

Day Branding Packages- Geo News					
Package	CAT	Scrolls/Tickers	Logo/DLS	Total Duration	Branding Value
24 Hrs Day Branding	2880 seconds	420 seconds	420 seconds	3720 seconds	PKR 3,465,000 plus GST
Description	120 sec per hour b/w 0000-2359	Total 42 scrolls of 10 sec b/w 0000-2359 hrs in selected time bands	Total 42 logos of 10 sec b/w 0000-2359 hrs in selected time bands		
12 Hrs Day Branding	1440 seconds	180 seconds	180 seconds	1800 seconds	PKR 2,721,000 plus GST
Description	120 sec per hour b/w 1200-2359	Total 18 scrolls of 10 sec b/w 1200-2359 hrs in selected time bands	Total 18 logos of 10 sec b/w 1200-2359 hrs in selected time bands		
6 Hrs Day Branding	720 seconds	120 seconds	120 seconds	960 seconds	PKR 2,153,000 plus GST
Description	120 sec per hour b/w 1800-2359	Total 12 scrolls of 10 sec b/w 1800-2359 hrs in selected time bands	Total 12 logos of 10 sec b/w 1800-2359 hrs in selected time bands		

Terms & Conditions

1. Scrolls/ Tickers, DLS/Logos are not aired in News bulletins and in branded programs, depending on the number of
Depending on the number of branded programs on the requested day branding date, corresponding value will be reduced from the specific quotation.
2. Priority placement of spots.
3. Logos and scrolls should be in TARGA or PSD format. Scrolls should not be more than 20% of the screen height. Logo size should be a maximum of 10% of the screen.
4. Advertiser/agency must follow the airtime break-up and place accordingly. In case of under utilization of commercial airtime as allowed then IMC will change branding changes.