

Campaign Guidelines

Report Updates

- Telecast certificates and log reports are generated fortnightly by the channels and shared at the end of the campaign on working days, Monday and Friday, at 6:30 PM.
- For campaigns ending on Friday or over the weekend (Saturday and Sunday), certificates and log reports will be shared on Monday.

Campaign Setup

- Campaigns go live within 48 hours after creative approval.
- Campaign bookings can be made only on working days.

Weekend Notice

- Weekend bookings must be completed by Wednesday, 5:00 PM, with approved creatives, as channel logs are closed by Thursday noon.

Creative Guidelines

- Creative approval takes 2–3 working days for General Entertainment channels.
- Creative approval takes 1–2 working days for News channels.
- Special permission is required for betting-category clients.

Saturdays, Sundays, public/regional holidays, or unforeseen issues such as natural calamities are not considered within the shared TAT