



RATE CHART

RADIO CAPITAL FM 94.8

Time Frame	Title	RDC Rate per Minute in BDT	RJ Endorsement Rate (per Endorsement) in BDT
7:30 AM – 12:00 NOON	Peak Morning	3,500/-	5,000/-
12:00 NOON – 4:00 PM	Soft Peak	2,000/-	
4:00 PM – 9:00 PM	Peak Evening	3,000/-	
9:00 PM – 1:00 AM	Exclusive Peak Night	3,500/-	
1:00 AM- 7:00 AM	Super Saver	1,000/-	

Terms and Conditions:

1. Commercial airing schedule (distribution) will be fixed after negotiation with Radio Capital's Sales team.
2. Work order for advertisement schedule should be provided to Radio Capital before 72 hours of broadcasting and any cancellation scheduled advertisement should be notified minimum 48 hours prior to the scheduled time to Broadcasting;
3. **VAT and Tax** on the rate chart will be added with invoice as per government regulations.
4. Materials/ subject of advertisement are subjected to the acceptance **Radio Capital**; the materials need to be accompanied by a written /email request.
5. **Radio Capital** has the right to reschedule the ad timing for any/unavoidable circumstances by giving a 24 hours notice;
6. Minimum spot booking should be for seven days & at least 5 spots daily as well as length minimum 20 sec duration.
7. Premium charges are to be applied on special days, occasions and programs.
8. In case of endorsements, Radio Capital will confirm the time availability beforehand. You are requested to book the endorsement spots based on our availability of schedule.
9. As per Government SRO no. 01/Mushak/2012 dated February 28, 2012, If attached "Mushak 11" by revenue office of VAT Circle is provided with bill, no VAT should be deducted at source.
10. Payment should be made 100% in advance on A/C Payee cheque, Pay-Order, or Draft in favour of "**RADIO CAPITAL**"