



RATE CARD

PRIME TIME (AAA)

6 AM - 12 PM

4 PM - 9 PM

Friday, Saturday, Sunday and public holidays are considered as prime time

REGULAR TIME (AA)

12 PM - 4 PM

9 PM - 6 AM

PLACEMENT OF SPOTS

(All Prices in Nigerian Naira)

PRIME TIME	60"	45"	30"	15"	5"
	8,000	7,000	5,500	4,200	2,500
REGULAR TIME	60"	45"	30"	15"	5"
	7,000	6,000	4,800	3,500	1,500

Only advertisements on CD or sent via email are acceptable

SPONSORSHIP OF PROGRAMS

(All Prices in Nigerian Naira)

PRIME TIME	60"	45"	30"	15"	5"
	76,000	60,380	48,196	40,000	22,000
REGULAR TIME	60"	45"	30"	15"	5"
	65,000	50,000	40,000	30,000	18,000

All rates are subjected to 100% surcharge from November 15th to December 31st
Independent Production - Plus 5% Surcharge

GUEST APPEARANCE

15 minutes - **N50,000.00**

30 minutes - **N80,000.00**

1 Hour - **N140,000.00**

Independent Production - Plus 5% Surcharge

STUDIO CHARGES

Complete Jingle Production **N35,000.00**

Voice Over Only **N35,000.00**

Record to CD **N17,000.00**

Studio Booking per Hour + Producer **N25,000.00**

NEWS & PROGRAMS

	Promotion (Per Min)	Coverage (Per Min)
News Mention (2 minutes)	N11,000.00	N30,000.00
Social Events	N11,000.00	N30,000.00
Corporate Event	N11,000.00	N30,000.00
News Conference	N11,000.00	N30,000.00
Live Coverage (Negotiable)		

HYPES

On Air Personality Hype (3 Mins) **N35,000.00**

PAID ANNOUNCEMENT

	PRIME	REGULAR
1 - 50 Words	5,600	5,060
51 - 75 Words	7,000	6000
76 - 100 Words	8,400	7,000

SPECIAL

Sports Update (2 Mins)	9,000
Time Check (5 Secs)	4,500
Weather Report (2 Mins)	9,000
Finance Update (2 Mins)	9,000
Traffic Report (2 Mins)	9,000
Information Update (2 Mins)	11,000
Customized Update (2 Mins)	11,000

All Political Jingles & Announcements attracts a 100% surcharge

LIVE BROADCAST (Per Hour)
N200,000 (Negotiable)

VOLUME DISCOUNTS

N100,000 - N150,000	1%
N151,000 - N500,000	2%
N501,000 - N750,000	4%
N751,000 - N1,000,000	5%
N1,000,001 and Above	8%

COMMISSION

AAPN Registered Agencies	15%
Others	10%

OTHER SURCHARGES

Fixed Time	+50%
Intra Program	+50%
Start/ Mid News	+100%
Program Displacement	+70%
Program Adjacency	+50%
Branding Fee	+10%
Independent Program	+10%

THE HONOURABLE HOUSE OF PARAPO

(MONDAY - FRIDAY [6:15PM 7:30PM])

LIVE APPEARANCE	SPONSORSHIP
10 Minutes - N66,667.00	30 Mins N150,000.00
15 Minutes - N100,000.00	Complete Show (1 Hr 15 Mins) N250,000.00
30 Minutes - N140,000.00	
Independent Production - Plus 5% Surcharge	

ALL PRICES ARE EXCLUSIVE OF 7.5% VAT
Maanagement reserves the right to refuse any adverts



Abuja Office: 17 Karaye Street, Of Amurie Omanze Street, Of Ladoke Akintola Boulevard, Garki 2, Abuja
Lagos Office: Guinea Insurance House, No. 33 Ikorodu Road, Jibowu, Lagos
Anambra Office: Oraifite, Ekwusigo L.G.A