

WEBCASTING

MAX

Domain Name Registration Website design (8 pages)
Flash Animation, content and concept development and dynamic images.

HOSTING

100MB, 70 webmail addresses, Autoresponders, email forwarding, enquiry page, commerce links and search engine submission.

COST: N60,000.00

Price above apply to artists and small businesses only. Design for larger corporation clients are treated as custom and such we will have to do evaluation before agreeing on cost.

SOCIETY EVENTS

0-20 Pictures N10,000.00 2 weeks C40
21-50 pictures N17,500.00 2 weeks E70



TIME CLASSIFICATION

EKO EXTRA BELT	05.00 - 12.00 HOURS
SUNSHINE EXTRA	12.00 - 16.00 HOURS
HOME DRIVE	16.00 - 21.00 HOURS
NIGHT TRAIN	21.00 - 05.00 HOURS

SPONSORED PROGRAMMES

DURATION	EKO EXTRA	SUNSHINE	HOME DRIVE	NIGHT TRAIN
5 MINS	11,340	9,800	10,370	8,427
10 MINS	17,570	15,570	16,349	12,880
15 MINS	21,654.25	19,488	20,440	14,380
20 MINS	23,190	19,250	22,050	16,130
30 MINS	25,917.50	23,626	24,807	18,537
45 MINS	32,763	28,872	30,818	23,748

MUSICAL/ARTIST APPEARANCE - N15,000 FOR 10 MINS.

PERSONAL PAID ANNOUNCEMENT

DURATION	7AM, 8AM, 9AM	2, 3, 4	5PM
30 SECONDS 1 - 60 WORDS	4,750	3,800	3,600
45 SECONDS 60 - 80 WORDS	5,575	4,750	4,215
60 SECONDS 80 - 100 WORDS	6,415	5,420	5,005

OBITUARY - N6,000
IMMEMORIAL - N7,000

LAGOS, OGUN, OYO, OSUN, ONDO, EKITI, KWARA, EDO, DELTA, PARTS OF RIVERS, BAYELSA, NIGER, KOGI & BENUE.

RELIGIOUS PROGRAM

DURATION	EKO EXTRA	SUNSHINE	HOME DRIVE	NIGHT TRAIN
5 MINS	12,488	10,800	11,864	8,887.50
10 MINS	21,084	16,484	19,618	14,174
15 MINS	25,900	22,625	24,089	17,065
20 MINS	28,580	24,800	26,175	18,630
30 MINS	31,183	28,358	29,800	20,729
45 MINS	33,376	48,510	51,000	33,360

PRODUCTION COST 40% OF TOTAL COST

COMMERCIAL ADVERT

DURATION	EKO EXTRA	SUNSHINE	HOME DRIVE	NIGHT TRAIN
60 SECONDS	10,300	8,430	8,820	6,950
45 SECONDS	8,020	6,220	7,150	5,855
30 SECONDS	6,415	5,197	5,670	4,950
15 SECONDS	4,750	3,600	4,160	3,800

PLEASE NOTE ALL RATES ATTRACT 5% VAT

REQUEST CARD - N1,500

TIME CHECK - N6,500

PLEASE NOTE ALL RATES ATTRACT 5% VAT

TIN: 81592033 - 0001

ACCOUNT NAME - RADIO LAGOS (DINITH BANK)

ACCOUNT NUMBER - 101034171



COMMERCIAL NEWS & PROGRAMMES

1.	SOCIAL ACTIVITIES INSTALLATION, INDUCTION, CONFERENCE	COVERAGE
		N45,000
2.	CORPORATE ACTIVITIES NEWS & REPORT (AGRI, PRODUCE LAUNCH ETC)	
		N75,000
3.	NEWS CONFERENCE NGO, PARASTATALS ETC	
		N57,000
	TYPE: N30,000.00 MAXIMUM 60 WORDS	SCRIPT ONLY

LIVE COVERAGE (08:00AM)-N350,000.00

POLITICAL RATE 100% SURCHARGE

INTRA PROGRAMME SPOTS: 40% SURCHARGE

FIXED TIME SPOTS: 50% SURCHARGE

NEWS ADJA CENT SPOTS 50%

NEWS MID / NEWS 60%

STOP PRESS ANNOUNCEMENT ATTRACT 100% SURCHARGE

TIN: 01592033 - 0001

VOLUME DISCOUNT

N500,001.00	-	N1,000,000.00	5%
N1,000,001.00	-	AND ABOVE	10%

PRODUCTION COST 40% OF TOTAL COST

BRIEF

Eko 107.5 FM was established in 1997 as the "radio" station to radio Lagos.

The station's functions centre mainly on the presentation of typically traditional values and concepts of Lagos life, through its carefully crafted programmes.

Eko FM ensures a perfect blend of programming in the area of live filled entertainment, news coverage and delivery, appropriate music presentation, socially relevant and audience involving concepts. The station perfects its art in the art of breaking news, concert interviews and accommodating news for the young and old, music tastes.

The station hall mark is its technique success at enabling live signals from Lagos into eight states within Nigeria. This opened avenues a ready market for your presence and campaigns. The station boasts of various local and international awards such as PRASA (2005) as Africa's most exciting and educational station, the National Media Merit Award and D.A.M.E Awards.

TARGET AUDIENCE: Adult, especially male.

COVERAGE: Lagos, Oyo, Ondo, Ekiti, Kwara, Edo, Delta, Part of Rivers, Bayelsa, Niger, Kogi, Benue.

MUSIC PHILOSOPHY: Contemporary Nigerian tunes spanning the different genres. (Old, current, foreign)

VISION

To be the first class platform that informs, entertains, educates and enriches lives of Lagosians.

MISSION

Innovative broadcasting that promotes culture, enriches human values through balanced reporting and programming that educates, informs and entertains, is a SMART city.

OUR CORE VALUES

- Professionalism
- Responsiveness
- Integrity
- Creativity
- Efficiency

OUR STRENGTH

The foremost Indigenous Radio Station with unmatched gross reach penetration.

RATE CARD

www.radiolagos.net, www.eko107fm.com



CONTACT US

Radio House, Latif Jakande Road, Agekingshi,
Lagos. P.M.B. 71164, Ikeja. G: 0906 3860428, 08022002906
E: info@radiolagos.net, info@eko107fm.com
T: 01592033-0001, 01592033-0002
F: www.facebook.com/radiolagos
www.facebook.com/eko107fm



TIME CLASSIFICATION

MAROSE	05.00AM	- 08.00AM
OJUTATE	08.00AM	- 12.00NOON
EYASE	12.00	- 16.00 HOURS
NI-FAJI	16.00	- 22.00 HOURS
GBENLE	22.00	- HOURS TO WEB CAST

SPONSORED PROGRAMMES

DURATION	MAROSE	EYASE	NI-FAJI	GBENLE
5 MINS	N14,000	N12,025	N13,127.50	N10,000
10 MINS	N26,560	N18,640	N18,191.25	N13,000
15 MINS	N27,610	N23,750	N25,780	N16,850
20 MINS	N27,025	N26,810	N26,500	N19,850
25 MINS	N22,250	N27,600	N30,320	N23,100
30 MINS	N24,800	N29,850	N32,105	N24,850
45 MINS	N42,100	N39,750	N43,750	N30,750

MUSICAL/ARTIST SPOT INTERVIEW - N15,000 FOR 10 MINS

PERSONAL PAID ANNOUNCEMENT

DURATION	7AM, 8AM, 11AM	7PM, 8PM	8PM
30 SECONDS	N6,500	N3,600	N5,000
45 SECONDS	N7,200	N6,150	N5,775
60 SECONDS	N8,800	N7,750	N6,660

REQUEST CARD - N1,500

OBITUARY - 9,000

IMMEDIACISM - 9,500

LAGOS, OGUN, OYO, OSUN, ONDO, ENTI

RELIGIOUS PROGRAMMES

DURATION	MAROSE	EYASE	NI-FAJI	GBENLE
5 MINS	N15,480	N13,230	N14,550	N10,750
10 MINS	N23,210	N19,830	N21,830	N13,750
15 MINS	N30,940	N24,440	N29,125	N18,150
20 MINS	N34,828	N29,770	N32,750	N20,150
25 MINS	N37,075	N31,430	N34,750	N22,850
30 MINS	N38,700	N32,100	N36,440	N25,750

PRODUCTION COST : 40% OF TOTAL COST

COMMERCIAL ADVERTS

DURATION	MAROSE	OJUTATE	EYASE	NI-FAJI	GBENLE
40 SECONDS	12,840	15,402	9,310	10,154	7,900
45 SECONDS	9,725	11,343	7,500	8,400	6,000
30 SECONDS	7,780	8,494	5,000	6,880	5,000
15 SECONDS	5,850	5,512	4,500	4,900	4,000

PLEASE NOTE ALL RATES ATTRACT 5% VAT

TIN: 01592033 - 0001

ACCOUNT NAME - RADIO LAGOS (ZENITH BANK)

ACCOUNT NUMBER - 1010356121

VOLUME DISCOUNT

N500,001.00	-	N1,000,000.00	5%
N1,000,001.00	-	AND ABOVE	10%

COMMERCIAL NEWS & PROGRAMMES

	COVERAGE
1. SOCIAL ACTIVITIES INSTALLATION, INDUCTION CONFERENCE	N56,000
2. CORPORATE ACTIVITIES NEWS & MEETINGS (ACM, PRODUCT LAUNCH ETC)	N78,400
3. NEWS CONFERENCE MDO, PARASTATALS	N63,000

HTYPE - N30,000 MAXIMUM 60 WORDS

LIVE COVERAGE (OIB/VAN) - N350,000.00

SPOT INTERVIEW WITHIN OJUTATE

10 MINUTES - N40,000

OTHER BELTS

10 MINUTES - N30,000

5 MINUTES - N20,000

MUSICAL/ARTIST SPOT INTERVIEW N15,000 FOR 10 MINS

TIME CHECK 5 SECONDS - N7,500

INTRA PROGRAM SPOTS ATTRACT 40% SURCHARGE

FIXED TIME SPOTS 50% SURCHARGE

POLITICAL ADVERTS & ANNOUNCEMENTS 100% SURCHARGE

MID NEWS SPOTS 60% SURCHARGE

NEW ADJACENCY 50% SURCHARGE

STOP - PRESS ANNOUNCEMENT

ATTRACT 100% SURCHARGE

PRODUCTION COST : 40% OF TOTAL COST

PRODUCTION SERVICES

Ambrose Campbell

Musical CD - N500

Yoruba Dunka

Educational CD - N1,000

Sound System/Speakers

For Crusade, Conventions and Rally - N30,000.00

CORPORATE AFFAIRS SERVICES & HALL RENTAL

1. Eko FM Multipurpose Hall - N650,000.00
2. Eko FM Upper Suite - N450,000.00
3. Marquee - N1,000,000.00
4. The Arena Ground - N550,000.00

RATE ATTRACT 5% VAT

Rates are Negotiable

For Enquiries - 08050744812



BRIEF

Radio Lagos 107.5FM "established in 2001, is under the control of the Lagos State Radio Service.

The station has been carefully conceptualized towards the promotion of the Cultural values and tradition of the Yoruba speaking community in Nigeria and in the diaspora through its webcasting.

Radio Lagos ensures a unique status as the first predominantly specialized, language station with over 98% of its transmission in Yoruba, and just about 2% for short English bulletins. The station provides highlighting musical, yet interactive live programmes serving in the process as a vehicle for your advertising needs and awareness promoters.

Its audiences enjoy a large span of identifiable classifications.

TARGET AUDIENCE: General (Yoruba - Speaking)

COVERAGE: Lagos, Ogun, Parts of Ogun, Oyo and EKII States

WEBCASTING

Lagos State Radio Service launched its Website in September, 2001

Basically, the site, (www.radiolagoskalam.com), offers unique opportunity to Nigerians and Africans in the Diaspora, to experience the feel of "home-cooking" in the sense of immediate, community-based news and programmes, trail of popular non-stop local Nigerian music (with a preference for Yoruba music) and live participation in our interactive talk shows, presented by veteran, broadcasters.

With www.radiolagoskalam.com its home based entertainment for every home.

RECOMMENDED			
Size	Homepage	Other pages	Duration
1.6 x 0.7	N50,000.00	N20,000.00	1 week
0.8 x 0.7	N30,000.00	N10,000.00	1 week

Website Design, Domain Name Registration & Hosting

PACKAGES

MINI

Domain Name Registration
Website Design (4 pages) - Flash Animation, concept development and dynamic images.
Hosting - 50 MB, 10 Web mail addresses, Antivirus/spam, enquiry page and search engine submission.

Cost: N40,000.00