Rathinavani Introduction & Tariff

Why choose Rathinavani FM for Your Advertising Purpose?

We, Rathinavani 90.8 Community Radio cover
- The entirely of the Pollachi Coimbatore Highway

From Ukkadam to Kinathukadavu –
Our FM Broadcast round the Clock 24*7 (24 Hours FM)

We, Rathinavani FM, have integrated our Shows with Social Welfare Practices & Community Development.

We do interview with different age group of listeners to increase our reach & listenership

Our Branding Strategy

We focusing to brand our clients on Specified Shows like Rathinaneram & Atpudha Apps.

In both the shows we participate with Public Directly through Interview Sections or Creating Awareness on Various topics

Each participant & their family or friends will be active to listen their voice in Rathinavani 90.8 FM.

Even if they miss the On Air broadcast, we personally send a Whatsapp or Youtube link that enables them to listen to the segment.

Unique Selling Point
Advertising Strategy

For an Instance:

Our Client Ad will be played before the audio clip sent via Whatsapp, It will be catchy for the listener & will increase Brand awareness of our clients.

Participating Public People

Broadcasting On Air

Broadcasting Whatsapp Audio

Broadcasting Whatsapp Group

Rathinavani Content Shows

Kokoroko Covai – Broadcasting Coimbatore Headlines & Appreciating Good Cause

Rathina Neram - Broadcasting Rathinam Campus News & Interaction

Athpudha Apps – Giving Awareness on mobile application benefits to Common People
*(who are all not aware of using Android Mobile Apps)

Theeradha Varalarum - Story telling about Tamil Kings Rise & Fall
Thikattadha Isaiyum

Rathinavani Tarrif

Regular Tariff - For Per Second – INR 4.00 (Rupees)

Discounted Tariff - For Per Second – INR 3.00 (Rupees)

** Advisable ad for a Client will be around 30 Secs – 30 (Secs) * INR 3 = Rs. 90 (Per Time)

Package Details – If a client pays for 2 Broadcast   = Rs. 180
                             Ten Days Broadcast   = Rs. 1,800

Offer – For Two More Extra Broadcast + Whatsapp Promotion
                             with Brand Logo Video   = Rs. 200

For 10 Days Package Total = Rs. 2000 -/-

Thank You