

ONLINE ADVERT RATES

Name	Width / px	Height / px	Aspect ratio	Rate/Week + 5% Vat
Rectangles and Pop-Ups (HOME PAGE)				
Medium Rectangle	300	250	1.2	105,000
Square Pop-Up	250	250	1	105,000
Vertical Rectangle	240	400	0.6	157,500
Large Rectangle	336	280	1.2	210,000
Rectangle	180	150	1.2	52,500
3:1 Rectangle	300	100	3	52,500
Pop-Under	720	300	2.4	157,500
Banners and Buttons				
Full banner	468	60	7.8	105,000
Half banner	234	60	3.9	26,250
Micro bar	88	31	2.84	15,750
Leaderboard	728	90	8.09	73,500
Skyscrapers				
Wide skyscraper	160	600	3.75	168,000
Skyscraper	120	600	5	168,000

Name	Width / px	Height / px	Aspect ratio	Rate/Week + 5% Vat
Rectangles and Pop-Ups (INNER PAGES)				
Medium Rectangle	300	250	1.2	52,500
Square Pop-Up	250	250	1	52,500
Vertical Rectangle	240	400	0.6	78,750
Large Rectangle	336	280	1.2	105,000
Rectangle	180	150	1.2	26,250
3:1 Rectangle	300	100	3	26,250
Pop-Under	720	300	2.4	78,750
Banners and Buttons				
Full banner	468	60	7.8	52,500
Half banner	234	60	3.9	15,750
Micro bar	88	31	2.84	8,400
Leaderboard	728	90	8.09	36,750
Skyscrapers				
Wide skyscraper	160	600	3.75	84,000
Skyscraper	120	600	5	84,000

Terms & Conditions

- All adverts must be pre-paid before publication.
- Artwork may be sent by e-mail (as attachment to pr@tvccommunications.tv)
- Ad copy (Artwork) to advertisers, saved in JPEG, GIF or SWF format.
 - Advert rates are subject to review but with due notice to all advertisers.
 - TVC is not responsible for the content of other sites linked from <http://tvcontinental.tv>

TELEVISION RATE CARD



FIRST WITH BREAKING NEWS



PURE ENTERTAINMENT

**ANY SPOT PLACEMENT
RUNS ON BOTH PLATFORM TVC
AND TVC NEWS**

Total TV reach 4.5 million

Available on:

Terrestrial



FOR ENQUIRIES, SPONSORSHIP AND ADVERT BOOKINGS:
1, Continental Way off CMD Road, Ikosi-Ketu, Lagos, Nigeria.
+234 (0) 708 066 8003 +234 (0) 708 066 8004
info@tvccommunications.tv

TV Rates in NGN

Spot (All Platforms)				
Time Belt	60 Secs	45 Secs	30 Secs	15 Secs
12:00AM - 5:00AM	29,000	21,000	18,000	10,000
5:00AM - 4:00PM	60,000	50,000	30,000	21,000
4:00PM - 7:00PM	65,000	55,000	40,000	28,000
7:00PM - 12:00AM (Peak Time)	100,000	85,000	60,000	42,000
WEEKEND & HOLIDAY	100,000	85,000	60,000	42,000

Advert in News (All Platforms)

Time Belt	10:00pm	7:00pm	4:00pm	others (TVCN)
30Secs	300,000	150,000	70,000	30,000
45Secs	500,000	250,000	119,000	50,000
60Secs	600,000	300,000	140,000	60,000

Airtime

Time Belt	60 Mins	30 Mins	15 Mins
12:00AM - 5:00AM	76,750	53,075	31,625
5:00AM - 4:00PM	374,368	257,934	197,178
4:00PM - 7:00PM	420,626	283,727	206,895
7:00PM - 12:00AM	477,004	316,194	227,411

News Coverage

Activity	Cost
Special Coverage/Product Launch, AGM, Pre-Event News etc (Corporate) - 10PM News (2 Mins)	847,781
Special Coverage/Product Launch, AGM, Pre-Event News etc (Corporate) - Other News Bulletins (2 Mins)	344,250
Government News Coverage & Reports - 10PM News (2 Mins)	1,305,000
Government News Coverage & Reports - Other News Bulletins (2 Mins)	405,000

Political, Government & Religious

Activity	Cost
Live Broadcast (Lagos) - 60 Mins	4,000,000
Live Broadcast (outside Lagos) - 60 Mins	4,500,000
Religious Programme - 60 Mins	NEGOTIABLE
Religious Programme - 30 Mins	431,250
Political Programme - 60 Mins	NEGOTIABLE
Political Programme - 30 Mins	517,500
Guest Appearance for Political Aspirants - 15 mins	From 1,500,000 (NEGOTIABLE)

TV Rates in NGN

Others	
● Urban Diary (Events)	607,500
● Guest Appearance	770,000
● Picture Squeeze 5 Secs	100,000
● Personal Paid Announcement 60 Secs	104,000
● Personal Paid Announcement 45 Secs	97,500
● Personal Paid Announcement 30 Secs	87,750
● Spotlight (Documentary Education & Enlightenment) - 60 Mins	1,638,000
● Spotlight (Documentary Education & Enlightenment) - 30 Mins	1,365,000
● Spotlight (Documentary Education & Enlightenment) - 15 Mins	511,875
● Logo Flash	100,000

Surcharges

● Fixed Time Spots	100%
● Intra Programme Placements	100%
● Political Advert	100%
● News Adjacency	60%
● Displacement	50%

Discounts

- Only Agencies duly registered by AAAN & MIPAN are entitled to 15% Agency Commission
- Volume discount is discretionary

Terms & Conditions

- Minimum number of spots for 10PM news is 10x spots
- Urban Diary Outside Lagos (West) attracts 50% surcharge
- Urban Diary Outside Lagos (Others) attracts 100% surcharge
- NO CASH TRANSACTIONS - All Contracts/Transaction MUST be prepaid via (1.) Bank draft (2.) Certified Cheque from client (3.) Direct Bank Transfer
- Either party may cancel airtime bookings with a minimum of 72 hours notice. Cancellation without notice will attract 50% surcharge
- The station has the right to reject broadcast materials that are not air worthy (e.g. NBC Regulations, Production Quality, Timing etc)
- Public Holidays attract Weekend Rates
- All contracts attract 5% VAT except Government approved exemptions (e.g. Educational & Religious broadcast)
- Sponsorships attract 50% surcharge for production on applicable airtime rate