



## **SPOTS PLACEMENT**

- 60SECS – 18,555.00
- 45SECS – 15,598.00
- 30SECS – 14,700.00
- 15SEC – 11,200.00

## **SYNDICATED RATE ACROSS ALL LOCATIONS**

- 60SECS – N48,165.00
- 45SECS – N41,316.00
- 30SECS – N35,442.75
- 15SEC – N27,942.75

## **PROGRAMME SPONSORSHIP**

- 60MINS – N 280,000.00
- 45MINS – N 238,000.00
- 30MINS – N 180,600.00
- 15MINS – N 141,400.00

## **SPECIAL PLACEMENT**

- NEWS COVERAGE –91,700.00
- NEWS MENTION – 81,200.00
- ON AIR HYPE – 56,000.00
- LIVE APPEARANCE – 154,000.00

## **STUDIO PRODUCTION**

- JINGLE + 1 VOICE – N70,777.00
- ADDITIONAL 1 VOICE – N35,070.00
- ADDITIONAL 2 VOICES - N36,000.00
- OUTDOOR BROADCAST/HR. - N285,100.00
- HOURLY PRODUCTIONRATE - N120,000.00
- TIME CHECK- N13,300

## **PAID ANNOUNCEMENT**

- 1 – 50 words -N20,529.76
- 51 – 75 words - N24,619.45
- 76 – 100words - N27,652.31

## **SURCHARGES**

- FIXED TIME SPOT - 75%
- FIXED RANGE - 50%
- INTRA-PROGRAMME SPOT - 50%
- MID NEWS SPOT – 100%
- NEWS ADJACENCY – 75%
- PROGRAMME DISPLACEMENT – 50%
- POLITICAL RATES- 100%



## SYNDICATED RATE ACROSS ALL LOCATIONS

- 60SECS – N48,165.00
- 45SECS – N41,316.00
- 30SECS – N35,442.75
- 15SEC – N27,942.75

## STUDIO PRODUCTION

- Jingle + 1 voice – N28,000.00
- Outdoor Broadcast/Hr. - N189,000.00
- Hourly Production Rate - N84,000
- Time Check – N4,900.00

## SURCHARGES

- Fixed Time Spot - 75%
- Fixed Range - 50%
- Intra-programme Spot - 50%
- Mid news spot – 100%
- News Adjacency – 75%
- Programme Displacement – 50%
- Political Rates- 100%

## SPOT PLACEMENT;

- 60 SEC – N11,760.00
- 45 SEC – N 8,820.00
- 30 SEC – N7,000.00
- 15 SEC – N5,750.00

## PROGRAMME SPONSORSHIP

- 60MIN – N 121,600.00
- 45 MIN – N91,280.00
- 30 MIN – N72,940.00
- 15 MIN – N46,200.00

## SPECIAL PLACEMENT

- NEW COVERAGE – N50,400.00
- NEWS MENTION – N28,000.00
- ON AIR HYPE – N34,040.00
- LIVE APPEARANCE -130,480.00

## PAID ANNOUNCEMENT

- 1 – 50 words – 9,660.00
- 51 – 75 words – 12,040.00
- 76 – 100words – 16,100.00



### **SPOTS PLACEMENT**

- 60SEC – N11,900.00
- 45SEC – N10,920.00
- 30SEC – N8,680.00
- 15SEC – N6,720.00

### **PROGRAMME SPONSORSHIP**

- 60MINS – N157,500.00
- 45MINS – N118,160.00
- 30MINS – N94,500.00
- 15MINS – N68,320.00

### **SPECIAL PLACEMENT**

- News Coverage – N44,800.00
- News Mention - N25,200.00
- On Air Hype - N32,200.00
- Live - Appearance - N168,840.00

### **PAID ANNOUNCEMENT**

- 1 – 50 words - N9,100.00
- 51 – 75 words - N11,480.00
- 76 – 100words - N15,260.00

### **SYNDICATED RATE ACROSS ALL LOCATIONS**

- 60SECS – N48,165.00
- 45SECS – N41,316.00
- 30SECS – N35,442.75
- 15SEC – N27,942.75

### **STUDIO PRODUCTION**

- Jingle + 1 voice - N28,000.00
- Outdoor Broadcast/Hr. - N182,000.00
- Hourly Production Rate - N96,000.00
- Time Check – N4,480.00

### **SURCHARGES**

- Fixed Time Spot - 75%
- Fixed Range - 50%
- Intra-programme Spot - 50%
- Mid-news spot – 100%
- News Adjacency – 75%
- Programme Displacement – 50%
- Political Rates- 100%



### **SPOTS PLACEMENT**

- 60SEC – N9,565.00
- 45SEC – N8,200.00
- 30SEC – N6,377.00
- 15SEC – N5,187.00

### **PROGRAMME SPONSORSHIP**

- 60MINS – N100,800.00
- 45MINS – N76,300.00
- 30MINS – N61,040.00
- 15MINS – N38,640.00

### **SPECIAL PLACEMENT**

- News Coverage – N36,400.00
- News Mention - N19,600.00
- On Air Hype - N28,420.00
- Live - Appearance - N180,920.00

### **PAID ANNOUNCEMENT**

- 1 – 50 words - N8,120.00
- 51 – 75 words - N10,080.00
- 76 – 100words - N13,440.00

### **SYNDICATED RATE ACROSS ALL LOCATIONS**

- 60SECS – N48,165.00
- 45SECS – N41,316.00
- 30SECS – N35,442.75
- 15SEC – N27,942.75

### **PRODUCTION**

- Jingle + 1 voice - N22,400.00
- Outdoor Broadcast/Hr. - N138,380.00
- Hourly Production Rate - N96,000.00
- Time Check – N4,200.00

### **SURCHARGES**

- Fixed Time Spot - 75%
- Fixed Range - 50%
- Intra-programme Spot - 50%
- Mid-news spot – 100%
- News Adjacency – 75%
- Programme Displacement – 50%
- Political Rates- 100%



### **SPOT PLACEMENT:**

60 SECS – N12,600.00  
45SECS – N11,550.00  
30SECS – N10,500.00  
15 SECS – N8,400.00

### **PROGRAMME SPONSORSHIP:**

60 MIN – N94,500.00  
45MIN – N84,000.00  
30 MIN – N63,000.00  
15MIN – N42,000.00

### **SPECIAL PLACEMENT:**

NEWS COVERAGE – N84,000.00  
NEWS MENTION- N42,000.00  
HYPE – N52,000.00  
GUEST APPEARANCE – N112,000.00

### **PAID ANNOUNCEMENT:**

1 –90 words –N 10,500.00

### **SYNDICATED RATE ACROSS ALL LOCATIONS**

60SECS – N48,165.00  
45SECS – N41,316.00  
30SECS – N35,442.75  
15SEC – N27,942.75

### **COST OF PRODUCTION/STUDIO BOOKINGS**

60 minutes - N 40,000.00  
45 minutes - N 35,000.00  
30 minutes - N 30,000.00  
15 minutes - N 20,000.00  
Jingle Production - N30,000.00  
Voice Over N20,000.00

### **SURCHARGES**

Fixed Time Spot - 75%  
Fixed Range - 50%  
Intra-programme Spot - 50%  
Mid-news spot – 100%  
News Adjacency – 75%  
Program Displacement - 50%  
Political Rates- 100%