



RATE CARD



PRIME TIME (AAA)

5AM - 11AM

4PM - 10PM

Friday, Saturday, Sunday & Public Holidays are considered as Prime Time

REGULAR TIME (AA)

11AM - 4PM

NIGHT CRUISE (A)

10PM - 5AM

PLACEMENT OF SPOTS

(All Prices in Nigerian Naira)

	60"	45"	30"	15"	5"
PRIME TIME	12,000	10,500	8,500	6,000	5,000
REGULAR TIME	9,000	7,500	6,500	5,500	4,000
NIGHT CRUISE	7,000	6,000	5,000	4,000	3,000

Only Advertisements on CD and DAT are acceptable

SPONSORSHIP OF PROGRAMS

	60'	45'	30'	15'	5'
PRIME TIME	110,000	90,000	65,000	50,000	30,000
REGULAR TIME	90,000	80,000	50,000	30,000	20,000
NIGHT CRUISE	7,000	6,000	5,000	4,000	3,000

All rate are subject to 100% surcharge from November 15th to December 31st Independent Production- Plus 5% Surcharge

Guest Appearance

15 minutes - N75,000.00

30 Minutes - N120,000.00

1 Hour - N200,000.00

Independent Production - Plus 5% Surcharge

STUDIO CHARGES

Complete Jingle Production, CD & V.O. 50,000

Voice Over Only 20,000

Record to CD or DAT 11,000

Studio Booking per Hour + Production 95,000

NEWS & PROGRAMS

	Promotion (Min)	Coverage (Per Min)
News Mention (2 minutes)	15,000	30,000
Social Events	12,000	28,000
Corporate Event	15,000	30,000
News Conference	15,000	30,000 Live
Coverage (Negotiable)		

HYPES

On Air Personality Hype (3 Mins) 45,000

PAID ANNOUNCEMENTS

	PRIME	REGULAR	NIGHT CRUISE
1 - 50 Words	13,000	10,000	7,500
50 - 75 Words	17,000	16,000	9,500
76 - 100 Words	20,000	19,000	10,500

SPECIAL

Sports Update (2 mins)	15,000
Time Check (5 secs)	10,000
Weather Report (2 mins)	15,000
Finance Update (2 mins)	15,000
Traffic Report (2 mins)	15,000
Information Update (2 mins)	20,000
Customises Update (2 mins)	20,000

All Political Jingles & Announcements attracts a 100% Surcharge.

LIVE BROADCAST (Per Hour)

N200,000 (Negotiable)

VOLUME DISCOUNTS

N100,000 - N150,000	1%
N151,000 - N500,000	2%
N501,000 - N750,000	4%
N751,000 - N1,000,000	5%
N1,000,001 and above	8%

COMMISSION

AAPN Registered	
Agencies	15%
Others	10%

OTHER SURCHARGES

Fixed Time	-	+50%
Intra Program	-	+50%
Start / Mid News	-	+100%
Program Displacement	-	+70%
Program Adjacency	-	+50%
Branding Fee	-	+10%
Independent Prog.	-	+10%

All Prices are exclusive of 5% VAT.
Management reserves the right to refuse any adverts



Guinea Insurance House, No. 33 Ikorodu Road,
Jibowu, Lagos

Email: andrewmoses14@gmail.com (Marketing : Andrew)

Tel: 08033333264.

