

Media UPDATE No. 05/ 2011

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Brand Building - □ Telecast / Broadcast of TV / Radio Spots on CS from March 12, 2011 on DD National Channel / DD News / DD Bharti / Radio Mirchi 98.3 FM Channel

With a view to creating Media Visibility for the CS Course & Profession, the Institute of Company Secretaries of India (ICSI) will telecast / broadcast Spots on Company Secretaries Course on DD National Channel / DD News/ DD Bharti / Radio Mirchi 98.3 FM for brand building.

Beginning from 12th March and continuing till last week of March 2011, the CS Spots will be aired on the following TV/ Radio Channels for an activity period of 15-20 days:

TV/ FM Channel	Date (s)	Timings	Value Addition (s)
DD – NATIONAL [Number one Channel in terms of absolute viewership. It covers 92% of the population reaching out to interiors / rural / semi urban/ metros.]	12th March – 31st March, 2011 (20 days)	Two Spots will be telecast daily just before 8:00 PM News and in Mid Break of 8:15- 8:30 PM News (40 Spots for 20 days)	
DD – NEWS [DD News is the first & the only terrestrial news Channel]	12th March – 31st March, 2011 (20 days)	➤ 350 spots for 20 days in Prime Time over DD News [8:00PM- 11:00PM] ➤ 325 spots for 20 days in Non Prime Time over DD News	➤ Co-Sponsorships of Afternoon / Morning News Bulletins
DD - BHARTI	12th March- 31st March 2011 (20 Days)	250 spots for 20 days over DD-Bharti Channel	
RADIO MIRCHI 98.3 FM 18 major cities across India (Delhi, Mumbai, Bangalore, Pune, Chennai, Ahmedabad, Hyderabad, Kolkata, Patna, Jaipur, Coimbatore, Indore, Lucknow, Jalandhar, Kanpur, Nagpur, Nashik, Surat).	12th March – 26th March, 2011 (15 days)	6 Spots will be will be Broadcast daily as per following schedule: Time Band: 9:00 AM - 1:00 PM- 2 Spots 1:00 PM - 4:00 PM- 2 Spots 5:00 PM – 9:00 PM- 2 Spots	<u>Sponsorship Tag</u> 3 sponsorships per day during the campaign. <u>RJ Mentions</u>

The Spots are also hosted on the Homepage of ICSI website.

Links for TV/Radio Spots:

<http://www.youtube.com/watch?v=xbLOfcoMCM0> (TV Spot)

<http://www.youtube.com/watch?v=HOa7R8a-8qs> (Radio Spot)

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