

Terms & Conditions

1. This rate card is in effect from 1st April 2018.
2. All rates are subject to change at the sole discretion of DB Corp. Ltd. (Radio Division). However, Advertisers/Advertising agencies will be notified at least one week in advance of the proposed rate change. The revised rate card will be sent by ordinary post to the Advertiser/Advertising agencies at their address last available with DB Corp. Ltd. (Radio Division).
3. GST as applicable from time to time, shall be calculated on the net amount, (i.e. after deducting agency Discount) and would be borne only by the Advertiser/Advertising agencies. All payments to be made to Advertiser/Advertising agencies shall be subject to the deduction of tax at source, wherever applicable, as per the provisions of the Income Tax Act, 1961.
4. Invoices are the final proof of broadcasting and no further proof of broadcast will be provided. Monitoring reports from any independent agency that contradict the broadcast will not be entertained.
5. No deduction(s) will be made by the Advertiser/Advertising agencies or are permitted whilst settling /paying the invoice raised by DB Corp. Ltd. (Radio Division). Any disputes regarding the amounts mentioned in the invoice should be brought into notice of DB Corp. Ltd. (Radio Division) by the Advertiser/Advertising agencies within 14 days from the date of invoice. The Advertiser/Advertising agency does not reserve any right to make any deduction from the invoice. DB Corp. Ltd. (Radio Division) will issue credit notes for accepted reductions (if any) in the invoices.
6. In accordance with DB Corp. Ltd's (Radio Division) policy, booking once committed cannot be cancelled. The advance received shall be forfeited.
7. All bookings are subject to availability. Sponsorship material must be sent at least four (4) weeks prior to the commencement date of any such sponsored programme.
8. DB Corp. Ltd. (Radio Division) reserves the right to air the spots subject to availability of inventory at the time of release or during the activity period.
9. Positioning of the spots will always be at the sole discretion of DB Corp. Ltd. (Radio Division).
10. If any programme that is being offered gets discontinued, the spots will automatically be moved to the programme replacing the discontinued programme in the same rate category and the Advertiser/Advertising agency will agree to such changes.
11. Commercials with a time duration of less than ten (10) seconds will not be accepted.
12. To ensure proper release of spots, release order should be given to DB Corp. Ltd. (Radio Division) at least seven (7) days prior to the date the spots are to be first aired. Changes, if any, to be informed in advance through written communication.
13. The Advertiser/Advertising agency declares, affirms and assures that the contents of the advertisement/commercials to be aired are in conformity with all the applicable laws prevailing in India and have been duly censored by the appropriate government and regulatory authority and/or body. The Advertiser/Advertising agency solely responsible for the content of such advertisement/commercials to be aired by DB Corp. Ltd. (Radio Division).
14. The Advertiser/Advertising agency shall indemnify, save and hold harmless DB Corp. Ltd. (Radio Division) from all damages, 3rd party liabilities, costs, claims, losses, expenses, legal action and attorneys' fee arising out of the broadcast of contents of the advertisement/commercials provided by such Advertiser/Advertising agency.
15. DB Corp. Ltd. (Radio Division) can internally allocate the total cost (i.e. breakup between sponsorship, spot buy and others) whilst keeping the total cost and time of the negotiated package intact.
16. The unclaimed gifts/vouchers/rewards shall become the property of DB Corp. Ltd. (Radio Division) and DB Corp. Ltd. (Radio Division) shall have the sole right for the disbursement of the same. The validity of the gifts/vouchers/rewards shall be minimum of 90 days from the start of the activity on air.
17. Disputes, if any, shall be subject to the Jurisdiction of the courts of New Delhi only.

MY FM Network

CHHATTISGARH

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 6th Floor, Press Complex, Rajbandha Maidan, Raipur - 492001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 1st Floor, Gumber Complex, High Court Road, Opp. High Court, Bilaspur - 495001

GUJARAT

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 280, Bhaskar House, Near YMCA Club, Makarba, Sarkhej-Gandhinagar Road, Ahmedabad - 380001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, M-43, Second Floor, VIP Plaza, Near Khatu Shyam Mandir, VIP Road, Althan, Vesu Surat - 395007

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Shop No 301-306 at Anmol, Sadhu Vasvani Main Road, Opposite Nakshtra 5, Rajkot - 360005

PUNJAB & HARYANA

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 35-36 Ranjit Avenue, D-Block, Amritsar - 143001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, SCO-6, Puda Complex, Ladowali Road, Jalandhar - 144001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Plot No.11-12, 1st Floor, Sector 25, Chandigarh - 160025

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Dainik Bhaskar Press Complex, JK Industrial Area, Delhi Road, Near 33 KVA Sub Station, Hisar (Haryana) 125005

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Sco 96-97, Sec-7, 1st Floor Above Easyday, Karnal-132001

MADHYA PRADESH

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Press Complex 6, Dwarka Sadan, MP Nagar, Zone-1, Bhopal-462011

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Bhaskar Lane, Opp. Sanjay Complex, Jayendraganj, Lashkar, Gwalior -474009

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 4/54, Press Complex, Agra-Bombay Road, Indore - 452008

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 1412, Wright Town, Chanchanla Bai College Road, Beside Lifestyle Showroom, Jabalpur - 482002

MAHARASHTRA

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 702 -A, 8th Floor, Shreeram Shyam Tower, S.V. Patel Marg, Kingsway Sadar, Nagpur -440001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Kakade Tower, 1st Floor, Opp. Varad Hospital, SBH Colony, Darga Road, Aurangabad - 431005

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Showroom No 503 And 504, 5th Floor, Shree Ganesh Elite, Ahilyadevi Holkar Marg, Mumbai Naka, Nashik - 422002

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Shyam Tokkies Complex, Shivaji Putla Chowk, Station Road, Nanded - 431601

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 1St Floor, Satyam Plaza, Polan Peth, Near Chitra Chowk, Jalgaon-425001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 3rd Floor Above Sai Super Market Plot No 22-23 Vishal Nagar Jule, Solapur-413004

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, All India Radio Premises, Datta Mandir, Nagaon Bari, Devpur, Dhule - 424002

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Dainik Divya Marathi Pooja Complex, Sahakar Nagar, Gorakshan Road, Akola - 444004

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Dainik Divya Marathi, Vishal Empire Civil Hudco, Bhagat Mala, Near Bachat Sarita Tarakpur, Ahmednagar - 414003

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Sutar Galli, Amanpur Road, At Post - Palus, Tal- Palus, Palus, Dist., Sangli - 416310

RAJASTHAN

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** 10, Jawahar Lal Nehru Marg, Malviya Nagar, Jaipur - 302017

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, Near Bhakti Dhaam, Vaishali Nagar, Ajmer - 305001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)**, 3rd Floor, SDM Tower, Near ITI Circle, Shastri, Nagar, Jodhpur - 342001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** C/o The Raymonds Shop, 1st Floor, Kotri Road, Gumanpura, Kota - 324007

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** 3rd Floor, KP Arcade, UTI Circle, Udaipur - 313001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** 3rd Floor, Dainik Bhaskar Office, Near Nagar Nigam, Pearl Paradise, Kirthi Stambh, Bikaner 334001

CORPORATE OFFICE

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** FC- 10 & 11, Film City, Sector 16 A, Noida - 201301

REGIONAL OFFICE

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** G-3A/4-6, Kamanwala Chambers, New Udyog Mandir 2, Mogul Lane, Mahim (W), Mumbai - 400 016

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** No.22, Murphy road, Ulsoor, Bengaluru - 560008

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** 2A Shakespeare Sarani, Victoria Plaza, 5th Floor, Kolkata - 700 071

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** RAM Apartment, 3rd Floor, Old No. -35, New Num - 40, Vijaya Rahava Road, T. Nagar, Chennai - 600017

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** Dainik Bhaskar 33-38, 3rd Floor, Cleyed House Premises No-128, The Mall, Kanpur - 208001

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** Shop No 301-306 at Anmol, Sadhu Vasvani Main Road, Opposite Nakshtra 5, Rajkot - 360005

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** 2nd Floor, BHL City Centre, Near Bus Stand, Ludhiana - 141002



RATE CARD

DB Corp Ltd. - Radio Division Ltd. **(MY FM)** FC- 10 & 11, Film City, Sector 16 A, Noida - 201301

The Brand

A pioneering brand in the radio space, **MY FM** is the radio business of DB Corp Ltd. Launched in 2006, **MY FM** took a bottom-up approach and set up its network across 30 Tier II & III cities across 7 states, building on the lineage of The Bhaskar Group. True to its brand name which signifies the emotional ownership and personalised approach of the station, **MY FM** has been very successful in focusing on individual market preferences and clearly rules in its markets. Constantly evolving and innovating its offerings, **MY FM** draws a keen focus on its brand philosophy of 'Jiyo

Dil Se', forging an emotional connect with its listeners while continually creating offerings to suit local tastes. Capitalizing on the strengths of the medium, **MY FM** has become India's leading Local FM Network, backed by in-depth market understanding and high audience engagement. The brand philosophy is extended into every aspect of **MY FM**, encouraging listeners to live their life to the fullest while giving the brand a young and vibrant feel.

MY FM Network spread across the 7 states

CHHATTISGARH

Raipur • Bilaspur

GUJARAT

Ahmedabad • Surat • Rajkot

MADHYA PRADESH

Bhopal • Gwalior
Indore • Jabalpur

MAHARASHTRA

Nagpur • Nashik • Aurangabad
Jalgaon • Solapur • Dhule • Akola
Nanded • Ahmednagar • Sangli

PUNJAB & HARYANA

Amritsar • Jalandhar
Chandigarh • Hisar • Karnal

RAJASTHAN

Jaipur • Jodhpur • Kota
Udaipur • Ajmer • Bikaner

Rates are in INR per 10 sec.

STATE	CITY	NEW RATE CARD 33/34/33 Split	PRIME TIME (20%) 7 am to 12 Noon & 5-10 pm	NON PRIME TIME (-15%) 12 Noon to 5 pm	ROS (-10%) 6 am to 1 am	LEAN TIME (-20%) 6 am to 7 am, & 10 pm to 2 am
Punjab & Haryana	Chandigarh	4200	5040	3570	3780	3360
	Jalandhar	1200	1440	1020	1080	960
	Amritsar	1000	1200	850	900	800
	Hishar	700	840	595	630	560
	Karnal	800	960	680	720	640
	Total	7900	9480	6715	7110	6320
Rajasthan	Jaipur	2200	2640	1870	1980	1760
	Udaipur	800	960	680	720	640
	Jodhpur	850	1020	723	765	680
	Ajmer	750	900	638	675	600
	Kota	650	780	553	585	520
	Bikaner	700	840	595	630	560
	Total	5950	7140	5058	5355	4760
Gujrat	Ahmedabad	3000	3600	2550	2700	2400
	Surat	1200	1440	1020	1080	960
	Rajkot	1000	1200	850	900	800
	Total	5200	6240	4420	4680	4160
Madhay Pradesh	Indore	1500	1800	1275	1350	1200
	Bhopal	1500	1800	1275	1350	1200
	Gwalior	450	540	383	405	360
	Jabalpur	600	720	510	540	480
	Total	4050	4860	3443	3645	3240
Maharastra & Chhatisgarh	Nagpur	1250	1500	1063	1125	1000
	Nasik	800	960	680	720	640
	Sangli	500	600	425	450	400
	Dhule	500	600	425	450	400
	Akola	500	600	425	450	400
	Nanded	500	600	425	450	400
	Ahmednagar	500	600	425	450	400
	Aurangabad	1000	1200	850	900	800
	Jalgaon	700	840	595	630	560
	Solapur	700	840	595	630	560
	Raipur	1500	1800	1275	1350	1200
	Bilaspur	1000	1200	850	900	800
	Total	9450	11340	8033	8505	7560
	Grand Total	32550	39060	27668	29295	26040

Ad Discount

Package	Percentage
3 markets	3%
7 markets	5%
10 markets	8%
15 markets	10%
17 markets	12%
30 markets	15%

TIME BAND

Morning Prime Time	7 am to 12 noon
Non Prime Time	12 noon to 5 pm
Evening Prime Time	5 pm to 10 pm

