

# VELAYAT

[info@velayattv.org](mailto:info@velayattv.org) | [www.velayat.tv](http://www.velayat.tv)



Salaamun Alaykum,

Velayat TV Network is a media outlet to North America via satellite television and to the world through the World Wide Web. By advertising on [www.velayat.tv](http://www.velayat.tv) your message is delivered to an international audience and in essence your advertisement will help support the operations of Velayat TV and be considered as sadqa-e-jariya for supporting an Islamic institution.

## Television Advertisement Details

Television is the most dominant medium in North American households despite the steady rise of the Internet. Stats vary but the average person watches between 2 - 4 hours of television per day. In the marketing world it is one of the most dominant methods of consumer targeting.

Velayat TV being a Free to Air Channel has no restriction on who can be watching the TV. There is no subscription and it is also available to be watched online.

Being North America's first English/Urdu 24/7 channel the audience is broad and the reach is far beyond that of North America. Viewership is across the globe and gaining momentum and a very strong pace.

We encourage you to show your advertisement on Velayat TV and spread your message across North America and the globe!

### *Advertisement Length*

TV Advertisements range from a minimum of 30 seconds to a maximum of 2 minutes. Times in between 30 seconds and 2 minutes must be at 30 second intervals i.e. 30 seconds, 1 minute, 1 minute 30 seconds or 2 minutes. We would not accept a commercial for example that is 1 minute and 15 seconds.

If your commercial requires a custom time frame that is not listed please contact us to discuss how we can accommodate your needs. If the commercial needs to be longer then the maximum 2 minutes you will also have to discuss this enquiry with our sales department at [sales@velayattv.org](mailto:sales@velayattv.org).

### *Technical Information*

TV commercials must be kept at the same high quality as TV programs. TV commercials that, in the opinion of Velayat TV, do not comply with these requirements will not be transmitted. Reasons for rejection could be:

- Poor audio or video quality
- Poor synchronization between video and audio
- Abrupt ending of audio and/or video
- Unintelligible speech/text

We accept commercials through various mediums including VHS, DVD and various file types you can upload to our servers. We also provide production services depending on your requirements and location. For all these types of enquiries we recommend that you contact our marketing department via email at [marketing@velayatv.org](mailto:marketing@velayatv.org).

### *Pricing*

We offer a variety of pricing models and custom tailored packages to suit your needs. Please contact our sales department for pricing information at [sales@velayatv.org](mailto:sales@velayatv.org).

### **Disclaimer**

All advertisements must first be approved by Velayat TV Network. All advertisements must be within Islamic boundaries and within the guidelines of Islamic Shariah. Velayat TV Network reserves the right to refuse any advertisement. Should you have any questions or concerns regarding this or are unclear on Islamic Guidelines please contact [info@velayatv.org](mailto:info@velayatv.org).