

DAAR

DAAR COMMUNICATIONS PLC



ADVERTISEMENT RATES



RC117587

Introduction

DAAR COMMUNICATIONS Plc is the foremost independent Broadcast Organization in the Federal Republic of Nigeria.

The company was incorporated on the 31st of August, 1988 as a Limited Liability company. It converted to a Public Liability company on the 23rd of April 2007.

DAAR COMMUNICATIONS Plc pioneered private independent broadcasting with the establishment of RayPower 100.5FM; radio station which commenced commercially broadcastig on the 1st of September 1994 upon the deregulation of the sector in 1993 by the Federal Government of Nigeria.

The Organization also pioneered global satellite television broadcasting in December 1996 with the establishment of Africa Independent Television (AIT). Both stations pioneered 24 hour broadcasting in Nigeria.

In line with its avowed commitment of providing quality entertainment, broad based information as well as promoting democratic values in the society through well researched, professionally packaged and exciting programming slants, DAAR COMMUNICATIONS Plc established another radio station in 1999 – RayPower 2, 106.5FM. This was rebranded into a fully indigenous 24-hour radio station – FAAJI FM in December, 2012 to broadcast primarily in Yoruba language spiced with some Pidgin English based on the cosmopolitan nature of the city of Lagos where the station operates from.



Coverage Areas

DAAR COMMUNICATIONS Plc has over the years positioned itself as the largest independent broadcast media network in the continent of Africa. Its operations span through Nigeria, Africa, America, United Kingdom, the Mediterranean and Asia.

In Nigeria, DAAR COMMUNICATIONS Plc operates distinct stations covering the six geopolitical zones of the federation, including the Federal Capital Territory – Abuja






Terms of contract

1. All contracts and materials are accepted subject to station's approval and government regulations, which may be in force from time to time
2. Either party may cancel airtime bookings on 48hours notice. If Advertiser however makes cancellation after commencement of the campaign, payment will be made on the number of the spots already taken
3. The rate is issued for the information of Advertisers and Advertising Agencies only and does not constitute an offer by Africa Independent Television (AIT), RayPower FM and Faaji FM
4. Times of commercial announcements and sponsored programmes are liable to alteration without notice to permit programme changes which may be necessary
5. Queries to invoice must be within 30 days of receipt.
6. The stations reserve the right to cancel or reject any campaign which is not air worthy or does not conform with advertising regulations, production quality or timing.
7. All rates are VAT exclusive, therefore contracts attract the statutory 5% VAT (Licensed VAT No. IKV10002117587)
8. All rates are subject to review at the discretion of DAAR COMMUNICATIONS PLC without notice.
9. All contracts are in addition, subject to the general conditions on the media contract application form.
10. Full sponsorship on AIT/ RayPower/FAAJI programmes is a summation of airtime rates and cost of production
11. Production cost depends on programme type, duration , nature and location
12. Independent programmes shall attract airtime costs and handling charges
13. All recorded programmes must be submitted 72 hours before transmission





Payments And Queries

1. All advertisement orders must be prepaid
2. All payments must be accompanied with payment advice showing the details
3. Queries to invoices must be made within 30 days; Queries made outside this period will not be acceptable.

Commissions/Discount

1. Only bookings by Clients duly registered with AAAN and MIPAN shall attract 15% Agency commission
2. Bookings by Canvassers registered with DAAR shall attract 10% commission
3. There shall be no commission/discount on production cost.

Bookings And Cancellations

1. A minimum of one week notice shall be given before the break of any campaign in stations outside Lagos and 72 hours to stations in Lagos
2. In the case of cancellation, one week notice must be given. Advertiser will pay for the booking executed before cancellation.

Broadcast Material Formats



DV CAM
FLASH DRIVE
EXTERNAL DRIVE
MEMORY CARD
FILE FORMAT
MPEG2 & 4
Quicktime
AVI
MOV

CDs
FLASH DRIVE
EXTERNAL DRIVE
MEMORY CARD
FILE FORMAT
MPEG3
Waves



RAYPOWER FM - (NETWORK)

1. NEWS

MID NEWS SPOT	DURATION	
	60"	172,057.50
	45"	146,655.00
	30"	99,285.00
	15"	69,855.00
PRESS RELEASE		125,000.00
NEWS COVERAGE		187,500.00
SPOTLIGHT-5MINS		165,000.00

2. SPONSORED /INDEPENDENT PROGRAMME

08-10 HOURS		
14-17 HOURS		
	60MINS	375,000.00
	45MINS	300,000.00
	30MINS	250,000.00
	15MINS	187,500.00
	5MINS	125,000.00

3. SPOT ADVERT

08-10 HOURS		
14-17 HOURS		
	60"	92,167.50
	45"	78,585.00
	30"	53,175.00
	15"	29,542.50

4. ANNOUNCEMENTS

08-10 HOURS		
14-17 HOURS		
	0-60 WORDS	41,775.00
	61-80 WORDS	63,787.50
	81-120 WORDS	73,402.50

5. RAYPOWER LIVE -1 HOUR

WITHIN STATION	750,000.00
OUTSIDE STATION	1,125,000.00

6. LIVE COVERAGE PER HOUR

WITHIN LAG/ABJ	900,000.00
OUTSIDE LAG/ABJ	1,125,000.00





7. TIME CHECK

5 SECONDS 75,000.00

8. INFOMERCIAL

3MINUTES 138,250.00

9. COURTESY VISITS

GOVT,MDGs & PMO 112,500.00
NGO,CHARITY,SCHs 75,000.00

10. SELECTED SURCHARGES

- FIXED TIME -40%
- INTRA PROGRAMME -50%
- MID NEWS -50%
- NEWS ADJACENCY -60%
- PROG DISPLACEMENT -50%
- POLITICAL ADVERT -50%
- BARTER RATES -50%

11. VOLUME DICOUNT RATES

- 1MILLION - 1.9MILLION - 1%
- 2MILLION - 4.9MILLION - 2%
- 5MILLION - 9.9MILLION - 3%
- 10MILLION - 14.9MILLION - 4%
- 15MILLION & ABOVE - 5%





RAYPOWER FM - (STATIONS)

1. SPOT ADVERTS		LAGOS	ABUJA,PH & KANO	OTHER STATIONS
AAAA	DURATION			
05:00-06:00 HOURS 09:45-12:00 HOURS	60"	14,875.00	10,100.00	7,231.25
	45"	11,500.00	7,800.00	5,606.25
	30"	8,500.00	5,800.00	4,143.75
	15"	5,125.00	3,500.00	2,518.75
AAA 16:30-00:00 HOURS	60"	10,375.00	7,100.00	5,118.75
	45"	8,125.00	5,500.00	3,981.25
	30"	6,000.00	4,100.00	2,925.00
	15"	3,625.00	2,500.00	1,787.50
AA 12:00-14:00HOURS	60"	9,125.00	6,200.00	4,468.75
	45"	7,000.00	4,800.00	3,412.50
	30"	5,500.00	3,800.00	2,681.25
	15"	3,125.00	2,200.00	1,543.75
2.SPONSORED/INDEPENDENT PROGRAMMES				
AAAA 05:00-06:00 HOURS 09:45-12:00 HOURS	60'	107,125.00	72,800.00	52,243.75
	45'	87,000.00	59,200.00	42,412.50
	30'	67,000.00	45,600.00	32,662.50
	15'	53,625.00	36,400.00	26,162.50
	5'	20,750.00	14,100.00	10,075.00
AAA 16:30-00:00 HOURS	60'	75,250.00	51,200.00	36,725.00
	45'	61,125.00	41,600.00	29,818.75
	30'	47,125.00	32,000.00	22,993.75
	15'	37,625.00	25,600.00	18,362.50
	5'	18,125.00	12,300.00	8,856.25
AA 12:00-14:00 HOURS	60'	72,000.00	49,000.00	35,100.00
	45'	58,500.00	39,800.00	28,518.75
	30'	45,125.00	30,700.00	22,018.75
	15'	36,000.00	24,500.00	17,550.00
	5'	16,250.00	11,100.00	7,962.50
3. ANNOUNCEMENTS				
AAAA 05:00-06:00 HOURS 09:45-12:00 HOURS	1-60 WORDS	8,125.00	5,500.00	3,981.25
	61-80 WORDS	7,200.00	6,200.00	4,387.50
	81-120 WORDS	12,750.00	8,700.00	6,256.25
AAA 16:30-00:00 HOURS	1-60 WORDS	5,750.00	3,900.00	2,762.50
	61-80 WORDS	6,375.00	4,300.00	3,087.50
	81-120 WORDS	6,875.00	4,700.00	3,412.50
AA 12:00-14:00 HOURS	1-60 WORDS	5,375.00	3,700.00	2,681.25
	61-80 WORDS	5,750.00	3,900.00	2,762.50
	81-120 WORDS	6,625.00	4,500.00	3,250.00





LAGOS

ABUJA, PH & KANO

OTHER STATIONS

4. SPECIALS - NET TO RAYPOWER

LIVE COVERAGE - 1HR	155,625.00	105,900.00	75,887.50
OCCASION RECORDING	100,500.00	68,300.00	48,993.75
PLAYBACK/AIRTIME - 1HR	61,125.00	41,500.00	29,818.75
PLAYBACK/AIRTIME - 30MINUTES	34,625.00	23,500.00	16,900.00
NEWS ENDORSEMENT	65,750.00	44,800.00	32,093.75
INTERVIEW -10 MINUTES (UMS)	54,875.00	49,800.00	26,731.25
INTERVIEW -10' (OTHER PROGS)	42,250.00	28,700.00	20,637.50
NEWS COVERAGE	40,625.00	15,500.00	11,131.25
PRESS RELEASE	18,750.00	11,900.00	8,531.25
INFOMERCIAL -3MINUTES	32,875.00	22,400.00	16,087.50
PRESS REPORT-3MINUTES	131,500.00	89,500.00	64,106.25
TRAFFIC REPORT -3MINUTES	76,750.00	52,200.00	37,456.25
WEATHER REPORT-3MINUTES	76,750.00	52,200.00	37,456.25
* TIME CHECK -5 SECONDS	3,250.00	2,200.00	1,543.75

5. PRODUCTION COST (EXCLUDING MATERIALS)

60'	22,250.00	15,200.00	10,887.50
45'	18,125.00	12,300.00	8,856.25
30'	12,375.00	8,400.00	6,012.50
15'	8,625.00	5,900.00	4,225.00

6. SELECTED SURCHARGES

* FIXED TIME	-40%
*INTRA PROGRAMME	-50%
*MID-NEWS	-75%
*NEWS ADJACENCY	-60%
*PROG DISPLACEMENT	-50%
* POLITICAL ADVERTS	-50%
* BARTER RATES	-50%

7. STUDIO BOOKING/PRODUCTION FACILITIES

COST OF PRODUCTION/PRESENTING JINGLE	16,500.00	11,200.00	8,043.75
COST OF PRODUCTION ONLY	12,250.00	8,300.00	5,931.25
STUDIO HIRE DRY PER HOUR	10,000.00	6,800.00	4,875.00
STUDIO HIRE PLUS ENGINEERING PER HOUR	12,250.00	11,200.00	5,931.25
EFFECTS (SP)	4,625.00	3,200.00	2,275.00
MUSIC LIBRARY	12,250.00	8,300.00	5,931.25
OVER OVER PER VOICE	7,875.00	5,300.00	3,818.75
TRANSFER	12,250.00	8,300.00	5,931.25

8. VOLUME DISCOUNT RATES

1MILLION - 1.9MILLION	- 1%
2MILLION - 4.9MILLION	- 2%
5MILLION - 9.9MILLION	- 3%
10MILLION - 14.9MILLION	- 4%
15MILLION & ABOVE	- 5%





FAAJI 106.5FM



1. SPOT ADVERTS

	DURATION	
AAAA		
06:00-10:00 HOURS	60"	10,523.75
08:00-10:00HOURS+ 50% IPS	45"	8,146.25
	30"	6,051.25
	15"	3,635.00
AAA	60"	7,395.00
10:00-12:00HOURS	45"	5,725.00
14:00-22:00HOURS	30"	4,242.50
14:00-16:00HOURS+ 50% IPS	15"	2,553.75
AA	60"	6,420.00
12:00-14:00HOURS	45"	4,975.00
22:00-06:00HOURS	30"	3,921.25
	15"	2,215.00

2.SPONSORED /INDEPENDENT PROGRAMMES

AAAA	60'	82,948.75
06:00-10:00 HOURS	45'	67,392.50
	30'	51,881.25
	15'	41,496.25
	5'	14,715.00
AAA	60'	53,618.75
10:00-12:00HOURS	45'	43,576.25
14:00-22:00HOURS	30'	33,543.75
	15'	26,817.50
	5'	12,882.50
AA	60'	51,291.25
12:00-14:00HOURS	45'	41,682.50
22:00-06:00HOURS	30'	32,087.50
	15'	25,661.25
	5'	11,547.50

3. ANNOUNCEMENTS

AAAA	1-60WORDS	5,743.75
06:00-10:00 HOURS	61-80WORDS	6,411.25
	81-120WORDS	9,062.50
AA	1-60WORDS	4,036.25
10:00-12:00HOURS	61-80WORDS	4,505.00
14:00-22:00HOURS	81-120WORDS	4,898.75
AA	1-60WORDS	3,830.00
12:00-14:00HOURS	61-80WORDS	4,036.25
22:00-06:00HOURS	81-120WORDS	4,662.50





FAAJI 106.5FM

4. SPECIALS - NET TO FAAJI

LIVE COVERAGE	1HR	110,937.50
OCCASION RECORDING		71,586.25
PLAYBACK/AIRTIME	1HR	43,505.00
PLAYBACK/AIRTIME	30 MINUTES	24,633.75
NEWS ENDORSEMENT		46,875.00
INTERVIEW	10 MINUTES (AAAA)	39,062.50
INTERVIEW	10 MINUTES(OTHER PROGS)	30,078.75
NEWS COVERAGE		16,250.00
PRESS RELEASE		12,398.75
INFOMERCIAL	3MINUTES	23,437.50
PRESS REPORT		93,750.00
TRAFFIC REPORT		54,687.50
WEATHER REPORT		54,687.50
TIME CHECK	5 SECONDS	2,243.75

5. PRODUCTION COST (EXCLUDING MATERIALS)

60'	15,873.75
45'	12,891.25
30'	8,781.25
15'	6,125.00

6. SLECTED SURCHARGES

* FIXED TIME	40%
*INTRA PROGRAMME	50%
*MID-NEWS	75%
*NEWS ADJACENCY	60%
*PROG DISPLACEMENT	50%
* POLITICAL ADVERTS	50%
* BARTER ADVERT	50%

7. STUDIO BOOKING/PRODUCTION FACILITIES

COST OF PRODUCTION/PRESENTING JINGLE	11,718.75
COST OF PRODUCTION ONLY	8,672.50
STUDIO HIRE DRY PER HOUR	7,110.00
STUDIO HIRE PLUS ENGINEERING PER HOUR	8,672.50
EFFECTS (SP)	3,282.50
MUSIC LIBRARY	8,672.50
OVER OVER PER VOICE	5,547.50
TRANSFER	8,672.50

8. VOLUME DICOUNT RATES

1MILLION - 1.9MILLION	1%
2MILLION - 4.9MILLION	2%
5MILLION - 9.9MILLION	3%
10MILLION - 14.9MILLION	4%
15MILLION & ABOVE	5%





1. NEWS

MID NEWS SPOT	DURATION	OTHER NEWS	NEWS HOUR (8.00PM)
	60"	325,000.00	812,500.00
	45"	338,000.00	759,200.00
	30"	351,520.00	510,900.00
	15"	365,580.80	409,500.00
• PRE-EVENT NEWS MENTION		178,750.00	443,430.00
• NEWS COVERAGE (2 mins)		520,000.00	1,123,356.00

2. LIVE APPEARANCE ON PROGRAMMES

20-MINUTES	1,625,000.00
30-MINUTES	2,600,000.00
60-MINUTES	4,550,000.00

3. LIVE COVERAGE / BROADCAST(AIRTIME ONLY & NET TO AIT)

1 - HOUR	9,100,000.00
2 - HOURS	13,000,000.00
3 - HOURS	15,600,000.00

4. SPECIALS

• LOGO FLASH	5"	160,680.00
• SQUEEZE BACK	5"	241,020.00
• SCROLL MESSAGE (160 Characters/Belt)		200,000.00
• ANNOUNCEMENT		276,510.00

5. SPOT ADVERT - ROLL ON

EARLY MORNING
06:00-09:30 HOURS

60"	474,500.00
45"	379,600.00
30"	303,680.00
15"	242,944.00

MORNING
10:00-12:00 HOURS

60"	431,470.00
45"	345,176.00
30"	276,141.00
15"	220,913.00





EXECUTIVE ACCESS
12:00-16:00 HOURS

60"	431,470.00
45"	345,176.00
30"	276,141.00
15"	220,913.00

EARLY FRINGE
17:30-18:00 HOURS

60"	431,470.00
45"	345,176.00
30"	276,141.00
15"	220,913.00

PRIME ACCESS
19:00-00:00 HOUR

60"	474,500.00
45"	379,600.00
30"	303,680.00
15"	242,944.00

6. PROGRAMME SPONSORSHIP/INDEPENDENT (AIR TIME ONLY)

5'	757,006.25
15'	1,376,375.00
30'	2,502,500.00
60'	4,550,000.00

7. SURCHARGES

PREFERRED BREAK	25%
SPECIFIC POSITION IN PREFERRED BREAK	50%
DISPLACEMENT	50%
NEWS ADJACENCY	60%
PROGRAMME ADJACENCY	50%
POLITICAL ADVERT	50%
BARTER ADVERT	50%

8. VOLUME DISCOUNT RATES

N5 MILLION - N9.99MILLION	5%
N10 MILLION AND ABOVE	10%
STRATEGIC MEDIA PARTNERS	15%

ALL RATES ATTRACT 5% VAT (NO -IKV10002117587)
 ALL NEWS ITEMS AND MATERIALS TO BE PRE-PAID BEFORE BROADCAST
 FULL PRE-PAYMENT OF ALL BOOKINGS UNLESS PREVIOUSLY NEGOTIATED
 BOOKING AND MATERIAL DEADLINE IS SEVEN DAYS PRIOR TO FIRST FLIGHTING
 PRODUCTION COST DEPENDS ON THE NATURE OF THE MATERIAL, EVENT &
 LOCATION





AFRICA INDEPENDENT TELEVISION - STATIONS

		LAGOS	ABUJA,PH & KANO	OTHER STATIONS	
1. NEWS					
	DURATION	LOCAL NEWS	LOCAL NEWS	LOCAL NEWS	
	60"	171,281.50	111,995.00	59,280.00	
	45"	159,029.00	104,000.00	55,068.00	
	30"	107,061.50	70,005.00	37,050.00	
	15"	85,683.00	56,030.00	29,640.00	
	PRE-EVENT NEWS MENTION	111,202.00	72,735.00	38,493.00	
	NEWS COVERAGE (2 mins)	370,617.00	242,320.00	128,310.00	
2. LIVE APPEARANCE ON PROGRAMME					
	20-MINUTES	363,772.50	237,835.00	125,931.00	
3. SPECIALS					
	5-MINUTES INFOMERCIAL	79,345.50	51,870.00	27,495.00	
	LOGO FLASH 5"	25,350.00	16,575.00	8,775.00	
	SCROLL MESSAGE (160 Characters/Belt)	27,800.50	18,200.00	9,633.00	
	ANNOUNCEMENT	43,686.50	28,535.00	15,132.00	
4. SPOT ADVERT - ROLL ON					
	LOCAL BELTS				
	09:30-10:00 HOURS	60"	74,750.00	32,890.00	15,300.00
	16:30-17:30 HOURS	45"	59,800.00	26,312.00	12,240.00
	18:00-19:00 HOURS	30"	47,840.00	21,050.00	9,792.00
		15"	38,272.00	16,840.00	7,833.60
5. PROGRAMME SPONSORSHIP/INDEPENDENT (AIR TIME ONLY)					
	60'	747,500.00	328,900.00	153,000.00	
	30'	411,125.00	180,895.00	84,150.00	
	15'	226,118.75	99,492.25	46,282.50	
	5'	124,365.31	54,720.74	25,455.38	





6. SURCHARGES

PREFERRED BREAK	25%
SPECIFIC POSITION PREFERRED BREAKS	50%
DISPLACEMENT	50%
NEWS ADJACENCY	60%
PROGRAMME ADJACENCY	50%
POLITICAL ADVERT	50%
BARTER ADVERT	50%

7. VOLUME DISCOUNT RATES

N1MILLION - N4.99MILLION	5%
5MILLION - N10MILLION	10%
STRATEGIC MEDIA PARTNERS	15%

ALL RATES ATTRACT 5% VAT (NO - IKV10002117587)

ALL NEWS ITEMS AND MATERIALS TO BE PRE-PAID BEFORE BROADCAST

FULL PRE-PAYMENT OF ALL BOOKINGS UNLESS PREVIOUSLY NEGOTIATED

BOOKING & MATERIAL DEADLINE IS SEVEN DAYS PRIOR TO FIRST FLIGHTING

PRODUCTION COST DEPENDS ON THE NATURE OF THE MATERIAL, EVENT & LOCATION





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ENQUIRIES

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