

TV AD CAMPAIGN INSTRUCTIONS

VISIT OUR [WEBSITE](#) FOR MORE INFORMATION ON TV ADVERTISING

TIME REQUIRED TO GET CREATIVES CHECKED AND APPROVED BY GENERAL ENTERTAINMENT CHANNELS	1-2 WORKING DAYS	2-3 WORKING DAYS ✓	3-4 WORKING DAYS	4-5 WORKING DAYS
TIME REQUIRED TO GET CREATIVES CHECKED AND APPROVED BY NEWS CHANNELS	1-2 WORKING DAYS ✓	3-4 WORKING DAYS	4-5 WORKING DAYS	5-6 WORKING DAYS
TIME REQUIRED FOR CAMPAIGN TO GO LIVE AFTER CREATIVE APPROVAL	24 WORKING HOURS	36 WORKING HOURS	48 WORKING HOURS ✓	72 WORKING HOURS
BY WHEN WILL THE TELECAST CERTIFICATE AND LOG REPORTS WILL BE GENERATED BY THE CHANNEL	WEEKLY	FORTNIGHTLY (PROVIDED ONLY AT END OF CAMPAIGN) ✓	TRIWEEKLY	MONTHLY
CAN CAMPAIGNS BE BOOKED ON THE WEEKENDS	NO ✓	MAYBE	YES	NOT SURE
TO PLAY ADS ON THE WEEKENDS, WHEN SHOULD BOOKING BE DONE ALONG WITH THE APPROVED CREATIVES?	BEFORE MONDAY 5 PM	BEFORE TUESDAY 5 PM	BEFORE WEDNESDAY 5 PM ✓	BEFORE THURSDAY 5 PM
SPECIAL PERMISSION REQUIRED FOR BETTING ADS	NO	YES ✓	NOT SURE	MAYBE

ADDITIONAL INFORMATION:

- * To get a campaign live on the weekends, it is advisable to complete booking before Wednesday 5 pm with the approved creatives, as the logs are closed by Thursday noon.

