

# TERRESTRIAL NETWORK OF DOORDARSHAN IN GUJARAT



**गिरनार**  
**GIRNAR**



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**GIRNAR**

# SINGLE LAYER INFORMATION



દેના બેંકની રૂ. ૧.૦૦ કરોડ સુધીની NRE Tei

# LPTs WITH SCROLLER

1. Mehsana
2. Deesa
3. Idar
4. Modasa
5. Limbdi
6. Palanpur
7. Godhra
8. Dahod
9. Khambhat
10. Chhota Udaipur
11. Una
12. Umargaon
13. Bharuch
14. Rajpipla
15. Dediapada
16. Kevadiya Colony
17. Dhari
18. Bhavnagar
19. Mahuva
20. Botad
21. Dhamgadhra
22. Jamnagar
23. Junagadh
24. Porbandar
25. Morbi
26. Surendranagar
27. Veraval
28. Valsad
29. Silvassa



# HPTs WITH SCROLLER

- HPT BARODA
- HPT SURAT
- HPT BHUJ
- HPT DWARKA



# **BENEFITS OF SCROLL ADVERTISEMENT**

- **Can be given in the area of our choice.**
- **Message available on screen for full day.**
- **Will be viewed in entire network area.**
- **Cheapest mode of advertisement on TV.**
- **Can be viewed with popular programmes.**
- **More effective than any other mode.**
- **Message scrolls for about 150 times a day**





# TERMS & CONDITIONS

- Scroll should be in Gujarati language.
- Scroll will run in one line only.
- Booking minimum for 7 days at a time.
- Message should have 25 words maximum.
- Will be scrolled at the bottom of screen.
- Should not contain any Audio.
- Should contain text message only.



# TERMS & CONDITIONS

- **Scroll shall not run during News, Parliament Live telecast, Cricket matches, Sponsored programmes or when Doordarshan does not consider appropriate to telecast such message due to programme exigencies.**



# TERMS & CONDITIONS

- **Scroll should be strictly as per Doordarshan Programme Code & Advertising code.**
- **Payment to be made in advance by Demand Draft in favour of “PB BCI, Doordarshan Commercial Service” payable at “New Delhi”**
- **No change will be made in Scroll message content.**

