

Airing Plan

Agency Name: Promotions

Campaign Period: January, 2019

Brand: Family Planning (IEM Unit)

Caption: ENC (Dr. Deepa), Kangaroo Mother Care (Dr. Manisha), Newborn Danger Sign (Dr. Rimi), Newborn Danger Sign (Kobi Gaan), Newborn Danger Sign (Mowlana), Early Marriage

Dur(s): 60s

Channel: ETV

Date: 11th to 25th January, 2019

Airing Plan of ETV January, 2019								Off Peak Hours (1:00am - 5:59pm)														Peak Hours (6:00pm - 11:59pm)																
								11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Program Time	Off Peak/ Peak Hour	TVC Position	Program Name	TVC Title	Duratio	Nos of Spots off Peak Hour	Nos of Spots Peak Hour	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri								
02:00pm	Off Peak Hour	Before	News at 2.00pm	ENC (Dr. Deepa)	60	30	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
03:00pm to 06:00pm	Off Peak Hour	Mid Break	Bangla Film	Kangaroo Mother Care (Dr. Manisha)	60	30	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0			
07:00pm	Peak Hour	Before	News at 7.00pm	Newborn Danger Sign (Dr. Rimi)	60	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	2	2	2	2	2	2	2	2	2	2			
08:30pm to 09:00pm	Peak Hour	Before	Bangla Drama / Program	Newborn Danger Sign (Kobi Gaan)	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1			
09:30pm to 10:00pm	Peak Hour	Before	Bangla Drama / Program	Newborn Danger Sign (Mowlana)	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1			
11:00pm	Peak Hour	Before	News at 11.00pm	Early Marriage	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1			
Total						60	68	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4

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Dur(s): 60s

Channel: News 24

Date: 11th to 25th January, 2019

Airing Plan of News 24 January, 2019								Off Peak Hours (1:00am - 5:59pm)														Peak Hours (6:00pm - 11:59pm)															
								11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Program Time	Off Peak/ Peak Hour	TVC Position	Program Name	TVC Title	Durati on	Nos of Spots off Peak Hour	Nos of Spots Peak Hour	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
02:00pm	Off Peak Hour	Before	NEWS24 SANGBAD (LIVE) at 2:00pm	ENC (Dr. Deepa)	60	30	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
03:00pm	Off Peak Hour	Before	NEWS24 SANGBAD (LIVE) at 3:00pm	Kangaroo Mother Care (Dr. Manisha)	60	30	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
07:00pm	Peak Hour	Before	NEWS24 SANGBAD (LIVE) at 7:00pm	Newborn Danger Sign (Dr. Rimi)	60	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	2	2	2	2	2	2	2	1	1	1	1	1
09:00pm	Peak Hour	Before	NEWS24 SANGBAD (LIVE) at 9:00pm	Newborn Danger Sign (Kobi Gaan)	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10:00pm	Peak Hour	Before	NEWS24 SANGBAD (LIVE) at 10:00pm	Newborn Danger Sign (Mowlana)	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
10:00pm	Peak Hour	Mid Break	NEWS24 SANGBAD (LIVE) at 10:00pm	Early Marriage	60	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Total						60	68	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4