

Propose Your Brand / Event To Cash Rich Audiences In GCC & Africa

- ❖ **Period** : TOIFA 16
- ❖ **Channel** : Zee Cinema and Zee TV
- ❖ **Sponsorship Type** : Spot Buys
- ❖ **Deal Validity** : 10th April 2016



Spots on Zee Cinema	Date	Time	No of Spot (30 Sec)	Total FCT (Sec)
Pre Event Episode	21st Apr	8:00 PM	3	90
Red Carpet	22nd Apr	7:30 PM	3	90
Main Event	22nd Apr	8:00 PM	8	240
Repeat to be confirmed	23rd Apr	6:00 PM	2	60
Total No of Spots			16	480

- ◆ **Total Net Payable to ATL Media:- \$ 2,500/- net (AED 9,182/- net)**
- ◆ **Material Requirement:-** HI Resolution product images and brand logos/ High quality video preferably on digibeta format.
- ◆ **Payment terms:-** Advance Payment in favor of ("Riveria Global Advertising Company LLC") Trust the same is in the order, kindly confirm your acceptance vide return mail or fax.





Spots on Zee TV	Date	Time	No of Spot (30 Sec)	Total FCT (Sec)
Red Carpet	4th May	9:00 PM	6	180
Main Event	4th May	9:30 PM	6	180
Total No of Spots			12	360

- ◆ **Spot Rate / 30 sec**
- ◆ **Total Net Payable to ATL Media:- \$ 3,500/- net (AED 12,855/- net)**
- ◆ **Material Requirement:-** HI Resolution product images and brand logos/ High quality video preferably on digibeta format.
- ◆ **Payment terms:-** Advance Payment in favor of ("Riveria Global Advertising Company LLC") Trust the same is in the order, kindly confirm your acceptance vide return mail or fax.

Regards

Riveria Global Advertising Team

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P.S

This deal is valid only for Client Name. The contents of this deal is strictly confidential and cannot be shared with a third party including agencies failing to which it will be treated null & void.

The validity of the deal viz. spots & sponsorship is up to 7th April 2016 thereafter it will be reviewed.

TERM & CONDITIONS

1. All Rates are 30 secs. Spot buy rates, all other durations will be on pro rata basis.
2. This rate card is with effect from January 1st 2016.
3. Zee TV reserves right to change the programme and their category without any prior notice.
4. Zee TV reserves right to change any schedule of programmes without prior notice.
5. All spots are subject to availability.
6. Zee TV does not offer any product or category exclusivity.
7. The rates for sponsorship will be as per the sponsorship offer based on the spend levels in US\$ as per deal offered by the Sales Team. For sponsorship details please contact our Dubai office.
8. Positioning of spots will be at the sole discretion of the Zee TV.
9. In case of a per company commitment, the respective advertising company should provide a cue Sheet / schedule every month giving the details of each brand utilization.
10. Wherever applicable, the client has the option of a brand deal as the company deal. However a company commitment cannot be broken into brand commitments.
11. Utilization of Advertising time on a channel has to be completed within the deal period. Pattern of utilization of advertising time on a channel has to be predefined on a monthly spread as per the Deal and be utilized smoothly within the Deal period.
12. Any deal request for extension of the deal period will amount to a new Deal and it will be accepted only at the then prevailing rates as per rate card.
13. In case of underutilization in any manner, the difference between the rates of the commitment and Actual utilization will be billed on a monthly basis, in the name of the client. This is also applicable
14. All Invoices and telecast certificates will be issued on a monthly basis.
15. Rates, terms and conditions are subject to change without prior notice.
16. All payments to be made in favour of "Riveria Global Advertising Company LLC"
17. Zee Telefilms International Ltd. reserves the right to introduce special programmes / properties at special rates to be made applicable on any time band.
18. Positioning of spots on first come first basis. No telecast certificates will be provided for product placements, scrollers and logo exposures.
19. General Terms & Conditions of Zee Network will be applicable to all advertisers & advertising agencies.

