and materials should be submitted on weekdays within working hours. (9.00 am – 5.00 pm) at least 36 hours prior to the telecast time
- *. ITN reserves the right to change the programme dates/ times /as per its requirements.
- *. ITN recommends only beta tapes for telecast

For further clarifications please call for: Marketing Division:

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