AFRICA INDEPENDENT TELEVISION (ABUJA, PORT-HARCOURT & KANO)

MID NEWS		**OTHER NEWS BULLETINS**			**SPOT**		**PROGRAMME SPONSORSHIP (AIR TIME ONLY)**					
					N				15'			223,000.00
60"					172,300.00				30'			437,100.00
45"					160,000.00				60'			782,300.00
30"					107,700.00							
15"					86,200.00		**INDEPENDENT PROGRAMME (AIR TIME ONLY)**					
									15'			295,600.00
NEWS OF SPECIAL INTEREST									30'			575,100.00
Pre-event News Mention					111,900.00				60'			1,035,100.00
News Coverage (3Mins)					372,800.00							
Live apearance on programmes				(20 Minute	365,900.00		**PRODUCTION COST DEPENDS ON THE NATURE OF THE EVENT & LOCATION**					
5 Minutes Hype					79,800.00							
Product Display/Endorsement				(15 Minute	70,300.00							
Product Display/Endorsement				(30 Minute	117,400.00		**STUDIO BILL (BACKDROP)**					
Logo Flash		(5")			25,500.00				15'	30'	60'	
Scroll Message		(15 Words)			28,000.00				86,000.00	143,300.00	238,800.00	
Announcement					43,900.00							
Squeeze Back		(30")			72,800.00		**SURCHARGES**					
Branded Promo		(30")			72,800.00		HANDLING CHARGE					50%
							FIXED TIME ADVERT					50%
ADVERTISEMENT RATE							DISPLACEMENT					50%
TIME		**DURATIOI**	**WEEKDAY**		**WEEKEND**		NEWS ADJACENCY					60%
OFFICE ROTATION							PROGRAMME ADJACENCY					50%
1200-1600 HOURS		60"	81,200.00		93,400.00		INTRA PROGRAMME					50%
		45"	74,700.00		87,200.00							
		30"	47,900.00		56,100.00		**ALL RATES ATTRACT 5% VAT & 2.5% NBC SURCHARGE**					
		15"	39,000.00		44,900.00							
EARLY PRIME ROTATION							**VOLUME DISCOUNT RATES**					
1600-1900 HOURS		60"	97,600.00		107,700.00		N 20.0 MILLION	-	N 30.0 MILLION		=	3%
		45"	78,100.00		89,800.00		N 30.1 MILLION	-	N 50.0 MILLION		=	5%
		30"	58,500.00		80,800.00		N 50.1 MILLION	-	N 75.0 MILLION		=	10%
		15"	46,900.00		64,700.00		N 75.1 MILLION		AND ABOVE		=	15%
PRIME ROTATION												
LOCAL ADVERTISING		60"	121,500.00		134,200.00		**PRE-PAYMENT DISCOUNT RATES**					
WINDOWS ONLY		45"	97,100.00		112,200.00		N 20.0 MILLION	-	N 30.0 MILLION		=	2%
18:55-19:00HRS }		30"	72,800.00		96,500.00		N 30.1 MILLION	-	N 50.0 MILLION		=	2.5%'
22:55-23:00HRS }		15"	58,200.00		77,200.00		N 50.1 MILLION	-	N 75.0 MILLION		=	3%
							N 75.1 MILLION		AND ABOVE		=	5%
							PRE-PAYMENT DISCOUNT OF 5% FOR UPFRONT PAYMENT					
							AT LEAST, SIX (6) MONTHS ADVANCE FOR CAMPAIGNS OF					
							N 20 MILLION & ABOVE					