

Ministry of Tourism, India | 2016-17 Incredible India Campaign



Spots Schedule					Oct-16										UNITS	TOTAL SECONDS
EMEA Feed	Europe, Middle East, Africa Feed	TIME BAND	DAY	UNIT LENGTH	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	UNITS	TOTAL SECONDS		
					####	####	####	####	####	####	####	####	####	####	####	
Morning Prime	06:00-09:00	Mon-Fri	30		2	1	1	1	1				6	180		
Afternoon Rotation	12:00-17:00	Mon-Fri	30		1	1	1	1	1				6	180		
Evening Prime	19:00-24:00	Mon-Fri	30		1	1	1	1	1				5	150		
Morning Prime	06:00-09:00	Sat-Sun	30							2	1		3	90		
Afternoon Rotation	12:00-17:00	Sat-Sun	30							3	2		5	150		
Evening Prime	19:00-24:00	Sat-Sun	30							2	2		4	120		
TOTAL UNITS AND COST				4	3	3	2	2	7	5	3	29	870			

APAC Feed	Asia Pacific Feed	TIME BAND	DAY	UNIT LENGTH	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	UNITS	TOTAL SECONDS
					24-Oct	25-Oct	26-Oct	27-Oct	28-Oct	29-Oct	30-Oct	31-Oct	####	####
Morning Prime	06:00-09:00	Mon-Fri	30		1	1	1	1	1				6	180
Afternoon Rotation	12:00-17:00	Mon-Fri	30		1	2	1	1	1				7	210
Evening Prime	19:00-24:00	Mon-Fri	30		1	1	2	1	1			2	8	240
Morning Prime	06:00-09:00	Sat-Sun	30							3	3		6	180
Afternoon Rotation	12:00-17:00	Sat-Sun	30							3	3		6	180
Evening Prime	19:00-24:00	Sat-Sun	30							3	3		6	180
TOTAL UNITS AND COST				3	4	4	3	2	9	9	4	39	1170	

TOTAL SPOTS PER DAY				7	7	7	5	23	16	14	7	68	2040
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Spots Schedule					Nov-16																				UNITS	TOTAL SECONDS									
EMEA Feed	Europe, Middle East, Africa Feed	TIME BAND	DAY	UNIT LENGTH	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	UNITS	TOTAL SECONDS						
					####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####		
Morning Prime	06:00-09:00	Mon-Fri	30		1	1	1	1	1																			12	360						
Afternoon Rotation	12:00-17:00	Mon-Fri	30		1	1	1	1	1																		2	2	24	720					
Evening Prime	19:00-24:00	Mon-Fri	30		1	1	1	1	1																			7	210						
Morning Prime	06:00-09:00	Sat-Sun	30							2	2																	16	480						
Afternoon Rotation	12:00-17:00	Sat-Sun	30							1	1																	8	240						
Evening Prime	19:00-24:00	Sat-Sun	30							2	2																	15	450						
TOTAL UNITS AND COST				2	3	2	2	5	5	2	3	3	2	1	5	5	2	1	1	2	1	5	5	3	2	1	2	2	5	4	3	2	1	82	2460

APAC Feed	Asia Pacific Feed	TIME BAND	DAY	UNIT LENGTH	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	UNITS	TOTAL SECONDS						
					####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####		
Morning Prime	06:00-09:00	Mon-Fri	30		1	1	1	2																				18	540						
Afternoon Rotation	12:00-17:00	Mon-Fri	30		1	1	1	1																				22	660						
Evening Prime	19:00-24:00	Mon-Fri	30		1	1	1	1																				15	450						
Morning Prime	06:00-09:00	Sat-Sun	30						3	3																		24	720						
Afternoon Rotation	12:00-17:00	Sat-Sun	30						3	3																		22	660						
Evening Prime	19:00-24:00	Sat-Sun	30						2	2																		20	600						
TOTAL UNITS AND COST				3	3	3	4	8	8	3	3	3	2	3	9	9	3	2	3	3	1	9	9	1	3	1	3	2	7	7	6	2	2	121	3630

TOTAL SPOTS PER DAY				5	6	5	6	13	13	5	6	6	4	4	14	14	5	3	4	5	2	14	14	4	5	2	5	4	12	11	9	4	3	203	6090
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Spots Schedule				Dec-16													UNITS	TOTAL SECONDS				
EMEA Feed	Europe, Middle East, Africa Feed	TIME BAND	DAY	UNIT LENGTH	Thu ####	Fri ####	Sat ####	Sun ####	Mon ####	Tue ####	We ####	Thu ####	Fri ####	Sat ####	Sun ####	Mon ####	Tue ####	We ####	Thu ####	UNITS	TOTAL SECONDS	
	Morning Prime	06:00-09:00	Mon-Fri	30		1												1			2	60
	Afternoon Rotation	12:00-17:00	Mon-Fri	30	1	1			1	1	1	1					1			10	300	
	Evening Prime	19:00-24:00	Mon-Fri	30		1				1									1	3	90	
	Morning Prime	06:00-09:00	Sat-Sun	30										1						1	30	
	Afternoon Rotation	12:00-17:00	Sat-Sun	30			1								1					2	60	
	Evening Prime	19:00-24:00	Sat-Sun	30			1	1						1	1					4	120	
TOTAL UNITS AND COST				1	3	2	1	1	1	2	1	1	2	2	1	2	2	0	22	660		

APAC Feed	Asia Pacific Feed	TIME BAND	DAY	UNIT LENGTH	Thu ####	Fri ####	Sat ####	Sun ####	Mon ####	Tue ####	We ####	Thu ####	Fri ####	Sat ####	Sun ####	Mon ####	Tue ####	We ####	Thu ####	UNITS	TOTAL SECONDS
	Morning Prime	06:00-09:00	Mon-Fri	30	1	1				1							1			6	180
	Afternoon Rotation	12:00-17:00	Mon-Fri	30	1	1				1	1	1					1		1	6	180
	Evening Prime	19:00-24:00	Mon-Fri	30						1									1	2	60
	Morning Prime	06:00-09:00	Sat-Sun	30			2	2						2	2					8	240
	Afternoon Rotation	12:00-17:00	Sat-Sun	30			3	3						3	3					12	360
	Evening Prime	19:00-24:00	Sat-Sun	30			1	1						1	1					4	120
TOTAL UNITS AND COST				1	1	6	6	1	1	1	1	1	6	6	2	2	2	1	38	1140	

TOTAL SPOTS PER DAY	5	6	5	6	13	13	5	6	6	4	4	14	14	5	3	60	1800
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SUMMARY (SPOTS)				
	October	November	December	Total
EMEA	29	82	22	133
APAC	39	121	38	198
	68	203	60	331

*In case of missed spots, make goods will be fulfilled by the end of December'16



Spots Schedule					2016					
US Feed	US Domestic Feed	DAY	TIME	UNIT LENGTH	Mon 24-Oct	to	Thu 15-Dec	UNITS	TOTAL SECONDS	
	All Day Rotation	Fixed	Fixed	30	32			32	960	
TOTAL UNITS AND COST					32			32	960	

*In case of missed spots, make goods will be fulfilled by the end of December'16

Client:

Flight period:

Department:

Geo-Target:

Min. of Tourism, India

Oct-Dec'16

CNN AdSales

India



WEBSITE	SECTION	PLACEMENT	GEO- TARGET	START-END DATE	IMPS
STANDARD DISPLAY BANNERS			Global		
CNN Intl, CNN Money	Homepage, ROS	300x250, 728x90		24 Oct to 15 Dec 2016	9,000,000