



**PRASAR BHARATI**  
**BROADCASTING CORPORATION OF INDIA**  
**MARKETING CELL: DOORDARSHAN KENDRA : AHMEDABAD-54**

**TERMS & CONDITIONS OF ADVERTISEMENT ON SCROLLER :-**

1. **Under the provision of “PRASAR BHARATI ACT para no. 22, Prasar Bharati is exempted from Income Tax or any other taxes on its income”.**
2. Booking should be for minimum period of **SEVEN DAYS** at a time.
3. Order of advertisement should be given in advance (minimum 2 days) so as to complete the technical & administrative process.
4. **Above rates would be applicable for message comprising of maximum of 25 words. In case of advertisers opting for longer messages, higher rate shall be charged on pro-rata basis.**
5. Scroll message will scroll from 5.450 AM to 12.15 AM (Depending upon the closing time) & will not run during such periods when sponsored programmes, News, Parliament telecast, Cricket matches or when Doordarshan does not consider appropriate to telecast such message due to programme exigencies.
6. Booking once received cannot be returned / cancelled in any circumstances, However in the event of total non telecast of scroll on any particular day,” make good” should be on the next available day.
7. The message should only contain text message. Content should not contain any logo or audio.
8. Scroll should be at the bottom of the screen & as per the standard specifications currently being followed by Doordarshan for scroll.
9. Scroll should be strictly as per Doordarshan Programme Code and Advertising Code.
10. Scroll should not be run in two line.
11. The scroll should be in form of plain text on black colour strip without any border.
13. While placing the scroll bar it should be ensured that the scroll does not overlap or interface with any other super scroll going on the screen.
14. **“Telecast Certificate” for scroll advertisement will be issued on completion of booking period.**
15. **Payment is required to be made in advance by Demand draft / NEFT/ RTGS in favour of “PB,BCI, Doordarshan Commercial Service” payable at “New Delhi”**

15. For more information kindly visit our website "[www.ddindia.gov.in](http://www.ddindia.gov.in)"