

# #URBAN96 ADVERT RATES

## URBAN96.5 FM LAGOS

### Spots Placement Rates

60secs	<u>N</u> 17,650.00
45secs	<u>N</u> 14,600.00
30secs	<u>N</u> 13,500.00
15secs	<u>N</u> 10,500.00

### Programme Sponsorship

60mins	<u>N</u> 201,740.00
45mins	<u>N</u> 166,460.00
30mins	<u>N</u> 118,300.00
15mins	<u>N</u> 80,640.00

News Coverage	<u>N</u> 84,000.00
News Mention	<u>N</u> 56,000.00
On Air Hype	<u>N</u> 42,000.00
Live Appearance	<u>N</u> 140,000.00

### Paid Announcements

1 – 50 words	<u>N</u> 15,680.00
51 – 75 words	<u>N</u> 21,168.00
76 – 100 words	<u>N</u> 23,716.00

## URBANFM 96.3FM PORT HARCOURT(2pm – 6pm)

### Spots Placement Rates

60secs	<u>N</u> 11,600.00
45secs	<u>N</u> 8,820.00
30secs	<u>N</u> 7,000.00
15secs	<u>N</u> 5,750.00

### Programme Sponsorship

60mins	<u>N</u> 109,494.00
45mins	<u>N</u> 82,152.00
30mins	<u>N</u> 72,210.60
15mins	<u>N</u> 32,670.00

News Coverage	<u>N</u> 70,000.00
News Mention	<u>N</u> 42,000.00
On Air Hype	<u>N</u> 35,000.00
Live Appearance	<u>N</u> 84,000.00

### Paid Announcements

1 – 50 words	<u>N</u> 12,600.00
51 – 75 words	<u>N</u> 15,652.00
76 – 100 words	<u>N</u> 19,460.00

## URBAN 91.3 FM KANO (2pm – 6pm)

### Spots Placement Rates

60secs	<u>N</u> 9,565.00
45secs	<u>N</u> 8,200.00
30secs	<u>N</u> 6,377.00
15secs	<u>N</u> 5,187.00

### Programme Sponsorship

60mins	<u>N</u> 78,210.00
45mins	<u>N</u> 58,680.00
30mins	<u>N</u> 51,579.00
15mins	<u>N</u> 32,670.00

News Coverage	<u>N</u> 50,000.00
News Mention	<u>N</u> 30,000.00
On Air Hype	<u>N</u> 25,000.00
Live Appearance	<u>N</u> 60,000.00

### Paid Announcements

1 – 50 words	<u>N</u> 9,000.00
51 – 75 words	<u>N</u> 11,180.00
76 – 100 words	<u>N</u> 13,900.00

## URBAN 96.3 ABUJA (2pm – 6pm )

### Spots Placement Rates

60secs	<u>N</u> 11,900.00
45secs	<u>N</u> 10,920.00
30secs	<u>N</u> 8,680.00
15secs	<u>N</u> 6,720.00

### Programme Sponsorship

60mins	<u>N</u> 105,000.00
45mins	<u>N</u> 77,000.00
30mins	<u>N</u> 70,000.00
15mins	<u>N</u> 43,400.00

News Coverage	<u>N</u> 56,000.00
News Mention	<u>N</u> 28,000.00
On Air Hype	<u>N</u> 28,000.00
Live Appearance	<u>N</u> 70,000.00

### Paid Announcements

1 – 50 words	<u>N</u> 12,320.00
51 – 75 words	<u>N</u> 14,406.00
76 – 100 words	<u>N</u> 17,836.00

## URBAN96 ENUGU (2PM- 6PM )

### Spot placement rates

60secs	<u>N</u> 12,600.00
45secs	<u>N</u> 11,550.00
30secs	<u>N</u> 10,500.00
15secs	<u>N</u> 5,750.00

### Programme sponsorship

60mins	<u>N</u> 94,500.00
45mins	<u>N</u> 84,000.00
30mins	<u>N</u> 63,000.00
15mins	<u>N</u> 42,000.00

News Coverage	<u>N</u> 84,000.00
News Mention	<u>N</u> 42,000.00
On Air Hype	<u>N</u> 52,000.00
Live Appearance	<u>N</u> 112,000.00

### Paid Announcements

1 – 50 words	<u>N</u> 12,320.00
51 – 75 words	<u>N</u> 14,406.00
76 – 100 words	<u>N</u> 17,836.00

## SYNDICATED RATE

Discounted combined rate per spot across all locations

60 SECONDS	N 47,486.00
45 SECONDS	N 40,567.50
30 SECONDS	N 34,542.75
15 SECONDS	N 25,430.25



# #URBAN96ADVERT RATES

## Volume Discounts

<u>₦100,000.00</u> – <u>₦150,000.00</u>	=	1%
<u>₦150,000.00</u> – <u>₦300,000.00</u>	=	2%
<u>₦300,000.00</u> – <u>₦450,000.00</u>	=	3%
<u>₦450,000.00</u> – <u>₦700,000.00</u>	=	5%
<u>₦1,000,000.00</u> and Over	=	8%

## Studio / Production

Jingle + 1 Voice	<u>₦63,000.00</u>
Additional 1 Voice	<u>₦28,000.00</u>
Additional 2 Voices	<u>₦42,000.00</u>
Outdoor Broadcasting (Per Hour)	<u>₦350,000.00</u>
Hourly Production Rate	<u>₦140,000.00</u>
Time Check	<u>₦9,800.00</u>

## Selected Positions Surcharges

Fixed Time Spots	100%
Fixed Range	50%
Intraprogramme Spots	50%
Midnews Spot	100%
News Adjacency	75%
Programme Displacement	50%
Independent Programme	100%
Political Rate	100%

[WWW.URBAN96FM](http://WWW.URBAN96FM)

**URBAN96FM**  
The Best ... All Week Long

# WWW.URBAN96FM DIGITAL EXPOSURE & RATES



Urban96 FM web is planned to be the most visited online platform that delivers sparkling new Nigerian and Foreign Hip-hop/contemporary music content daily to Nigerians by exposing remarkable artistes, their materials and premium video (including original), text and pictorial content from the fast growing Nigerian music industry to the world including lifestyle and youth culture.

We are talking to tech savvy music loving, Global and African entertainment - seeking African youths who immerse themselves in casual, interactive music entertainment. As a result they are highly interactive and will be interested in anything that will be entertaining and captivating. Urban96 FM web will offer much more than any online platform, blog.

#### Demographics:

Age - 15-24 - 36% | 25-34 44% | 35-44 10% | 45-54 - 10%. Male - 61% Female - 39%

#### Ad Opportunities and Rate:

- Banner advertising (appears on every page)
- Sidebar - 300x350 - NGN 50,000 / week
- 728x90 (appears before the 'Popular Posts' column and posts) - NGN 80,000 / week
- Page Takeover (Background on every page) - NGN 200,000 / weekly
- Header banner (behind the Urban96 FM Logo) - NGN 150,000 / weekly
- Sponsored post | social media update - NGN 50,000 per post

#### Social Media Marketing

- One branded tweet (five times weekly) - NGN 80,000 - 135 character Twitter
- One branded Facebook post with picture, artwork (five times weekly) - NGN 100,000
- Social media account takeover - Branding of the Facebook page with the client's banner inclusive of extensive brand updates - NGN 200,000 / week

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This week... all week long