



Integrated National Advert Rates



F. STUDIO BOOKING

DETAILS	AMOUNT
JINGLE PROD. WITH MATERIAL	N50,000
JINGLE PROD. WITHOUT MATERIAL	N70,000
STUDIO TIME AFTER 5PM	N27,000
VOICE OVER	N30,000
TRANSFERRING OF CD	N20,000 per CD

NOTE:

- All adverts attract a **7.5% VAT**
- Adverts are done with consideration to **NBC code** and provisions of other **regulatory bodies**.

G. COMMISSIONS

DETAILS	PERCENT
APCON REGISTERED AGENCIES	15%
OTHERS	10%



IJELE 93.1 FM

A. ADVERT RATES PER SECOND

SECONDS	AMOUNT
60	N12,000
30	N10,000
15	N7,500

B. ANNOUNCEMENT RATES PER WORD

WORDS	AMOUNT
1 - 50	N7,500
51 - 75	N8,000
76 - 100	N10,000
100 and above	N13,000

C. BRANDED PROGRAMMES PER TIME SPOT

MINUTE	AMOUNT
60	N100,000
45	N90,000
30	N70,000
15	N65,000
5	N45,000

D. SPECIAL BROADCAST RATES

DETAILS	AMOUNT
OBITUARY	N30,000
CORPORATE SPOTLIGHT (5 Mins)	N75,000
PROMOTIONAL APPEARANCE	N145,000
POLITICAL JINGLE	N30,000
ON AIR HYPE	N45,000
TIME CHECK	N12,000
EVENT COVERAGE (Recorded)	N120,000
EVENT COVERAGE (Live)	N180,000
POLITICAL LIVE COVERAGE (Per Hour)	N500,000
NEWS ADJACENT	75% of Rate
FIXED TIME	100% of Rate
INTRA NEWS	100% of Rate

NOTE : All orders attract 7.5% VAT



CLASSIFICATION		TIME BELTS
Prime Time	AAA	5 am - 12 pm 4 pm - 10 pm
Regular Time	AA	12 pm - 4 pm 10 pm - 12 am
Night Cruise	A	12 am - 5 am

A. PLACEMENT OF SLOTS (IN SECONDS)

BELT	60	45	30
PT	N12,000	N10,000	N8,500
RT	N9,000	N7,500	N6,000
NC	N7,000	N6,000	N5,000

B. SPONSORSHIP OF PROGRAMS (IN MINUTES)

BELT	60	45	30	15
PT	N91,000	N72,800	N54,600	N21,840
RT	N72,800	N54,600	N40,600	N13,650
NC				

C. PURCHASE OF AIRTIME (IN MINUTES)

PRIME TIME	60	30	15
	N300,000	N200,000	N145,000

D. PAID ANNOUNCEMENTS

WORDS	PRIME	REGULAR	NIGHT CRUISE
1 - 50	N8,500	N10,500	N7,750
51 - 75	N7,000	N9,000	N6,500
76 - 100	N5,500	N7,500	N5,000

E. GUEST APPEARANCE

MINUTES	PRIME	REGULAR
15 Minutes	N85,000	N70,000
HYPE (3 MINS)	N45,000	
PRESENTER'S FEE	N15,000	



KISS 98.9 FM LAGOS

CLASSIFICATION		TIME BELTS
Prime Time	AAA	5 am - 12 pm 4 pm - 10 pm
Regular Time	AA	12 pm - 4 pm 10 pm - 12 am
Night Cruise	A	12 am - 5 am

A. PLACEMENT OF SLOTS (IN SECONDS)

BELT	60	45	30	15
PT	N18,500	N16,500	N14,500	N12,500
RT	N17,000	N15,000	N13,500	N10,500
NC				

B. SPONSORSHIP OF PROGRAMS (IN MINUTES)

BELT	60	45	30	15
PT	N250,000	N185,000	N145,000	N50,000
RT	N187,000	N150,000	N112,000	N35,000
NC				

C. PURCHASE OF AIRTIME (IN MINUTES)

PRIME TIME	60	30	15
	N300,000	N200,000	N145,000

D. PAID ANNOUNCEMENTS

WORDS	PRIME	REGULAR	NIGHT CRUISE
1 - 30	N13,000	N10,000	N7,500
50 - 70	N17,000	N16,000	N9,500
76 - 100	N20,000	N19,000	N10,500

E. GUEST APPEARANCE

MINUTES	AMOUNT
10	N100,000
15	N150,000
30	N250,000

F. OTHERS

DETAILS	AMOUNT
JINGLE PROD (+VOICE)	N70,000
BRAND MENTION	N50,000
TIME CHECK	N20,000
PRESENTER'S FEE	N15,000