



**RADIO
KANTIPUR
TRANSMISSION
GUIDELINES
2018**

kmg.com.np





Welcome

Kantipur FM is one of the most popular private FM radio stations in Nepal. Kantipur FM has the largest operating network which covers 59 districts and its surrounding areas including our neighboring country. It has transmission through Bhedetar, Birgunj, Bhairahawa, Bharatpur, Pokhara, Nepalgunj, & Dhangadi relay stations while Pulchowk, Lalitpur is the main station. Kantipur FM has been established on 28th Ashwin 2055 B.S. Since its establishment Kantipur FM has been broadcasting through 96.1 MHz and in 2065 B.S it started its western transmission through 101.8 MHz i.e. Pokhara, Nepalgunj and Dhangadi.

Kantipur FM is a 24-hour airing infotainment radio channel. We have the quickest and the most reliable news bulletin along with the enlivening and strongly public oriented programs that are designed to suit the ever changing taste of our very valued listeners. Kantipur FM has very high social media reach with 26+ lakhs Facebook likes with strong page engagement. Kantipur FM has a very strong top of mind recall with guaranteed quality entertainment and credible information Radio Kantipur Radio Rastrako is undoubtedly the "simply the best station of the nation".

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 Updated as of September 2018

Loose Advertisement Tariff

Effective from September 1, 2018
(Bhadra 16, 2075)

Kantipur FM (P) Ltd.

*Rates in NRs.

| Spot Length | 15 seconds | | | |
|------------------------------|------------|------------|------------|------------|
| Time Band | 6am - 10am | 10am - 5pm | 5pm - 12pm | 12pm - 6am |
| Rate per spot | Rs.470 | Rs.400 | Rs.440 | Rs.600 |
| In-between news bulletin | Rs.940 | Rs.800 | Rs.880 | - |
| Before & After news bulletin | Rs.705 | Rs.600 | 660 | - |

Note = Except Before, After & In-between of main news segment i.e. 6:30 am & 6:30 pm

News Bulleting Time :- 8am, 9am, 10am, 11am, 12noon, 1pm, 2pm, 3pm, 4pm, 5pm, 8pm & 9pm

*All rates are excluding government applicable VAT & charges.

Main News Advertisement Tariff

(6:30 am & 6:30 pm)

Effective from September 1, 2018
(Bhadra 16, 2075)

Kantipur FM (P) Ltd.

*Rate per Show in NRs.

| Spot Length | 15' Seconds | |
|---------------|---------------------|-----------------|
| Slot Details | Before & After news | In-Between news |
| Rate per spot | Rs. 800 | Rs. 1,200 |

Note:-

- i) For first & last position of each break 10% premium charge will be added.
- ii) Minimum spot duration is 15 sec and then in multiples of 5 seconds maximum being 60 seconds.
- iii) 10% of festival celebration premium charge will be added from 15 days period of pre & post festival.
- iv) Festival period – Nepali New year at 1st Baishak & Dashain will start from Ghatasthapana (Total 30 days).

*All rates are excluding government applicable VAT & charges.

Program Sponsorship Tariff

Effective from September 1, 2018
(Bhadra 16, 2075)

Kantipur FM (P) Ltd.

| Details | 6am - 10am | 10am - 5pm | 5pm - 11pm |
|-------------------------------|---|---|--|
| One hour | Presenting :- Rs.15,000 Powered by :-Rs.10,000 | Presenting :- Rs.10,000 Powered by :- Rs.6,700 | Presenting :- Rs.12,000 Powered by:- Rs.8,040 |
| Half an hour | Presenting :- Rs.7,500 Powered by :- Rs.5,025 | Presenting :- Rs.5,000 Powered by :- Rs.3,350 | Presenting :- Rs.6,000 Powered by :- Rs.4,020 |
| Special program (15' minutes) | Rs.7,000 | Rs.4,500 | Rs.5,500 |
| Special program (25' minutes) | Rs.12,000 | Rs.10,000 | Rs.11,000 |
| Special program (50' minutes) | Rs.20,000 | Rs.15,000 | Rs.18,000 |

| Sponsor category | Deliverable |
|------------------|---|
| Presenting | <ul style="list-style-type: none"> -Opening & closing tagline in program with sponsor. -Program promo will be aired 3 times per day of 15 seconds with sponsor tagline. -2 minutes of commercial time in between in Presenting program breaks. -Program presenting contract should be of minimum 3 months. |
| Powered by | <ul style="list-style-type: none"> -Opening & closing tagline in program with sponsor. -Program promo will be aired 3 times per day of 15 seconds with sponsor tagline. -1 minutes of commercial time in between program breaks. -Program powered by contract should be of minimum 3 months. -Powered by category will be attached with two. |

*All rates are excluding government applicable VAT & charges.

*15% Agency commission will be provided for Agency Releases.

*7% Cash Discount will be provided for Advance Payment.

Submission Deadlines & Technical Specifications

Effective from September 1, 2018
(Bhadra 16, 2075)

Kantipur FM (P) Ltd.

Submission Deadline

- The advertiser should submit their advertisement between 10am to 5pm from Sunday to Friday

Technical Specifications

- The jingle should be in WAV format with frequency of 44100 & 16 bit or, it can be submitted in MP3 format with 128 kbps
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General Terms & Conditions

Effective from September 1, 2018
(Bhadra 16, 2075)

Kantipur FM (P) Ltd.

General Terms & Conditions :

- The proper Release Order (R.O) or MOU according to our new tariff and jingle should be submitted.
- For new Advertisement Agency who hasn't done any business with us should submit Inland Revenue -Department Registration Certificate and Company Registration Certification.
- If the client or agency who wants the program as a recorded format should inform us before the airing of the program.





KANTIPUR FM PVT. LTD.

PULCHOWK

LALITPUR, NEPAL

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