

<b>AFRICA INDEPENDENT TELEVISION (NATIONAL)</b>										
<b>MID NEWS</b>	<b>NEWS HOUR (8-9PM)</b>			<b>SPOT</b>		<b>PROGRAMME SPONSORSHIP (AIR TIME ONLY)</b>				
				N		15'				999,300.00
60"				715,200.00		30'				1,958,600.00
45"				664,200.00		60'				3,506,100.00
30"				447,000.00						
15"				357,600.00		<b>INDEPENDENT PROGRAMMES (AIR TIME ONLY)</b>				
						15'				1,324,700.00
						30'				2,577,100.00
						60'				4,638,800.00
<b>NEWS OF SPECIAL INTEREST</b>										
Pre-event News Mention				341,100.00						
News Coverages (3 mins)				1,137,000.00						
						<b>PRODUCTION COST DEPENDS ON THE NATURE OF THE EVENT &amp; LOCATION</b>				
Live appearance on programmes			(20 Minutes)	1,137,000.00						
<b>LIVE COVERAGE AIRTIME ONLY</b>			<b>(120 Minutes)</b>	<b>12,993,800.00</b>	<b>(Net to AIT)</b>					
5 minutes hype				386,600.00						
Product Display/Endorsement			(15 Minutes)	340,200.00		<b>STUDIO BILL (BACKDROP)</b>				
Product Display/Endorsement			(30 Minutes)	568,300.00			15'	30'	60'	
Logo Flash	(5")			123,600.00			283,200.00	472,000.00	786,700.00	
Scroll Message	(15 Words)			135,300.00						
Announcement				212,700.00						
Squeeze Back	(30")			205,500.00		<b>SURCHARGES</b>				
Branded Promo	(30")			205,500.00		<b>HANDLING CHARGE</b>				50%
						<b>FIXED TIME ADVERT</b>				50%
						<b>DISPLACEMENT</b>				50%
						<b>NEWS ADJACENCY</b>				60%
						<b>PROGRAMME ADJACENCY</b>				50%
						<b>INTRA PROGRAMME</b>				50%
						<b>ALL RATES ATTRACT 5% VAT &amp; 2.5% NBC SURCHARGE</b>				
						<b>VOLUME DISCOUNT RATES</b>				
<b>PRIME ROTATION</b>						N 20.0 MILLION	-	N 30.0 MILLION	=	3%
1900-0000 HOURS	60"	343,100.00		378,700.00		N 30.1 MILLION	-	N 50.0 MILLION	=	5%
	45"	274,100.00		316,600.00		N 50.1 MILLION	-	N 75.0 MILLION	=	10%
	30"	205,500.00		272,300.00		N 75.1 MILLION	-	AND ABOVE	=	15%
	15"	164,400.00		217,800.00						
						<b>PRE-PAYMENT DISCOUNT RATES</b>				
						N 20.0 MILLION	-	N 30.0 MILLION	=	2%
						N 30.1 MILLION	-	N 50.0 MILLION	=	2.5%
						N 50.1 MILLION	-	N 75.0 MILLION	=	3%
						N 75.1 MILLION	-	AND ABOVE	=	5%
						<b>PRE-PAYMENT DISCOUNT OF 5% FOR UPFRONT PAYMENT AT LEAST, SIX (6) MONTHS ADVANCE FOR CAMPAIGNS OF N 20 MILLION &amp; ABOVE</b>				