



MISSION STATEMENT: TO PREACH THE GOOD NEWS OF UNDILUTED ENTERTAINMENT AND INFORMATION THROUGH THE AIRWAYS.

## ADVERT RATES

### TIME ZONES

**CLIMAX** 6:00AM - 12 NOON  
4:00PM -10:00 PM

**CRESCENDO** 12 NOON-4.00 PM

**NIGHTINGALE** 10 .00PM-MIDNIGHT

### SPOT PLACEMENT

| TIMEZONE            | 15 SECS    | 30 SECS    | 45 SECS | 60 SECS    |
|---------------------|------------|------------|---------|------------|
| <b>CLIMAX</b>       | N<br>4,500 | N<br>5,500 | 6,500   | N<br>7,500 |
| <b>REGULAR</b>      | 3,500      | 4,775      | 5,110   | 6,000      |
| <b>NIGHTINGAALE</b> | 2,900      | 3,300      | 3,900   | 4,940      |

### ANNOUNCEMENT

| TIMEZONES           | 1-25 WORDS | 26-50 WORDS | 51-75 WORDS | 75-100 WORDS | 100-150 WORDS |
|---------------------|------------|-------------|-------------|--------------|---------------|
| <b>CLIMAX</b>       | 3,000      | 4,500       | 5,500       | 6,500        | 8,500         |
| <b>CRESCENDO</b>    | 1,800      | 2,800       | 4,000       | 5,500        | 6,900         |
| <b>NIGHTINGAALE</b> | 1,500      | 2,000       | 3,000       | 4,000        | 5,000         |

### HYPE:

Maximum 5 mins- N20, 100  
Presentation Fee- N10, 000

|              |        |
|--------------|--------|
| NEWS MENTION | 15,000 |
| COVERAGE     | 25,000 |

|                       |        |
|-----------------------|--------|
| SPONSORSHIP-5 MINUTES | 25,000 |
| SPONSORSHIP-2 MINUTES | 10,000 |

SPONSORED PROGRAMMES- NGOS AND RELIGIOUS & OTHERS

| BELT        | 5 MINS | 10 MINS | 15 MINS | 30 MINS | 45 MINS | 60 MINS |
|-------------|--------|---------|---------|---------|---------|---------|
| CLIMAX      | 8,500  | 12,500  | 18,500  | 27,200  | 32,000  | 47,050  |
| CRESCENDO   | 5,000  | 7,000   | 12,500  | 18,700  | 27,200  | 34,600  |
| NIGHTINGALE | 3,200  | 5,000   | 9,000   | 11,500  | 15,000  | 19,200  |

SPONSORED PROGRAMMES-INDEPENDENT PRODUCERS

| BELT        | 5 MINS | 10 MINS | 15 MINS | 30 MINS | 45 MINS | 60 MINS |
|-------------|--------|---------|---------|---------|---------|---------|
| CLIMAX      | 10,000 | 15,400  | 20,600  | 32,000  | 39,000  | 47,000  |
| CRESCENDO   | 7,000  | 10,000  | 17,000  | 23,000  | 28,000  | 34,000  |
| NIGHTINGALE | 3,000  | 5,000   | 9,000   | 11,000  | 14,000  | 18,000  |

LIVE APPEARANCE:

| TIMEZONES   | 5 MINS | 10 MINS | 15 MINS | 30 MINS | 45 MINS | 60 MINS |
|-------------|--------|---------|---------|---------|---------|---------|
| CLIMAX      | 13,000 | 19,200  | 25,000  | 36,800  | 49,300  | 56,100  |
| CRESCENDO   | 8,200  | 11,100  | 17,400  | 27,000  | 32,100  | 41,600  |
| NIGHTINGALE | 2,900  | 4,200   | 6,900   | 10,000  | 13,000  | 16,500  |

Market Fairs

|                             |   |   |                     |
|-----------------------------|---|---|---------------------|
| Products & Services Mention | - | - | 3,500 per script    |
| 1) Social function Mention  | - | - | 4,500               |
| 2) Retainership/Consultancy | - | - | 350,000 per Quarter |

EXTRA:

|                                      |            |
|--------------------------------------|------------|
| TIME CHECK (TOP OF THE HOUR)- 5 SECS | 4,000.00   |
| VOICE OVER                           | 10,000.00  |
| JINGLE PROD. (V.O +STUDIO+CD)        | 18,000.00  |
| OUTDOOR BROADCAST (1 hr.)            | 100,000.00 |
| LIVE STUDIO PRESENTATION (1 hr.)     | 110,000.00 |

SURCHARGES:

|                              |      |
|------------------------------|------|
| ALL POLITICAL CONTENT        | 100% |
| ALL NEWS CONTENT             | 100% |
| PROGRAMME DISPLACEMENT       | 50%  |
| PROGRAMME ADJACENCY          | 50%  |
| INDEPENDENT PROGRAMME        | 50%  |
| FIXED TIME                   | 50%  |
| FIXED RANGE (WITHIN 2 HOURS) | 30%  |
| FROM NOV. 01-DEC. 31         | 100% |
| INTRA PROG. ADVERT           | 50%  |

|                |     |
|----------------|-----|
| NEWS ADJACENCY | 50% |
|----------------|-----|

VOLUME DISCOUNTS:

| AMOUNT (N)          | PERCENTAGE |
|---------------------|------------|
| 100,000-150,000     | 1.0%       |
| 150,000-300,000     | 1.5%       |
| 300,000-500,000     | 2.0%       |
| 500,000-700,000     | 3.0%       |
| 700,000-1,000,000   | 3.5%       |
| 1,000,000-2,000,000 | 4.0%       |
| 2,000,000-3,000,000 | 5.0%       |
| 3,000,000-5,000,000 | 7.5%       |
| 5,000,000-7,000,000 | 10%        |
| 7,000,000-AND ABOVE | 12%        |

ALL RATES ATTRACTS 5% VAT  
VAT NO: