



MEDIA KIT • AD CATALOGUE • 2026-27

Advertise on Nirnay TV

Your ad inside every Odia news video on YouTube, Facebook and Instagram, plus banners on nirnaytv.com.

9 lakh+

video views every month

4 lakh+

people reached every month

49K+

followers across platforms

₹499

plans start from, per day

No shooting, no hassle. Just WhatsApp your logo, offer and a few photos. Our team designs everything.



BOOK YOUR AD: SCAN TO WHATSAPP, OR CALL

+91 70777 83399

admin@nirnaytv.com • nirnaytv.com/advertise-with-us

Quote the product code (for example NV-V10) when you message us.
All prices in INR. GST 18% extra. Valid till 31 March 2027.

ABOUT US

Odisha's 24x7 digital news network

NIRNAY TV brings Odisha, India and world news in Odia to people's phones every day on YouTube, Facebook, Instagram and nirnaytv.com. We publish 12–15 news videos a day, so your ad is seen all day, every day, by an engaged Odia audience.

9 lakh+

Video views a month

YouTube + Facebook + Instagram

4 lakh+

People reached a month

Monthly viewers across platforms

49K+

Followers

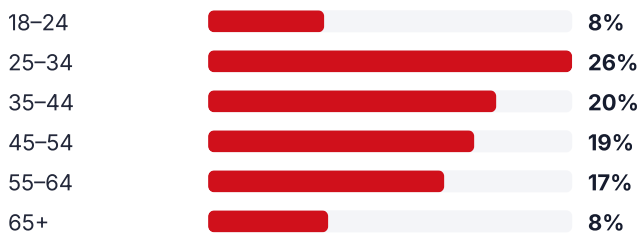
Facebook 39.9K • YouTube 5.6K • Instagram 4.3K

24 lakh+

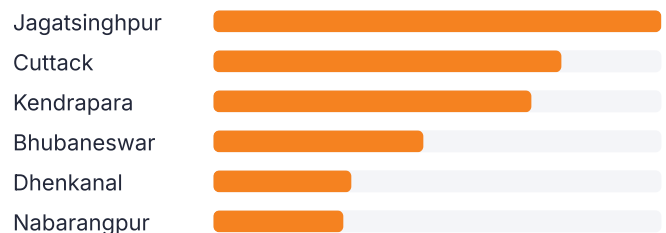
Lifetime YouTube views

7,200+ videos since 2020

Who watches: age



Where they are: top districts



80%

Men

Decision-makers for bikes, cars, farm inputs, property

65%

Aged 25–54

Earning, buying, raising families

99%

Watch on mobile

Your ad is always in their hand

6–11 PM

Peak viewing

Evening news time, every day

Why advertise with us

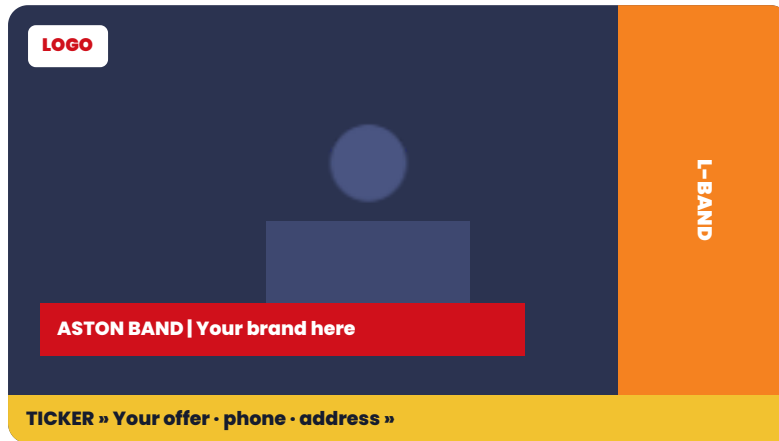
- **Can't be skipped.** Your ad is built into our news videos, not added by YouTube, so everyone who watches sees it.
- **Keeps working.** The ad stays in the video, so it keeps collecting views after your booking ends.
- **Costs less than TV.** A 10-sec ad in all our news videos for a full day costs ₹799. One 10-sec TV spot costs ₹550–₹2,750 and airs once.
- **No shooting, no hassle.** Send your logo, offer and photos on WhatsApp. Our team designs the ad for you.
- **Local and trusted.** Odia news that people in Cuttack, Jagatsinghpur, Kendrapara and Bhubaneswar watch daily.

Audience data: YouTube Studio, Meta Business Suite and Instagram Insights, 30 days to 25 Sep 2026. Age is for YouTube viewers; districts are from Facebook followers.

AD FORMATS

Where your ad appears

Two kinds of ads go into every news video. **Video spots** are full-screen ads measured in seconds. **On-screen branding** runs over the news itself. Every paid placement is labelled “Advertisement”.



☐ Logo bug

Your logo in the corner of every video, all day.

☒ Aston band

Branded strip under the story, 5–8 sec in each video.

☒ L-band

The video shrinks and your ad frames it for 10 sec. The news keeps playing.

☒ Ticker

Scrolling text: offer, phone, address.

☒ Video spot

Full-screen ad of 5–60 sec (see the timeline below).

Where the seconds go: one typical 3-minute news video

	News story 1	Mid-roll ad	News story 2	
	Pre-roll 0:00–0:05 bumper “presented by”	News story 1 Aston + ticker + logo run over the story	Mid-roll ad 10–30 sec break between stories	News story 2 L-band (10 sec) placed here
				End slate Last 5 sec “thanks to sponsor”

Format	What you send us	Size / length
Video spot	Your logo, offer and 3–5 photos. We make the video ad. Or send your own MP4.	5–60 sec
L-band / Aston band	Logo, one offer line, phone number	We design it to fit
Ticker	One line of text, up to 120 characters	Text only
Logo bug	Your logo (any clear photo works; we clean it up)	Min 500 px
Website banner	Your banner, or we design it from your logo and photos	728×90, 970×250, 300×250, 300×600, 320×50
Posts & reels	Photos and your key message. We design the post and make the reel from your photos.	1080×1080, 1080×1920



No shooting needed. Send material on WhatsApp 48 hours before the start date (24 hours for ticker or banner).

CATALOGUE • A

Video ad spots

Your spot runs in **every news video we publish that day** (usually 12–15) on YouTube, Facebook and Instagram.

Code	Ad length	1 day	7 days	30 days
NV-V05	5 sec: bumper “brought to you by”	₹499	₹2,999	₹9,999
NV-V10	10 sec: most booked	₹799	₹4,799	₹15,999
NV-V15	15 sec	₹1,099	₹6,599	₹21,999
NV-V20	20 sec	₹1,399	₹8,399	₹27,999
NV-V30	30 sec	₹1,999	₹11,999	₹39,999
NV-V60	60 sec	₹3,499	₹20,999	₹69,999

A 7-day booking costs the same as 6 days. A 30-day booking costs the same as 20 days.

Code	Ads in our live streams (festivals, events, results)	Price
NV-L10	10-sec spot during our live stream (min 10 airings)	₹299 / airing
NV-L30	30-sec spot during our live stream (min 5 airings)	₹699 / airing
NV-LTS	Title sponsor of our live coverage: “presented by” + logo + 4 spots	₹9,999 / event

Monthly packages: best value

NV-P1 • STARTER

Shops, clinics, tuition centres, restaurants

₹7,999 / month + GST

- ✓ 5-sec bumper on all new videos for 15 days
- ✓ 2 sponsored posts on FB + IG
- ✓ Website sidebar banner for 1 month
- ✓ Free ad design

Separate value ~~₹11,482~~

NV-P2 • GROWTH

Most popular: dealers, hospitals, coaching

₹19,999 / month + GST

- ✓ 10-sec ad on all new videos for 30 days
- ✓ 1 business spotlight (article + post + reel)
- ✓ Mobile sticky website banner
- ✓ 4 sponsored posts on FB + IG

Separate value ~~₹27,999~~

NV-P3 • PREMIUM

Builders, jewellers, auto brands, colleges

₹44,999 / month + GST

- ✓ 20-sec ad on all new videos for 30 days
- ✓ Aston band on all new videos for 30 days
- ✓ 2 business spotlights + 2 promo reels
- ✓ Article-top + mobile sticky banners

Separate value ~~₹57,992~~

NV-P4 • TITLE PARTNER

Exclusive: one brand per category

₹99,999 / month + GST

- ✓ “Nirnay TV powered by ...” on all content
- ✓ 30-sec ad + logo on all new videos, 30 days
- ✓ 4 business spotlights
- ✓ 4 full-site website takeover days

Separate value ~~₹1,21,989~~

CATALOGUE • B

On-screen branding & sponsorships

Code	Format	Per day	Per month
NV-B-TK	Ticker: scrolling text line on every new video	₹299	₹5,999
NV-B-ES	End slate: 5 sec with logo, phone and address	₹299	₹5,999
NV-B-LG	Logo bug: your logo in the corner of every video	₹399	₹7,999
NV-B-AS	Aston band: brand strip under the story, 5-8 sec	₹499	₹9,999
NV-B-LB	L-band: 10-sec frame around the playing news	₹699	₹13,999
NV-B-SEG	Segment sponsor: Weather / Mandi rates / Top-10 / Sports / Health	–	₹14,999
NV-B-BUL	Bulletin title sponsor: "Nirnay Prime 9 PM, presented by"	–	₹24,999
NV-B-TTL	Channel title partner (exclusive): "Nirnay TV powered by"	–	₹49,999

Catalogue • C: Sponsored content & greetings

Code	Product	Price
NV-C-GC	Greeting card: festival, birthday, anniversary, tribute (FB + IG)	₹999
NV-C-GV	Greeting video made from your photos, 20-30 sec, in all new videos for 1 day + post	₹2,499
NV-C-GP	Festival greetings pack: any 5 festivals in the year	₹9,999
NV-C-SP	Sponsored image post on FB + IG (₹500 extra to pin for 24 hrs)	₹999
NV-C-STY	Story on FB + IG for 24 hours, with link	₹499
NV-C-OFR	Offer / launch announcement: designed poster + post + story	₹1,999
NV-C-RL	Promo reel made from your photos or clips, 30-60 sec, on Instagram and Facebook	₹1,999
NV-C-PR	Press release: website article + Facebook post	₹1,499
NV-C-BS	Business spotlight: sponsored article on nirnaytv.com + photo post + reel, all from your photos	₹3,999



No shooting needed for any of these. Just send your photos, logo and details on WhatsApp. All sponsored content is labelled "Sponsored".

CATALOGUE • D

Website banners on nirnaytv.com

Code	Slot	Size	Per week	Per month
NV-W-AT	Article top: above every news story	728×90	₹1,399	₹3,999
NV-W-MS	Mobile sticky bar: bottom of phone screens	320×50	₹1,399	₹3,999
NV-W-HM	Homepage middle	970×250	₹1,199	₹3,499
NV-W-HD	Header banner, beside the logo	728×90	₹999	₹2,999
NV-W-SS	Sidebar sticky: follows scroll	300×600	₹999	₹2,999
NV-W-BT	Below top stories (homepage)	970×90	₹899	₹2,499
NV-W-SB	Sidebar box	300×250	₹699	₹1,999
NV-W-AE	Article end	728×90	₹699	₹1,999
NV-W-FT	Footer banner	728×90	₹399	₹999
NV-W-TO	Full-site takeover: all 9 slots	–	₹1,999/day	₹9,999/week
NV-W-SA	Sponsored article (permanent, labelled)	–	–	₹2,499

Ad design: we make it, no shooting

Code	Service	Price
NV-X-ST	Static design: banner, post card, ticker, L-band or aston artwork	₹499
NV-X-SET	Banner set: your ad in all 5 website sizes	₹999
NV-X-AN	Animated 10-sec video ad made from your photos and logo	₹1,499
NV-X-VO	Professional Odia voice-over	₹999

Discounts & surcharges

Pay 3 months in advance	10% off
Pay 6 months in advance	15% off
Pay 12 months in advance	20% off
Accredited ad agencies	15% commission
Government, education & NGO public-service messages	20% off
Festival & election periods	+25%
Fixed first position in the video	+15%

NV-FEST • Festival package, ₹14,999 for 10 days

- 10-sec ad + aston band on all new videos for 10 days
- 1 greeting video + 3 sponsored posts
- 1-day full website takeover
- Worth ₹20,475. No festival surcharge.
- For Durga Puja, Diwali, Kartika Purnima, New Year, Raja, Rath Yatra and Nuakhai.

HOW TO BOOK

Live in 48 hours

1	Message us	WhatsApp +91 70777 83399 with the product code (for example NV-P2), your business name and preferred dates.
2	Get a plan	We confirm availability, suggest the best package and send a quote with GST.
3	Send photos & pay	Send your logo, offer and a few photos on WhatsApp. No shooting needed: we design the ad. New clients pay 100% in advance.
4	Approve & go live	You approve the design on WhatsApp. Your ad starts in our news videos and on the website within 48 hours.
5	Get your report	At the end, you get a list of the videos that carried your ad, with links and view counts.



No shooting, no hassle. Just WhatsApp your logo, offer and a few photos. Our team designs everything.

Terms

- All prices are in INR. **GST at 18% is extra.** A GST invoice is issued for every booking.
- New clients pay 100% in advance. Monthly contracts: 50% on booking and the rest within 7 days.
- If an ad is missed on a booked day, we add an extra day free.
- Every paid placement is labelled "Advertisement" or "Sponsored". **We never sell news coverage.**
- We don't accept betting or gambling, liquor or surrogate ads, miracle-cure claims, unregistered investment or chit schemes, fake job offers, or misleading or illegal ads. Political ads during elections need Election Commission (MCMC) pre-certification.
- Rates are valid until 31 March 2027.



TALK TO OUR AD TEAM

+91 70777 83399

WhatsApp or call • admin@nirnaytv.com
nirnaytv.com/advertise-with-us

Scan the code to open WhatsApp. YouTube @NirnayTVNews • Instagram @nirnaytv

