



**2021  
Quarter 1  
Rate Card**

## Blackdrum TV

**The Premier Destination**

**For African Events, Lifestyle and Tourism. A hybrid channel that integrates the stability of offline and online syndication with the possibilities of breaking technologies.**



**2021  
Quarter 1  
Rate Card**

CATEGORIES	AD SPOTS (ALL PROGRAMMING)			
	60 SECONDS	45 SECONDS	30 SECONDS	15 SECONDS
1st Belt ( 12:00AM - 5:00AM)	25,000	20,000	18,000	15,000
2nd Belt (5:00AM - 4:00PM)	55,000	45,000	30,000	20,000
3rd Belt (4:00PM - 7:00PM)	60,000	50,000	35,000	25,000
Peak (7:00PM - 12:00AM)	90,000	75,000	60,000	45,000
Weekends & Holidays	90,000	75,000	60,000	45,000
Intra-program Adverts	150,000	120,000	100,000	75,000
Ads with Barcodes	150,000	120,000	100,000	75,000
Personal Paid Messages	100,000	75,000	60,000	50,000



**2021  
Quarter 1  
Rate Card**

PACKAGES	VIDEO PRODUCTION/LIVESTREAMING			
	SOCIAL VIDEOS	EDITED VIDEO	DESTINATION (S)	TV BROADCAST
Package 1 (2 Cameras) : N500k	5 Videos	1 Hour	1 (YT, FB or Twitter)	30 minutes Max
Package 2 (3 Cameras) : N750k	5 Videos	1 Hour	2(YT, FB or Twitter)	1 Hr. Max
Package 3 (4 Cameras) : N1m	5 Videos	1 Hour	2 (YT, FB or Twitter)	1 hr. Max + Repeat
Zoom Event 1 (1 Camera) : N200k				
Zoom Event 2 (3 Camera) : N350k				
Graphics Services (Logos, Transitions, Stingers etc) : Negotiable				
Carpet Interaction Service w/ Anchor: N200k				
Video Call-ins, Hashtags & CTA service : Negotiable				



**2021  
Quarter 1  
Rate Card**

CATEGORIES	AIRTIME			
	60 MINUTES	30 MINUTES	15 MINUTES	<15 MINUTES
1st Belt ( 12:00AM - 5:00AM)	55,000	48,000	32,000	25,000
2nd Belt (5:00AM - 4:00PM)	255,000	198,000	122,000	100,000
3rd Belt (4:00PM - 7:00PM)	305,000	269,000	217,000	183,000
Peak (7:00PM - 12:00AM)	395,000	309,000	257,000	208,000
Live Broadcast 60 Mins(Lagos)	1,500,00			
Live Broadcast 60 Minutes (Outside Lagos)	2,000,000			

