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Public Service Media

2017 SPONSORSHIP BOOKLET



PUBLIC SERVICE MEDIA

The Public Service Media (PSM) was formed as a Public Service Company under the Public Service Media Act (9/2015) on 28th April 2015. PSM is the official State Media in the Maldives. The Public Service Media Act obligates PSM to provide TV, Radio, Online and Print Media services to the general public; along with creating media personnel. PSM's basic responsibility is to create awareness among the public in providing news and infotainment.

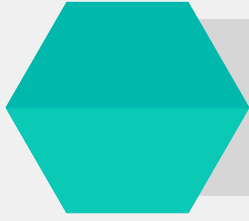
The Maldivian traditions, culture, ideology and their values are the factors that shape the services provided by the Public Service Media. PSM strives to sustain the spirit of nationality and peace and harmony in the society. The Public Service Media reserves the right through the Public Service Media Act to provide their services for commercial benefits; having given their public services freely to the citizens. Currently PSM Owns, TVM, Dhivehi Raajeyge Adu, Dhivehi FM, Majlis Channel and Maldeeb weekly magazine.

Prior to the formation of PSM, Maldives Broadcasting Corporation (MBC) was tasked with the operation of the Public Service Broadcaster from 14th February 2012 till 27 April 2015. Preceding that, the state media was operated under the umbrella of Maldives National Broadcasting Corporation (MNBC) from 22nd December 2008 to 13 February 2012. Until 2008, the State Radio and Television were operated as separate bodies. The Maldives introduced radio services on 29th December 1962, while the TV service began on 29th March 1978.

RATE CARD



Television Maldives, the National Television channel is the known leading channel of the Maldives which broadcasts nationally. We bring you the most recent news, current affairs and variety of entertainment programs from every corner of the country. With the objective to reach to the whole nation, the channel focuses on both genders and all ages.



Filmee Udhares

	MVR (per episode)	Total number of slots for the season	Total ads (30s)	Social media
Exclusive with title	7,000.00	468	9	Yes
Title Sponsor	4,500.00	156	3	Yes
Main Sponsor	3,500.00	104	2	Yes
Co sponsor	1,000.00	52	1	Yes
Number of programs	52			
Duration	60 Mins			



Rewind

	MVR (per episode)	Total number of slots for the season	Total ads (30s)	Social media
Exclusive with title	5,000.00	624	12	Yes
Title Sponsor	2,500.00	260	5	Yes
Main Sponsor	1,000.00	156	3	Yes
Co sponsor	500.00	52	1	Yes
Number of programs	52			
Day:	Wednesday			
Time:	14:30			
Duration	60 Mins			



DAILY
ADVERTISEMENT
ALLOCATION

Non Prime time

No.	Break	Slot	Available Status	Bid starting price per slot
1	09:57	6		375.00
		5	10/02/2017	
		4		
		3		
		2	03/04/2017	
		1	13/02/2017	

No.	Break	Slot	Available Status	Bid starting price per slot
2	10:30	1		375.00
		2	15/02/2017	
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	11:00	1		375.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	11:30	1		375.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
5	13:00	6		375.00
		5		
		4		
		3		
		2		
		1		

No.	Break	Slot	Available Status	Bid starting price per slot
6	13:30	1		375.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
7	14:30	1	05/01/2017	375.00
		2	02/01/2017	
		3	08/01/2017	
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
8	17:30	1	02/03/2017	375.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
9	19:30	1	13/02/2017	375.00
		2		
		3		
		4		

Prime time

No.	Break	Slot	Available Status	Bid starting price per slot
1	20:40	1	03/01/2017	450.00
		2	10/01/2017	
		3	13/01/2017	
		4	13/01/2017	
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	20:57	1	04/01/2017	450.00
		2	16/02/2017	
		3	09/01/2017	
		4	20/03/2017	
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	21:27	1	11/02/2017	450.00
		2	26/04/2017	
		3	15/05/2017	
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	22:57	1	03/01/2017	450.00
		2	05/05/2017	
		3		
		4		
		5		
		6		

Prime time plus

No.	Break	Slot	Available Status	Bid starting price per slot
1	13:56	6		500.00
		5		
		4		
		3	06/01/2017	
		2	07/01/2017	
		1	07/01/2017	

No.	Break	Slot	Available Status	Bid starting price per slot
2	19:56	1		650.00
		2		
		3		
		4		
		5		
		6	12/01/2017	
		7		
		8		

No.	Break	Slot	Available Status	Bid starting price per slot
3	21:57	1	11/02/2017	500.00
		2	09/01/2017	
		3	17/04/2017	
		4	26/04/2017	
		5		
		6		

Premium slot

No.	Break	Slot	Available Status	Bid starting price per slot
4	22:27	6		800.00
		5		800.00
		4		800.00
		3		1000.00
		2		1500.00
		1		2000.00



DAILY
ADVERTISEMENT
ALLOCATION

Off peak time

No.	Break	Slot	Available Status	Bid starting price per slot
1	00:10	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	00:42	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	01:42	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	02:12	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
5	03:12	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
6	03:57	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
7	04:27	1		100.00
		2		
		3		
		4		
		5		
		6		

Non Prime time

No.	Break	Slot	Available Status	Bid starting price per slot
1	16:10	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	17:12	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	17:42	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	17:57	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
5	19:20	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
6	20:12	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
7	21:57	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
8	21:57	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
9	22:57	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
10	23:57	1		140.00
		2		
		3		
		4		
		5		
		6		

Prime time

No.	Break	Slot	Available Status	Bid starting price per slot
1	06:15	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	07:15	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	08:27	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	09:10	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
5	09:27	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
6	09:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
7	10:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
8	11:05	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
9	11:37	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
10	12:27	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
11	12:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
12	13:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
13	14:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
14	15:57	1		170.00
		2		
		3		
		4		
		5		
		6		

Prime time plus

No.	Break	Slot	Available Status	Bid starting price per slot
1	06:57	6		250.00
		5		
		4		
		3		
		2		
		1		

No.	Break	Slot	Available Status	Bid starting price per slot
2	13:27	6		250.00
		5		
		4		
		3		
		2		
		1		

No.	Break	Slot	Available Status	Bid starting price per slot
3	18:57	6		250.00
		5		
		4		
		3		
		2		
		1		



DAILY
ADVERTISEMENT
ALLOCATION

Prime Time

No.	Break	Slot	Available Status	Bid starting price per slot
1	16:07	1		100.00
		2		
		3		
		4		
		5		
		6		
		7		
		8		
		9		
		10		

No.	Break	Slot	Available Status	Bid starting price per slot
2	19:30	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
3	19:45	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
4	20:03	1		100.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
5	00:07	1		100.00
		2		
		3		
		4		
		5		
		6		

Non Prime time

No.	Break	Slot	Available Status	Bid starting price per slot
1	08:07	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	10:03	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	12:10	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	14:03	1		140.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	15:40	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	11:30	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	12:27	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	12:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	13:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	14:57	1		170.00
		2		
		3		
		4		
		5		
		6		

No.	Break	Slot	Available Status	Bid starting price per slot
2	15:57	1		170.00
		2		
		3		
		4		
		5		
		6		

Prime time plus

No.	Break	Slot	Available Status	Bid starting price per slot
1	06:57	6		250.00
		5		
		4		
		3		
		2		
		1		

No.	Break	Slot	Available Status	Bid starting price per slot
2	13:27	6		250.00
		5		
		4		
		3		
		2		
		1		

No.	Break	Slot	Available Status	Bid starting price per slot
3	18:57	6		250.00
		5		
		4		
		3		
		2		
		1		