



Independent Media Corporation (Pvt) Limited  
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# Advertising Tariff

Effective from 1<sup>st</sup> December 2015

Time Band	Rack RPM		
	Geo Kahani	Geo Ent	Geo News
00:00 - 00:59	30,000	38,000	75,000
01:00 - 01:59	25,000	30,000	15,000
02:00 - 02:59	10,000	15,000	8,750
03:00 - 03:59	7,500	7,500	8,750
04:00 - 04:59	7,500	7,500	8,750
05:00 - 05:59	7,500	7,500	8,750
06:00 - 06:59	7,500	7,500	8,750
07:00 - 07:59	7,500	7,500	30,000
08:00 - 08:59	7,100	28,000	30,000
09:00 - 09:59	48,000	70,000	30,000
10:00 - 10:59	48,000	70,000	30,000
11:00 - 11:59	26,500	35,000	30,000
12:00 - 12:59	26,500	38,000	40,000
13:00 - 13:59	33,500	38,000	40,000
14:00 - 14:59	33,500	40,000	40,000
15:00 - 15:59	33,500	40,000	40,000
16:00 - 16:59	33,500	40,000	40,000
17:00 - 17:59	29,000	40,000	40,000
18:00 - 18:59	50,000	50,000	50,000
19:00 - 19:59	100,000	135,000	95,000
20:00 - 20:59	185,500	275,000	165,000
21:00 - 21:59	185,500	195,000	220,000
22:00 - 22:59	100,000	145,000	160,000
23:00 - 23:59	62,500	62,500	100,000

## Terms & Conditions:

1. Agency discount applicable.
2. Prices subject to GST and inclusive of agency commission.
3. Above rates are not applicable on special occasions, special transmissions and special events.
4. For government client/advertiser PKR: 260,000/min will be applicable on all time bands and 30% discount will be applicable.
5. Geo TV reserve the right to change the rates at any point of time. However, agreed discounts with the agency/client will be applicable on the revised rates.
6. Standard terms and conditions will apply to all business conducted with Geo TV.