

DIGITAL RATE CARD RADIO



TWITTER

Applies to the following
MEDIA BRANDS



Sponsored Tweets

| | |
|----------------------|----------------------|
| 14 Tweets in 1 Week | R 250,000 |
| 28 Tweets in 2 Weeks | R 500,000 |
| 56 Tweets in 4 Weeks | R 700,000 |
| 5 Retweets | R 50,000 |
| 10 Retweets | R 100,000 |
| 15 Retweets | R 120,000 |
| Live Tweets | R 250,000 |
| Remote Live Tweets | R 150,000 |

BRAND PLACEMENT IN PROFILE



COPY IN BIO

1 Week

~~₦~~100,000

1 Month:

~~₦~~500,000

HEADER PICTURE

1 Week

~~₦~~250,000

1 Month:

~~₦~~500,000

LINK IN BIO

1 Week

~~₦~~100,000

1 Month:

~~₦~~500,000

TWITTER





INSTAGRAM

BRAND ADS IN FEED

BRAND FLYERS // EVENT FLYERS

Image Format

- 1 Post: 50,000 NGN
- 3 Posts: 150,000 NGN
- 5 Posts: 200,000 NGN

Video Format

- 1 Post: 100,000 NGN
- 3 Posts: 250,000 NGN
- 5 Posts: 350,000 NGN

PRODUCT PLACEMENTS

Image Format

- 1 Post: 100,000 NGN
- 3 Posts: 250,000 NGN
- 5 Posts: 400,000 NGN

Video Format

- 1 Post: 150,000 NGN
- 3 Posts: 400,000 NGN
- 5 Posts: 600,000 NGN



SoundcityAfrica

INSTAGRAM

ONE POST:

| | |
|-----------------------|------|
| Non alcoholic/Picture | 100K |
| Non alcoholic/Video | 150K |
| Alcohol brand/Picture | 300K |
| Alcohol brand/Video | 350K |

Multiple Posts - TBD

INSTAGRAM

BRAND ADS IN STORY

BRAND FLYERS / EVENT FLYERS

Image Format

- 1 Story: 20,000 NGN
- 3 Stories: 50,000 NGN
- 5 Stories: 80,000 NGN

Video Format

- 1 Story: 25,000 NGN
- 3 Stories: 60,000 NGN
- 5 Stories: 100,000 NGN

PRODUCT PLACEMENTS

Image Format

- 1 Story: 25,000 NGN
- 3 Stories: 65,000 NGN
- 5 Stories: 100,000 NGN

Video Format

- 1 Story: 30,000 NGN
- 3 Stories: 80,000 NGN
- 5 Stories: 120,000 NGN



WEB SITE



PROMOTIONAL CONTENT

Pre -Event Post (Basic)

This post announces relevant details of a client's upcoming event. Includes a short writeup, one image/flier and links.

20,000 NGN

Pre -Event Post (Premium)

This post announces relevant details of a client's upcoming event. Includes a short writeup, 2 or more images/flier and links.

40,000 NGN

Post -Event Post (Basic)

This showcases your included event to readers. Client to provide photos (Max 70), Video Link (If any) and a short write up about the event.

50,000 NGN

Advertorial/Featured Articles

This post promotes a brand product, company, or service with a descriptive writeup, images and video.

60,000 NGN

Entertainment Competition Giveaways (Basic)

This post announcing criteria for readers to partake in a contest/ show/ giveaway/ discount deal held by a client.

20,000 NGN

BANNER PLACEMENT ON WEBSITE

Half Banner Min. 4weeks.

A smaller ad strategically located on the right-hand side of each of the inner pages.

20,000 NGN (Sample AD 234 x 60)

Home Page Medium Rectangle 4week.

A medium rectangle located on the right side of the inner page.

100,000- NGN (Sample AD 300 x 250)

Home Page Medium Rectangle 1week.

A medium rectangle located on the right side of the home page.

100,000- NGN (Sample AD 300 x 250)

INNER SECTION MAST HEAD 1week.

A long banner ad across the top of each of the premium pages.

100,000 NGN (Sample AD 728 x 90)

HOMEPAGE MAST HEAD 1week.

A long banner ad across the top of each of the premium pages.

100,000 NGN (Sample AD 728 x 90)

BRAND PLACEMENT IN PROFILE



COPY IN BIO

1 Week

₱100,000

1 Month:

₱500,000

LINK IN BIO

1 Week

₱100,000

1 Month:

₱500,000

SPONSORED STORY HIGHLIGHTS

1 Week

₱150,000

1 Month:

₱500,000

INSTAGRAM





urban96

Correct FM
MY RADIO

EXCLUSIVE RATES PER BRAND

@Soundcitytv|
@Soundcitykenya
@soundcityTanzania
@SoundcityLagos
@Soundcity Abuja
@SoundcityKano
@Soundcity PH

Twitter & Facebook & Instagram
(600,000 NGN)

Facebook & Instagram
(300,000 NGN)

Instagram alone
(200,000 NGN)

@UrbanFMLagos
@UrbanFmabuja
@UrbanfmKano
@Urbanfm

Twitter & Facebook & Instagram
(200,000 NGN)

Facebook & Instagram
(150,000 NGN)

Instagram alone
(100,000 NGN)

@CorrectFMLagos

Twitter & Facebook & Instagram
(150,000 NGN)

Facebook & Instagram
(100,000 NGN)

Instagram alone
(40,000 NGN)

