

THE CATEGORY	ASABA
PRIME TIME (AAA)	5:30 AM - 12:00, 4:00 PM - 10:00 PM
REGULAR TIME (AA)	12:00 PM - 4:00 PM, 10:00 PM - 12:00 PM
OVERNIGHT (A)	12:00PM- 5:30 AM

SPOT RATE

BELT	15'	30'	45'	60'
Prime Time (AAA)	3,500.00	4,000.00	5,000.00	6,000.00
Regular Time (AA)	2,500.00	3,000.00	4,000.00	5,000.00
Overnight (A)	1,500.00	2,000.00	3,000.00	3,500.00
Political	5,500.00	7,000.00	9,000.00	10,500.00

BELT	5'	10'	15'	30'	45'	60'
SPONSORED PROGRAMME (Air Time Only)						
Prime Time (AAA)	20,000.00	35,000.00	45,000.00	55,000.00	70,000.00	80,000.00
Regular Time (AA)	17,000.00	30,000.00	35,000.00	45,000.00	55,000.00	65,000.00
Overnight (A)	15,000.00	25,000.00	25,000.00	35,000.00	45,000.00	50,000.00

Production Cost Of 40% Of The Air Time Is Chargeable On All Sponsored Live Programme

LIVE APPEARANCE	5'	15'	30'	45'	60'
	30,000.00	50,000.00	60,000.00	80,000.00	100,000.00

SPECIAL PROGRAMME	5'	15'	30'	45'	60'
					150,000.00

PAID ANNOUNCEMENT	ASABA	OWERRI
	1-50 WORDS	51-75 WORDS
Prime Time (AAA)	3,000.00	4,000.00
Regular Time (AA)	2,800.00	3,800.00
Overnight (A)	2,500.00	3,000.00
Political - ALL BELT	5,000.00	7,500.00

ON AIR HYPE	20,000.00 - THIS IS EXCLUSIVE OF PRESENTATION FEE
-------------	---

SPECIAL COVERAGE / LIVE BROADCAST	EVENTS	PROMOTION PER MINUTE	COVERAGE PER MINUTE	COVERAGE PER HOUR	ABOVE 3 HOURS
		N	N	N	N
1.	Political Rally / Convention	10,000.00	25,000.00	250,000.00	Negotiable
2.	Social	8,000.00	25,000.00	250,000.00	Negotiable
3.	Religious	8,000.00	25,000.00	350,000.00	Negotiable
4.	Corporate	10,500.00	25,000.00	250,000.00	Negotiable
5.	Commercial	10,000.00	25,000.00	250,000.00	Negotiable
6.	News Mention	10,000.00	25,000.00		
7.	Guest Appearance				
8.	ON AIR DJ HYPE				

NEGOTIABLE : DEPENDING ON TIME & EVENT

N20, 000.00. PER HYPE: MAXIMUM OF 3 MINUTES - EXCLUDING PRESENTATION FEE OF 25%

SURCHARGES	DESCRIPTION	% of Surcharge
1.	Fixed Time Spots	50%
2.	Programme Displacement	100%
3.	Intra Programme Spot	50%
4.	Mid - News Spot	50%
5.	News Adjacency	50%

STUDIO CHARGES	ITEMS	N
1.	Jingle Production (Excluding APCON Approval)	25,000.00
2.	Jingle Production (Excluding Materials)	15,000.00
3.	Voice Over Only	8,000.00
4.	Transfer To CD	5,000.00
5.	Record To DAT	10,000.00
6.	Studio Hire On Week Days : Per Hour	10,000.00
7.	Studio Hire On Saturdays	15,000.00
8.	Effects	2,500.00

VOLUME DISCOUNTS	AMOUNT (N)	% Discount
1.	1,000,000.00 & Above	5%
2.	700,000.00 - 999,999.00	4%
3.	450,000.00 - 699,999.00	3%
4.	250,000.00 - 499,999.00	2%
5.	100,000.00 - 249,999.00	1%

COMMISSION	DESCRIPTION	% Commission
1.	APCON Registered Agencies	15%
2.	Others	10%

Rates are Exclusive of
5% VAT

- General Placement Information
- 5% Vat Must Be Paid On All Commercials
- Commercial Materials Must Be Submitted Latest 24 Hours Before Transmission
- 48 Hours' Notice Is Required Before A Commencement Of A Campaign
- Sponsored Programme Materials Must Be Submitted For Screening 48 Hours Ahead Of Transmission Time
- Payment On Invoice By Clients Granted Credit Line Must Be On Or Before 30 Days Of Receipt Of Invoice
- All Issues On C.O.T Must Be Raised And Resolved Within 90 Days Of Receipt Of Invoice
- All Materials Must Be On CD's Or DAT And Must Be Of Broadcast Quality
- Poor Quality Productions Will Be Rejected
- Obituaries Are Not Accepted

HOT LINES

LAGOS: T: 080-000-0000, 080-000-0001 | E:lagos@hotfm.ng

ABUJA T: 080-000-0000, 080-000-0001 | E:abujs@hotfm.ng

OWERRI T: 080-000-0000, 080-000-0001 | E:owerrri@hotfm.ng

ASABA T: 080-000-0000, 080-000-0001 | E:asaba@hotfm.ng

Enquiries & Correspondences Should Be Directed TO:
THE MARKETING MANAGER;

Hot FM 96.5 Asaba.
Adjacent to Customary Court of Appeal
along High Court road,
off Okpanam road, Asaba.
Delta State.
Tel:



more than just radio

RATE CARD



www.hotfm.ng

THE CATEGORY		LAGOS	
PRIME TIME (AAA)		5:30 AM – 12:00, 4:00 PM – 10:00 PM	
REGULAR TIME (AA)		12:00 PM – 4:00 PM , 10:00 PM – 12:00 PM	
OVERNIGHT (A)		12:00PM- 5:30 AM	

SPOT RATE

BELT	LAGOS			
	15'	30'	45'	60'
Prime Time (AAA)	7,800.00	10,200.00	13,800.00	16,900.00
Regular Time (AA)	5,500.00	8,900.00	11,500.00	15,500.00
Overnight (A)	3,500.00	6,500.00	9,500.00	10,500.00
Political	16,000.00	23,000.00	31,000.00	34,000.00
A/V streaming	16,000.00	23,000.00	31,000.00	34,000.00

BELT	LAGOS					
SPONSORED PROGRAMME (Air Time Only)	5'	10'	15'	30'	45'	60'
Prime Time (AAA)	40,000.00	60,000.00	75,000.00	140,000.00	195,000.00	240,000.00
Regular Time (AA)	35,000.00	52,000.00	65,000.00	120,000.00	165,000.00	200,000.00
Overnight (A)	25,000.00	42,000.00	50,000.00	60,000.00	75,000.00	100,000.00

Production Cost Of 40% Of The Air Time Is Chargeable On All Sponsored Live Programme

LIVE APPEARANCE	LAGOS				
	5'	10'	15'	30'	45'
	50,000.00	80,000.00	120,000.00	150,000.00	195,000.00

SPECIAL PROGRAMME	LAGOS			
	5'	15'	30'	45'
			300,000.00	400,000.00

PAID ANNOUNCEMENT	LAGOS		
	1-50 WORDS	51 – 75 WORDS	76-100 WORDS
Prime Time (AAA)	16,200.00	17,000.00	18,400.00
Regular Time (AA)	15,800.00	16,200.00	17,800.00
Overnight (A)	13,000.00	13,500.00	14,000.00
Political - ALL BELT	25,000.00	28,000.00	32,000.00

ON AIR HYPE 2minuts max	40,000.00 -	THIS IS EXCLUSIVE OF PRESENTATION FEE
-------------------------	-------------	---------------------------------------

SPECIAL COVERAGE / LIVE BROADCAST					
	EVENTS	PROMOTION PER MINUTE	COVERAGE PER MINUTE	COVERAGE PER HOUR	ABOVE 3 HOURS
		N	N	N	N
1.	Political Rally / Convention	10,000.00	90,000.00	250,000.00	Negotiable
2.	Social	8,000.00	35,000.00	250,000.00	Negotiable
3.	Religious	8,000.00	35,000.00	350,000.00	Negotiable
4.	Corporate	10,500.00	35,000.00	250,000.00	Negotiable
5.	Commercial	10,000.00	35,000.00	250,000.00	Negotiable
6.	News Mention	20,000.00	25,000.00		
7.	Guest Appearance	NEGOTIABLE : DEPENDING ON TIME & EVENT N40, 000.00. PER HYPE: MAXIMUM OF 2 MINUTES - EXCLUDING PRESENTATION FEE.			
8.	ON AIR DJ HYPE				

SURCHARGES	
DESCRIPTION	% of Surcharge
1. Fixed Time Spots	100%
2. Programme Displacement	100%
3. Intra Programme Spot	50%
4. Mid – News Spot	50%
5. News Adjacency	50%

STUDIO CHARGES	
ITEMS	N
1. Jingle Production (Excluding APCON Approval)	50,000.00
2. Jingle Production (Excluding Materials)	30,000.00
3. Voice Over Only	15,000.00
4. Transfer To CD	10,000.00
5. Record To DAT	20,000.00
6. Studio Hire On Week Days : Per Hour	40,000.00
7. Studio Hire On Saturdays	35,000.00
8. Effects	4,500.00

VOLUME DISCOUNTS	
AMOUNT (N)	% Discount
1. 1,000,000.00 & Above	5%
2. 700,000.00 – 999,999.00	4%
3. 450,000.00 – 699,999.00	3%
4. 250,000.00 – 499,999.00	2%
5. 100,000.00 – 249,999.00	1%

COMMISSION	
DESCRIPTION	% Commission
1. APCON Registered Agencies	15%
2. Others	10%

Enquiries & Correspondences Should Be Directed TO:
THE MARKETING MANAGER;
Hot FM 93.3 Lagos.
33A Oyibo Ajiro St.
Off Admiralty, Lekki phase 1.
Lagos State
Tel:



THE CATEGORY		ABUJA	
PRIME TIME (AAA)		5:30 AM – 12:00, 4:00 PM – 10:00 PM	
REGULAR TIME (AA)		12:00 PM – 4:00 PM , 10:00 PM – 12:00 PM	
OVERNIGHT (A)		12:00PM- 5:30 AM	

SPOT RATE

BELT	ABUJA			
	15'	30'	45'	60'
Prime Time (AAA)	4,800.00	6,200.00	7,800.00	8,500.00
Regular Time (AA)	4,500.00	5,900.00	7,500.00	8,200.00
Overnight (A)	3,500.00	4,500.00	5,500.00	6,500.00
Political	12,000.00	12,400.00	15,600.00	17,000.00

BELT	ABUJA					
SPONSORED PROGRAMME (Air Time Only)	5'	10'	15'	30'	45'	60'
Prime Time (AAA)	27,000.00	45,000.00	60,000.00	70,000.00	80,000.00	90,000.00
Regular Time (AA)	25,000.00	42,000.00	45,000.00	50,000.00	65,000.00	75,000.00
Overnight (A)	20,000.00	27,000.00	30,000.00	40,000.00	55,000.00	65,000.00

Production Cost Of 40% Of The Air Time Is Chargeable On All Sponsored Live Programme

LIVE APPEARANCE	ABUJA				
	5'	10'	15'	30'	45'
	35,000.00	50,000.00	70,000.00	120,000.00	150,000.00

SPECIAL PROGRAMME	ABUJA			
	5'	15'	30'	45'
			150,000.00	200,000.00

PAID ANNOUNCEMENT	ABUJA		
	1-50 WORDS	51 – 75 WORDS	76-100 WORDS
Prime Time (AAA)	6,200.00	7,000.00	8,400.00
Regular Time (AA)	5,800.00	6,200.00	7,800.00
Overnight (A)	3,000.00	3,500.00	4,000.00
Political - ALL BELT	10,000.00	13,000.00	15,000.00

ON AIR HYPE	25,000.00 -	THIS IS EXCLUSIVE OF PRESENTATION FEE
-------------	-------------	---------------------------------------

SPECIAL COVERAGE / LIVE BROADCAST					
	EVENTS	PROMOTION PER MINUTE	COVERAGE PER MINUTE	COVERAGE PER HOUR	ABOVE 3 HOURS
		N	N	N	N
1.	Political Rally / Convention	10,000.00	45,000.00	250,000.00	Negotiable
2.	Social	8,000.00	35,000.00	250,000.00	Negotiable
3.	Religious	8,000.00	35,000.00	350,000.00	Negotiable
4.	Corporate	10,500.00	35,000.00	250,000.00	Negotiable
5.	Commercial	10,000.00	35,000.00	250,000.00	Negotiable
6.	News Mention	20,000.00	25,000.00		
7.	Guest Appearance	NEGOTIABLE : DEPENDING ON TIME & EVENT			
8.	ON AIR DJ HYPE				

1.	ON AIR DJ HYPE	N35, 000.00. PER HYPE: MAXIMUM OF 3 MINUTES - EXCLUDING PRESENTATION FEE.
----	----------------	---

SURCHARGES	
DESCRIPTION	% of Surcharge
1. Fixed Time Spots	100%
2. Programme Displacement	100%
3. Intra Programme Spot	50%
4. Mid – News Spot	50%
5. News Adjacency	50%

STUDIO CHARGES	
ITEMS	N
1. Jingle Production (Excluding APCON Approval)	25,000.00
2. Jingle Production (Excluding Materials)	15,000.00
3. Voice Over Only	8,000.00
4. Transfer To CD	5,000.00
5. Record To DAT	10,000.00
6. Studio Hire On Week Days : Per Hour	10,000.00
7. Studio Hire On Saturdays	15,000.00
8. Effects	2,500.00

VOLUME DISCOUNTS	
AMOUNT (N)	% Discount
1. 1,000,000.00 & Above	5%
2. 700,000.00 – 999,999.00	4%
3. 450,000.00 – 699,999.00	3%
4. 250,000.00 – 499,999.00	2%
5. 100,000.00 – 249,999.00	1%

COMMISSION	
DESCRIPTION	% Commission
1. APCON Registered Agencies	15%
2. Others	10%

Enquiries & Correspondences Should Be Directed TO:
THE MARKETING MANAGER;
TSM House, Plot 1419,
Behind Apo Legislator's Quarters,
Gudu District, Abuja
Telephone: 070-254-16116



THE CATEGORY		OWERRI	
PRIME TIME (AAA)		5:30 AM – 12:00, 4:00 PM – 10:00 PM	
REGULAR TIME (AA)		12:00 PM – 4:00 PM , 10:00 PM – 12:00 PM	
OVERNIGHT (A)		12:00PM- 5:30 AM	

SPOT RATE

BELT	OWERRI			
	15'	30'	45'	60'
Prime Time (AAA)	3,500.00	4,000.00	5,500.00	6,000.00
Regular Time (AA)	2,500.00	3,000.00	4,500.00	5,000.00
Overnight (A)	1,500.00	2,000.00	3,000.00	3,500.00
Political	5,500.00	7,000.00	9,000.00	10,500.00

BELT	OWERRI					
SPONSORED PROGRAMME (Air Time Only)	5'	10'	15'	30'	45'	60'
Prime Time (AAA)	20,000.00	35,000.00	45,000.00	55,000.00	70,000.00	80,000.00
Regular Time (AA)	17,000.00	30,000.00	35,000.00	45,000.00	55,000.00	65,000.00
Overnight (A)	15,000.00	25,000.00	25,000.00	35,000.00	45,000.00	50,000.00

Production Cost Of 40% Of The Air Time Is Chargeable On All Sponsored Live Programme

LIVE APPEARANCE	OWERRI				
	5'	15'	30'	45'	60'
	30,000.00	50,000.00	60,000.00	80,000.00	100,000.00

SPECIAL PROGRAMME	ABUJA			
	5'	15'	30'	45'
				150,000.00

PAID ANNOUNCEMENT	OWERRI		
	1-50 WORDS	51 – 75 WORDS	76-100 WORDS
Prime Time (AAA)	3,000.00	4,000.00	5,000.00
Regular Time (AA)	2,800.00	3,800.00	4,800.00
Overnight (A)	2,500.00	3,000.00	3,500.00
Political - ALL BELT	5,000.00	7,500.00	10,000.00

ON AIR HYPE	20,000.00 -	THIS IS EXCLUSIVE OF PRESENTATION FEE
-------------	-------------	---------------------------------------

SPECIAL COVERAGE / LIVE BROADCAST					
	EVENTS	PROMOTION PER MINUTE	COVERAGE PER MINUTE	COVERAGE PER HOUR	ABOVE 3 HOURS
		N	N	N	N
1.	Political Rally / Convention	10,000.00	25,000.00	250,000.00	Negotiable
2.	Social	8,000.00	25,000.00	250,000.00	Negotiable
3.	Religious	8,000.00	25,000.00	350,000.00	Negotiable
4.	Corporate	10,500.00	25,000.00	250,000.00	Negotiable
5.	Commercial	10,000.00	25,000.00	250,000.00	Negotiable
6.	News Mention	10,000.00	25,000.00		
7.	Guest Appearance	NEGOTIABLE : DEPENDING ON TIME & EVENT N20, 000.00. PER HYPE: MAXIMUM OF 3 MINUTES - EXCLUDING PRESENTATION FEE OF 25%			
8.	ON AIR DJ HYPE				

SURCHARGES	
DESCRIPTION	% of Surcharge
1. Fixed Time Spots	50%
2. Programme Displacement	100%
3. Intra Programme Spot	50%
4. Mid – News Spot	50%
5. News Adjacency	50%

STUDIO CHARGES	
ITEMS	N
1. Jingle Production (Excluding APCON Approval)	25,000.00
2. Jingle Production (Excluding Materials)	15,000.00
3. Voice Over Only	8,000.00
4. Transfer To CD	5,000.00
5. Record To DAT	10,000.00
6. Studio Hire On Week Days : Per Hour	10,000.00
7. Studio Hire On Saturdays	15,000.00
8. Effects	2,500.00

VOLUME DISCOUNTS	
AMOUNT (N)	% Discount
1. 1,000,000.00 & Above	5%
2. 700,000.00 – 999,999.00	4%
3. 450,000.00 – 699,999.00	3%
4. 250,000.00 – 499,999.00	2%
5. 100,000.00 – 249,999.00	1%

COMMISSION	
DESCRIPTION	% Commission
1. APCON Registered Agencies	15%
2. Others	10%

Enquiries & Correspondences Should Be Directed TO:
THE MARKETING MANAGER;
Hot FM 99.5 Owerri.
Plot 12, Public Building Layout,
off Musa Yaradua Drive,
New Owerri, Imo state.
Tel:

