



Correct FM MYRADIO

N A W E O W N B E D I S O !





ADVERT RATES

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	3,680.00	5,152.00	7,212.80	10,097.92	14,137.09	19,791.92
10am - 5pm	3,680.00	5,152.00	7,212.80	10,097.92	14,137.09	19,791.92
5pm - 12pm	3,680.00	5,152.00	7,212.80	10,097.92	14,137.09	19,791.92

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	39,583.85	79,167.69	118,751.54	158,335.39	197,919.23	237,503.08
10am - 5pm	39,583.85	79,167.69	118,751.54	158,335.39	197,919.23	237,503.08
5pm - 12pm	39,583.85	79,167.69	118,751.54	158,335.39	197,919.23	237,503.08

Selected Position Surcharges	
Time Check	11,000.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	62,000.00
Additional 1 Voice	20,000.00
Additional 2 Voices	30,000.00
Additional 3 Voices+	50,000.00
On-Air Personality Hype	50,000.00
Outdoor Broadcast/hr	250,000.00
Hourly Production Rate	100,000.00

News Coverage	80,000.00
News Mention	60,000.00

Paid Announcements	
1 – 50 words	11,200.00
51 – 75 words	16,120.00
76 – 100 words	21,940.00

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	2,576.00	3,606.40	5,048.96	7,068.54	9,895.96	13,854.35
10am - 5pm	2,576.00	3,606.40	5,048.96	7,068.54	9,895.96	13,854.35
5pm - 12pm	2,576.00	3,606.40	5,048.96	7,068.54	9,895.96	13,854.35

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	27,708.69	55,417.38	83,126.08	110,834.77	138,543.46	166,252.15
10am - 5pm	27,708.69	55,417.38	83,126.08	110,834.77	138,543.46	166,252.15
5pm - 12pm	27,708.69	55,417.38	83,126.08	110,834.77	138,543.46	166,252.15

Selected Position Surcharges	
Time Check	7,700.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	43,400.00
Additional 1 Voice	14,000.00
Additional 2 Voices	21,000.00
Additional 3 Voices+	35,000.00
On-Air Personality Hype	35,000.00
Outdoor Broadcast/hr	175,000.00
Hourly Production Rate	70,000.00

News Coverage	56,000.00
News Mention	42,000.00

Paid Announcements	
1 – 50 words	7,840.00
51 – 75 words	11,284.00
76 – 100 words	15,358.00

ADVERT RATES

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	2,355.20	3,297.28	4,616.19	6,462.67	9,047.74	12,666.83
10am - 5pm	2,355.20	3,297.28	4,616.19	6,462.67	9,047.74	12,666.83
5pm - 12pm	2,355.20	3,297.28	4,616.19	6,462.67	9,047.74	12,666.83

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	25,333.66	50,667.32	76,000.99	101,334.65	126,668.31	152,001.97
10am - 5pm	25,333.66	50,667.32	76,000.99	101,334.65	126,668.31	152,001.97
5pm - 12pm	25,333.66	50,667.32	76,000.99	101,334.65	126,668.31	152,001.97

Selected Position Surcharges	
Time Check	7,040.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	39,680.00
Additional 1 Voice	12,800.00
Additional 2 Voices	19,200.00
Additional 3 Voices+	32,000.00
On-Air Personality Hype	32,000.00
Outdoor Broadcast/hr	160,000.00
Hourly Production Rate	64,000.00

News Coverage	51,200.00
News Mention	38,400.00
Paid Announcements	
1 – 50 words	7,168.00
51 – 75 words	10,316.80
76 – 100 words	14,041.60



ADVERT RATES

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	2,281.60	3,194.24	4,471.94	6,260.71	8,764.99	12,270.99
10am - 5pm	2,281.60	3,194.24	4,471.94	6,260.71	8,764.99	12,270.99
5pm - 12pm	2,281.60	3,194.24	4,471.94	6,260.71	8,764.99	12,270.99

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	24,541.98	49,083.97	73,625.95	98,167.94	122,709.92	147,251.91
10am - 5pm	24,541.98	49,083.97	73,625.95	98,167.94	122,709.92	147,251.91
5pm - 12pm	24,541.98	49,083.97	73,625.95	98,167.94	122,709.92	147,251.91

Selected Position Surcharges	
Time Check	6,820.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	38,440.00
Additional 1 Voice	12,400.00
Additional 2 Voices	18,600.00
Additional 3 Voices+	31,000.00
On-Air Personality Hype	31,000.00
Outdoor Broadcast/hr	155,000.00
Hourly Production Rate	62,000.00

News Coverage	49,600.00
News Mention	37,200.00
Paid Announcements	
1 – 50 words	6,944.00
51 – 75 words	9,994.40
76 – 100 words	13,602.80



ADVERT RATES

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	2,428.80	3,400.32	4,760.45	6,664.63	9,330.48	13,062.67
10am - 5pm	2,428.80	3,400.32	4,760.45	6,664.63	9,330.48	13,062.67
5pm - 12pm	2,428.80	3,400.32	4,760.45	6,664.63	9,330.48	13,062.67

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	26,125.34	52,250.68	78,376.02	104,501.35	130,626.69	156,752.03
10am - 5pm	26,125.34	52,250.68	78,376.02	104,501.35	130,626.69	156,752.03
5pm - 12pm	26,125.34	52,250.68	78,376.02	104,501.35	130,626.69	156,752.03

Selected Position Surcharges	
Time Check	7,260.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	40,920.00
Additional 1 Voice	13,200.00
Additional 2 Voices	19,800.00
Additional 3 Voices+	33,000.00
On-Air Personality Hype	33,000.00
Outdoor Broadcast/hr	165,000.00
Hourly Production Rate	66,000.00

News Coverage	52,800.00
News Mention	39,600.00

Paid Announcements	
1 – 50 words	7,392.00
51 – 75 words	10,639.20
76 – 100 words	14,480.40

Ad Spots	5"	10"	15"	30"	45"	60"
6am - 10am	2,208.00	3,091.20	4,327.68	6,058.75	8,482.25	11,875.15
10am - 5pm	2,208.00	3,091.20	4,327.68	6,058.75	8,482.25	11,875.15
5pm - 12pm	2,208.00	3,091.20	4,327.68	6,058.75	8,482.25	11,875.15

Prog. Sponsorship	5'	10'	15'	30'	45'	60'
6am - 10am	23,750.31	47,500.62	71,250.92	95,001.23	118,751.54	142,501.85
10am - 5pm	23,750.31	47,500.62	71,250.92	95,001.23	118,751.54	142,501.85
5pm - 12pm	23,750.31	47,500.62	71,250.92	95,001.23	118,751.54	142,501.85

Selected Position Surcharges	
Time Check	6,600.00
Classified Announcements	50%
Fixed Time Spots	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	100%
Independent Programme	100%
Political Campaign	100%

Studio / Production	
Jingle + 1 Voice	37,200.00
Additional 1 Voice	12,000.00
Additional 2 Voices	18,000.00
Additional 3 Voices+	30,000.00
On-Air Personality Hype	30,000.00
Outdoor Broadcast/hr	150,000.00
Hourly Production Rate	60,000.00

News Coverage	48,000.00
News Mention	36,000.00

Paid Announcements	
1 – 50 words	6,720.00
51 – 75 words	9,672.00
76 – 100 words	13,164.00



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Kindly Note:

- Fixed-time spots attract a **50% Surcharge**.
- All **Hypes and Presenters Fee** are **FIXED** amount (Doesn't attract any discount).
- All campaigns attract a **100% prepayment**
- All jingles must be sent in 48 hours before campaign breaks to ensure compliance.
- Off-air dubs attract a fixed N3,000 per day.
- Volume discounts is discretionary and dependent on a yearly volume pre-commitment
- The station reserves the right to reject campaigns based on QC and QA standards.