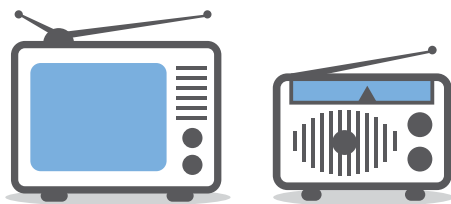


badk@beh
Full Service Advertising Agency

آژانس تبلیغاتی تمام خدمات بادکوبه



Criteria and regulations for accepting and
broadcasting radio and TV commercials

2015

Department of commerce

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Islamic Republic of Iran Broadcasting

Introduction

The rules and regulations related to absorption and admission of commercial advertisements in 2015 are drawn up and prepared in accordance with the policies of article 44 and resistive economy based on estimation of predicted capacities which aimed at maximum protection of Iranian labor and capital and extracted from the following approach.

- To provide progressive growth and improve resistive economy indexes
- To protect entrepreneurs and maximize the cooperation of service and productive units of the country
- To protect producers, exporters of Iranian products and services
- To protect inventors and knowledge-based activists
- To create healthy competition in the production arenas of the country
- To give serious attention to modify the consumption patterns and development of domestic products consumption
- To contribute to promote cultural and educational level of commercial advertisements such as respect for parents, health and environment
- To contribute to promote standard level of Iranian products and services in comparison with the same products
- To have serious concern regarding Iranian brand and support it in order to continuous presence of Iranian brands which have cultural, social and economical effects.

Article 1: owner of commercial

Owners of commercials are any real or legal entity (public or private) who broadcast commercial from IRIB radio and television channels in order to introduce their products or services.

Holding of economic group for group 4:

Holding are referred to real entities owning products and services that shareholders of groups, based on the trade act, have more than 50% of shares and capital (which is registered in registration of companies) that belongs to central group. To this group of product owners, monthly budget table belongs to whole group but because other producing capacities of each group like artifacts and carpet, agriculture, industry and services are determined based on purpose table and other paragraphs, basis for sharing table is budget ceiling of each group.

-those owners of product and services that are not holding but they have diversity in product or services, based on the budget for each group of products, budget will be allocated from producing capacities like purpose and other paragraphs.

Note 1: when the said group exits from holding in next years, basis for calculating monthly budget is initial credit of group in 2015 and the criterion for increasing budget is holding level of group.

1.1 group of commercial owners

Group 1: mobile phone operator groups

Group 2: banks and financial and credit institutions and loan funds

Group 3: ministries, organizations, companies and public and non-public institutions.

Group 4: groups except groups 1-3

Note 2: automobiles are placed in group 4.

2-1: definitions of contract and its conditions

Contract for broadcasting commercial is a written obligation which will be valid according to approved tariffs by two parties including department of commerce and owner of commercial or by three parties including department of commerce, owner of commercial and advertising companies after obtaining documents.

A. owners of commercial are allowed to close the contract when they have accepted commercial criteria and regulations of IRIB.

B. all contracts are closed based on prepared samples.

C. every contract will be created with the name of commercial holder that presents brand and official agency or ownership based on the official documents and acceptance of contracts from coalition of commercial owners is prohibited.

D. If product and service owners refrain their obligations in due time, commerce department has the right to not broadcast the commercials and to take necessary actions for receiving payments by implementing required adjustments.

E. request and signing contract should be from discretionary authority of organization, ministry or financial administrative deputy or general manager or public relation manager. In other cases, a copy of article of association and official newspaper that has introduced holder of signature is necessary.

F. in two- party contracts, owner of commercial can introduce partner companies before broadcasting.

Note 3: changing partner company in three-party contracts by presenting clearing account from previous partner company shall implemented 15 days from the date of informing department of commerce.

Not 4: in the case of implementing note 3, all obligations of organization to owners of commercial will remain same.

Article 2: Partner Company

A .partner company is any advertising companies which have official license for advertising from Islamic culture and guidance ministry and enter into contract by accepting criteria and regulations of commerce department of IRIB.

B. each partner company that requests contracts shall present introduction letter from commercial holder for year 2015 (in the case of not mentioning validation time by owner, it will be valid for 1 month).

C. no agency is accepted for transferring or delegating or delegating the privilege. The license shall be delegated via Islamic culture and guidance ministry.

D. advertising companies which have cooperation contract in previous year but have not broadcast any commercial from IRIB, can have cooperation contract along with introducing commercial owner in New Year.

Article 3: types of contracts

1-3 type A radio and TV contract: broadcasting commercial is possible in all ranks.

2-3 type B TV contract: it is possible according to table 18 to rank 14.

3-3 type C TV commercial: it is possible according to table 18 to rank 10.

Note 5: those contracts that their broadcast time is from March 21, 2015 can begin their commercial by correcting positive financial documents from the time of contract in 2014.

Article 4: types of promotions in contracts

Rapid extra broadcast option

Broadcasting new contracts for 2016 begins from January 10, 2015 and in order to encourage owners of product and services to accurate planning in setting and closing the contract, rapid broadcast option will be allocated to them. The criterion for preserving rapid extra broadcast is not only signing the contract but its financial documents should be submitted to the commercial-financial sector in due date.

General Department of Advertisement Office

The 1st group includes following contract:

Table No.1

Duration of Contract	Additional TV Broadcasting %	Additional Radio Broadcasting%
From 10/01/2015 to 04/02/2015	70	150
From 05/02/2015 to 06/03/2015	50	100
From 07/03/2015 to 20/04/2015	10	30

The 2nd group includes following contract:

Table No.2

Duration of Contract	Additional TV Broadcasting %	Additional Radio Broadcasting%
From 10/01/2015 to 19/02/2015	70	150
From 20/02/2015 to 11/03/2015	60	100
From 12/03/2015 to 30/04/2015	20	30
From 21/04/2015 to 21/05/2015	5	10

The 3rd & 4th groups include following contract:

Table No.3

Duration of Contract	Additional TV Broadcasting %	Additional Radio Broadcasting%
From 10/01/2015 to 19/02/2015	70	150
From 20/02/2015 to 19/03/2015	60	120
From 21/03/2015 to 21/05/2015	10	25

B) Privilege of First Apply:

For protection of entrepreneurship of businessmen and service offering companies who apply for concluding contract for broadcasting the advertisements for the first time after registration of trademark of advertisement, the encouragement additional broadcasting will be considered for any contract during 2015 as following table:

Table No.4

Duration of Contract	Additional TV Broadcasting %	Additional Radio Broadcasting%
From 21/03/2014 to 20/03/2015	100	180
From 20/03/2012 to 20/03/2015	150	230

Note 6: brand and trademark increases quality and quantity and causes economic growth and reduces mediators and balances the price in the market, especially in economic fluctuation. Therefore, national media in the advertising field, products, produce new products and services and will allocate them a %150.

Note 7: the criterion for determining first commercial is brand of product or service and every change in the name of commercial owner or company or deputies or agencies or provinces will not include this portion and one score of presence will be given to the commercial owner. All contracts that are signed in the last three months of 2015 will remain same in order to support product and service owners.

Article 5: promotional extra broadcast for added value tax

In order to enforce added value tax, %10 promotional extra broadcast is granted to all product and service owners.

Article 6: facilities of production and service sectors for targeted and clever implementation of act 44 policies and resistive economy

In order to maximize support for domestic producers and services providers and to help economic development of country, promotional extra broadcast will be granted as following:

Table 5

Description	Percent of promotional extra broadcast
Dairy products including milk, cheese, yogurt	75
Artifacts and carpet	70
Agriculture	55
Industry	45
Services	35

Note 8: in order to support dairy producers like milk, yogurt and cheese which advertise for the improvement of health of society, in addition to promotional capacities, 75% extra broadcast in addition to dairy group commercial ID will be given. It is necessary to mention that if commercial owner has used table 5 article 6 agriculture or industry sector, the difference of price will be calculated.

Article 7: option of continued presence in national media

In order to support product and service owners of groups 2, 3 and 4 that have experience of advertising in the radio or television, extra broadcast will be given as following table.

Table 6

Presence years	Percent of extra broadcast
One- year	40
Two- year	80
Three- year	120
Four- year	150
More than 5 year	170

Note 9: extra broadcast for presence in radio or televisions depends on increase in budget to 2014.

Article 8: facilities to support producers and owners of superior services

In order to support those product and service owners who act to correct consumption model in order to reduce energy consumption in society as well as encouraging domestic producers, extra broadcast will be given to the group 2,3 and 4 after presenting positive documents as follows.

1. Promoting energy consumption index to A level and higher, %30.
2. Owners of superior products and services regarding export, %30.
3. Owners of superior products and services regarding production, %30.
4. Owners of products and services regarding patent, %30.
5. New technology like motorcycles and electric automobiles, %30.
6. Owners of products and services who are top entrepreneurs of 2014, %30.

Article 9: extra broadcast for creditworthy in radio and television

In order to support those owners of products and services who paid their payments according to criteria and regulations of department of commerce in each year, including cash, accrual or guarantee, they will enjoy following extra broadcast in addition to other promotions.

Table 7

Presence years	Percent of extra broadcast
1 year	%20
2 consecutive	%30
3 consecutive year	%40
4 consecutive years	%50
5 consecutive years	%60

Article 10: extra broadcast of annual and monthly budget and increasing annual budget according to groups of product and service owners

A: group 1

Table 8

Annual Budget	Table of annual extra TV broadcast		(million Rial)					
	% of extra broadcast	Total broadcast	Increase in budget relative to 2014/TV					
			Annual budget 2015	500'000	650'000	750'000	900'000	1100'000
500'000	150	125'000	Annual budget 2014					
650'000	200	195'0000	400'000	100	140	250	350	420
750'000	350	3'375'000	500'000	0	135	240	345	418
900'000	360	4'140'000						

Table 9

Annual Budget	Table of annual extra radio broadcast		(million Rial)			
	% of extra broadcast	Total broadcast	Increase in budget relative to 2014/TV			
			Annual budget 2015	500'000	750'000	900'000
50'000	220	160'000	Annual budget 2014			
75000	260	270'000	15'000	200	270	320
90'000	300	360'000	50'000	0	130	300
120'000	650	900'000				

Note 10: for annual budgets higher than table level in TV, per each 30 billion Rial, %10 and in radio per 5 billion Rial, %40 extra broadcast will be allocated

B. group 2

Table 10

Annual Budget	Table of annual extra TV broadcast		(million Rial)							
	% of extra broadcast	Total broadcast	Annual budget 2015 Annual budget 2014	Increase in budget relative to 2014/TV						
				50'000	100'000	150'000	200'000	320'000	410'000	550'000
50'000	60	80'000	30'000	50	265	300	335	-	-	-
100'000	85	185'000	50'000	0	215	300	345	-	-	-
150'000	130	345'000	100'000	0	0	130	255	340	-	-
200'000	160	520'000	150'000	0	0	0	145	270	300	-
320'000	250	1'120'000	200'000	0	0	0	0	170	320	360
410'000	300	1'640'000	-	-	-	-	-	-	-	-
550'000	380	2'640'000	-	-	-	-	-	-	-	-

Table 11

Annual Budget	Table of annual extra radio broadcast		(million Rial)					
	% of extra broadcast	Total broadcast	Annual budget 2015 Annual budget 2014	Increase in budget relative to 2014/TV				
				15000	25000	50000	75000	100000
15'000	170	40'500	3'000	145	300	480	-	-
25'000	200	75'000	15'000	0	190	400	354	-
50'000	260	180'000	25'000	0	0	330	334	350
75'000	366	349'500	-	-	-	-	-	-
100'000	440	540'000	-	-	-	-	-	-

Note 11: higher than annual table level in television per 10 billion Rial, %15 and in radio per 5 billion Rial, %40 promotional extra broadcast will be given.

Note 12: criteria for increasing budget is comparison between contract value and broadcast and of it was lower than contract, calculation criteria is broadcast after adjustment.

C. group 3

Table 12

Monthly Budget	Table of annual extra TV broadcast		(million Rial)									
	% of extra broadcast	Total broadcast	Annual budget 2015 Annual budget 2014	Increase in budget relative to 2014/TV								
				1'000	3'000	5'000	8'000	10'000	15'000	20'000	30'000	50'000
250	30	325	500	20	40	100	-	-	-	-	-	-
600	45	870	1'000	0	30	80	150	-	-	-	-	-
900	50	1'350	300	0	0	50	100	160	-	-	-	-
1'500	60	2'400	50'000	0	0	0	50	120	200	-	-	-
3'200	70	5'440	8'000	0	0	0	0	80	140	230	-	-
5'000	80	9'000	10'000	0	0	0	0	0	100	150	260	-
8'000	100	16'000	15'000	0	0	0	0	0	0	100	150	260
11'000	140	26'400	20'000	0	0	0	0	0	0	0	140	260
16'500	200	49'500	30'000	0	0	0	0	0	0	0	0	160
26'000	280	98'800	-	-	-	-	-	-	-	-	-	-

Table 13

Annual Budget	Table of annual extra radio broadcast		(million Rial)						
	% of extra broadcast	Total broadcast	Annual budget 2015 Annual budget 2014	Increase in budget relative to 2014/TV					
				500	1000	2000	3000	5000	10000
100	40	140	200	50	100	150	-	-	-
220	60	352	500	0	50	110	160	-	-
480	100	960	1'000	0	0	120	150	220	-
750	120	1'650	2'000	0	0	0	110	170	260
1'500	140	3'600	3'000	0	0	0	0	120	170
3'000	170	8'100	5'000	0	0	0	0	0	100
7'000	200	21'000	-	-	-	-	-	-	-
11'000	290	42'900	-	-	-	-	-	-	-

D. group 4

Table 14

(millionRial)

Annual Budget	Table of annual extra radio broadcast	
	% of extra broadcast	Total broadcast
150	60	240
300	90	570
500	120	1'100
1'200	145	2'940
2'000	156	5'120
3'200	162	8'384
4'600	176	12'696
6'500	188	18'720
8'600	210	26'660
10'800	222	3'4780
13'200	260	47'520
16'000	280	60'800

(millionRial)

Extra broadcast of budget increase to 2014/TV	
% of increase relative to previous year	% of promotional extra broadcast
20	30
40	70
80	120
100	180
160	270
200	320
280	400
400	540

Table 15
(millionRial)

Monthly Budget	Extra broadcast of monthly budget/radio		Extra broadcast relative to 2014/radio	
	% of extra broadcast	Total broadcast	% of increase relative to previous year	% of promotional extra broadcast
50	60	80	20	60
100	80	180	40	140
150	110	315	80	240
250	135	588	100	360
400	156	1'024	160	405
800	162	2'096	200	480
1'100	190	3'190	280	600
1'550	195	4'573	400	810
2'000	215	6'300	-	-
2'700	227	8'829	-	-
3'200	265	11'680	-	-
4'000	285	15'400	-	-
5'000	325	21'250	-	-
6'500	405	32'825	-	-

Note 13: for budgets higher than monthly table level in groups 3 and in television, %10 promotional broadcast per 4 billion Rial and %20 promotional broadcast per 2 billion Rial in radio will be given.

Not 14: if the annual budget increase of product and service owners in group 3 and 4 has higher growth than previous year in the predicted rank, for increase in each rank, %10 promotional extra broadcast will be added to previous rank.

Not 15: to those owners of product and services who have promotional options in 2015, if they have more than 1 contract during this period, they will enjoy option of extra broadcast and continuous presence for their last contract.

Note 16: owners of product and services who use promotional extra broadcast, increase in monthly and annual budget, in the case of not broadcasting all contracts, adjustments will be done for each contract.

Note 17: to those product and service owners who experience their first presence in last three months of 2014 in national media, first presence option of budget increase will be allocated.

Note 18: to type B of TV contracts in all groups, %100 extra broadcast will be allocated as promotion, in addition to other option.

Note 19: to type C TV contracts in all groups, 200% extra broadcast will be allocated as promotion, in addition to other options.

Article 11: promotional facilities during year

- a. Those groups of product and service owners that their contracts end in first 6 months of 2015, provided that they have at least %40 budget increase and has fulfilled all their financial obligations to September 22, 2015, %100 promotional capacity will be allocated by preserving extra broadcast for each contract until February 19, 2016. In the case of ending budget, using promotional budget is possible during this period.
- b. If groups 1, 2 and 3 end their contracts until September 22, 2015 and can use budget increase table and have fulfilled their financial obligation until September 22, 2015 they can %100 extra broadcast for each contract until February 19, 2015. In the case of finishing budget, using promotional budget is possible.

Note 20: promotional extra broadcast for each contract will be in the framework of that contract.

Note 21: if broadcast was the responsibility of advertising company, promotional broadcast is done by that advertising company (in the case of not receiving fee by advertising company, free sharing is possible).

Note 22: owners of products and services who experience their first presence in national media are included in this plan.

Note 23: this plan will not include special, cultural and educational contracts.

Article 12: types of payments

- a. Cash

Manner of payment	Payment table for groups 1-3	
	% of payment	% of extra broadcast
Cash	100	170
	90	70
	60	20
	50	15

Table 17

Payment table for group 4

Manner of payment	% of extra broadcast
Cash	220
Guarantee	100

Note 24: commercial owners that their contract beginning date is April 2015, group A should pay cash value of their contract until March 1, 2015 and group 2 should pay until March 6, 2015 and groups 3 and 4 until March 11, 2015.

Note 25: in cash contracts of group 4, beginning of broadcast is possible after payment to account number 4001029104004569 central bank to IR 310100004001029104004569 for IRIB and presenting its receipt or financial documents at least 10 days before broadcast date.

Note 26: those commercial owners who want to pay with bank guarantee can present their guarantee in the middle of contract date.

Note 27: commercial owners in groups 1-3 can sign each contract type (A, B,C) with cash contract during 2015.

Note 28: commercial owners in group 4 can sign cash one-month, tow- month, three –month, six-month and annual contract considering note 29.

Note 29: in cash contracts, beginning of broadcast is subjected to payment to account number 4001029104004569 central bank of IR 310100004001029104004569 for IRIB and presenting its receipt or financial documents at least 10 days before broadcast date.

B. billing if public organizations in groups 2 and 3 cannot present cheque based on the time of broadcast, bill will be issued by the request of top authority or administrative or financial deputy of that organization or financial controller and the contract party is obliged to pay the bill 10 dey issuing it to account number 4001029104004569 central bank of Islamic Republic of Iran.

C. non- cash

Amount of contract will be paid in monthly installments by commercial owners to account number 4001029104004569 central bank or IR 310100004001029104004569 for IRIB. The first instalments will be paid by beginning of contract and the last installment in group 3 will be by end of contract and in group 4 until four months after finishing the contract. Product and service owners who pay their installments 2 and 4 months before specified date will enjoy %10 and %20 percent promotional extra broadcast, respectively.

Note 30: percent of added value tax for each contract will be received separately according to approval of Islamic parliament for 2015.

Article 13: adjustment

In the case of not-full broadcast until the end of contract in each radio and television contract in all groups, duration of contract will not increase and by deducing extra broadcast option corresponding to budget spent before broadcast time, percent of monthly or annual extra broadcast and budget increase and continuous presence and promotions will adjust and recoupment account will be issued.

Article 14: termination of contract

In the case of terminating contract, with the written notice of commercial owner and confirmation of department of commerce regarding remained time of contract, by deducing contract options corresponding to broadcast value, actions will be taken according to article 10.

Article 15: table of base rate for commercials in radio and televisions channels

Table 18: tariffs of TV commercials (thousand Rial)

Rank	Second	Rank	Second	Rank	Second	Rank	Second	Rank	Second	Rank	Second	Rank	Second
1	1/000	6	4/500	11	10/500	16	19/000	21	30/000	26	43/500	31	59/500
2	1/500	7	5/500	12	12/000	17	21/000	22	32/500	27	46/500	32	63/000
3	2/100	8	6/600	13	13/600	18	23/100	23	35/100	28	49/600	33	66/600
4	2/800	9	7/800	14	15/300	19	25/300	24	37/800	29	52/800	34	70/300
5	3/600	10	9/100	15	17/100	20	27/600	25	40/600	30	56/100	35	74/100

Table 19

Base tariffs for radio commercials (before) (thousand Rial)

Rank	Second	Rank	Second	Rank	Second	Rank	Second	Rank	Second
1	650	6	4'150	11	10'150	16	18'650	21	29'650
2	1'150	7	5'150	12	11'650	17	20'650	22	32'150
3	1'750	8	6'250	13	13'250	18	22'750	23	34'750
4	2'450	9	7'450	14	14'950	19	24'950	24	37'450
5	3'250	10	8'750	15	16'750	20	27'250	25	40'250

Article 16: increasing rank of each program

If, based on the supply and demand, mean demand of commercial package in first half of each month was higher than 60, 75 or 90 percent of package size, it will increase 1,2 and 3 ranks and also if it occupies 30, 20 and 10 percent of capacity, it will decrease 1, 2 and 3 ranks, respectively.

Note 31: in certain cases and by discretion and approval of commerce manager, required rank will be determined and declared.

Article 17: table month's coefficient

Because IRIB programs have higher addressees in some months of year, therefore, monthly coefficient are considered as following table. These coefficients include all broadcasts including domestic, foreign, under license, shared production and etc.

Table 20: percent of increase

Month	Percent	Month	Percent	Month	Percent	Month	Percent
April	20%	July	35%	October	30%	January	40%
May	25%	August	30%	November	30%	February	50%
June	30%	September	30%	December	35%	march	60%

Article 18: coefficient for calculating foreign commercials-shared-under license in radio and television.

- a. Foreign domestic tariff is calculated 2.5 times of domestic tariff.
- b. Foreign product with Iranian brand and Iranian product with foreign brand will be calculated with double tariff.
- c. Products which are produced under license of foreign companies and groups in Iran that their name cannot be changed according to world trade act will be calculated by 1.2 times tariff.

Article 19: types of commercials

- a. Direct: short commercial which shows attractive features of products and services. It is 15 seconds in TV and 10 seconds in radio and the lower amount will be calculated as 15 seconds in TV and 10 seconds in radio.

Note 32: for qualitative promotion and message engineering in cultural and educational domains in commercials:

1. Narratives, commercials that are produced in one or several 60 seconds commercials with this aim and structure that each of them will be calculated 40 seconds.

2. Product and service owners who deal with respect for parents or promoting health of society in their commercials, if they have used narratives, their commercial will be calculated 10 seconds less: otherwise, by observing 60 seconds, 20 seconds free commercial will be granted to them.

3. Environment: owners of products and services who advertise attention to environment in their commercial, if they use narratives, they will have 5 seconds free: otherwise, 10 seconds free will be allocated them by observing 60 second.

4. Insurances: if each of optional insurances like life insurance were advertised, this commercial will have %10 extra promotion broadcast.

b. Reportage: those commercials that have documented structure and present a report of construction or production steps or service and there is no role-play in ti. Minimum time for reportage is 120 seconds. Determining the structure of reportage is the responsibility of department of commerce.

Note 33: reportage in a commercial package subjects to available broadcast capacity by considering priority for broadcasting other commercials.

c. Presenting emblem: it is 15 seconds and the size of cadre should be 1.5 times of channel emblem and the interval between two broadcast of emblem is 5 minutes.

d. Invite to watch: it is three times regarding the time of each program and at least 15 seconds for each time which broadcasts before during or after program or in three states.

e. Footnote: minimum 15 seconds and maximum 20 seconds and less than is it calculated 15 seconds.

f. Brand: presenting brand and trademark and slogan of commercial owners, without speech, along with emblem and trademark with music in 6 seconds in beginning of end of each commercial will be done by discretion of commerce department from TV channels in each day.

Note 34: sending order is considered as broadcast at the beginning or end of commercials for channel.

g. Direct product sale commercial

Table 1

Number of broadcast in month	Maximum commercial time (second)	Number of broadcast in each channel
150	120	6
200	75	10
300	45	20

١. Cost of commercial will be calculated based on direct advertisement rate.

٢. Validity of each ID is only for 30 days.

٣. Each ID has broadcast approval for one period and in the case of tendency of commercial owner to broadcast with lower time, they cannot revise that ID and they shall provide new commercials.

٤. Commercial owner cannot use voice repeated actors and actors in monthly IDs.

Article 20: rate of each commercial

a. Reportage: equal with %70 of rank rate of that program.

b. Showing emblem: %25 of rank rate of that program.

c. Invite to watch: its rate is 2 times before and between program and %80 of rank rate after the program.

Note 35: sport programs does not subject to this article. The rate will be announced at the time of declaring rate rank.

- d. Footnote: footnote rate is same as before.
- e. Between program: two times of rank rate in TV and radio.
- f. Brand: corresponding to contract ranks from contracts group A , B and C equal with %60 rank rate in common days and Eids and certain days and one day before them is %100.
- g. After: commercial rate is calculated as %80 before that program.
- h. Commercial for announcing winners will be calculated with factor 3.

Note 36: product and service holders who determine their presents from their products and services, their commercial rate will not subject to this paragraph. In holdings, presents only allocate to product and service of related group.

Article 21: position of commercial in package

Table 22

Position	First	Second	Third	Fourth	Three to last	Two to last	One to last	Last
% increase	30	25	20	15	15	20	25	30

- a. In sport programs, percent of increase in commercial position is determined by department of commerce.
- b. In the case of density of commercials in package, only one commercial will be accepted from commercial holder.
- c. From each commercial ID in packages, only one commercial will be accepted.

Article 22: time of ordering commercial

- a. Sending orders will be in online format in web until 24 O'clock two days before broadcast by Partner Company.
- b. New commercial for sport games and special programs are exception of above criterion.
- c. Digital radio and television commercial out of commercial package will not be accepted.

Note 37: in order to support Iranian labor and capital and in order to increase satisfaction of customers, emergency rate in radio and television was terminated.

Note 38: commercial with specified times like exhibitions or selling bonds have priority of accepting and broadcasting in one commercial package.

Article 23: elimination and displacement of commercial

- a. Elimination of commercial 4 days before broadcast has no fine.
- b. Elimination of commercial 3 days before broadcast has %10 fine.
- c. Elimination of commercial 2 days before broadcast has %15 fine.
- d. Elimination of commercial 1 day before broadcast is not possible and it is done in certain cases with confirmation of commerce manager with %30 fine.
- e. Displacing commercial is possible only 48 hours before broadcast (Thursday to 12 o'clock)

Note 39: displaced commercials cannot be eliminated.

- f. In the case of change in the programs of different channels, if an order in higher rank has broadcasted, bill will be issued based on initial order. If it broadcasts in lower ranks, the bill will be issued according to broadcast rank and in the case of changing program hour, commercial will be calculated by ordered rank.
- g. If instead of given program, its repetition broadcasts, orders of commercials before, during and after program will be calculated by %40 decrease.

Article 24: stopping commercial

- a. Stopping commercial will be possible by written order of commerce manager. Written notice to commercial holder or Partner Company is necessary.
- b. If product and service owners do not fulfill their obligations in determined times, department of commerce can act to not broadcast the commercials and act receive its payment by implementing adjustments via related authorities.
- c. If the stopping of commercial was due to debt, after receiving debts, broadcast of commercials is possible.

Article 25: bill

Bill of broadcasted commercials will be prepared and presented to commercial holders, weekly and in the case of three- party contracts, it will be sent to Partner Company for information and follow- up.

Article 26: fee

- a. Fee belongs to companies and partner advertising firms which have official certificate of culture and Islamic guidance ministry and have accepted criteria and regulations of commerce department and have signed new cooperation contract for recent year.
- b. Fee for all types of contracts in television is %15 for group 1 to 3, %17 for group 4 and %20 for group 1 to 3 and %22 for group 4 in radio which will be paid after legal deductions (insurance, tax).
- c. Fee of partner companies in three-party contracts with first 1-year presence option according to paragraph b article 4 is %3 and for partner companies in three-party first 3-year contract is %5 which is paid after legal deduction, in addition to fee of paragraph b in article 26.

Note 40: contracts which have two parties and consequently introduce advertising company are not subject to this paragraph.

- d. Calculation of fee will be based on minimum amount of broadcast.
- e. If the validity date of certificate of Islamic guidance ministry finishes, %100 of fee will be entered in creditor account of company and after issuing written confirmation of Islamic guidance ministry, %50 of suspended fee for 6 months will be paid and remained fee will be paid after presenting the certificate.

This criteria collection includes 26 articles and 40 notes that by referring to paragraph 6 article 22 and paragraph 5 article 21 article of association of IRIB and regulations number 1100/3019 dated 2004 and 2300/3185/1240 dated 2004 have the capability of setting and implementation. Any change will be declared and acted after confirmation of planning and financial resources deputy.

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