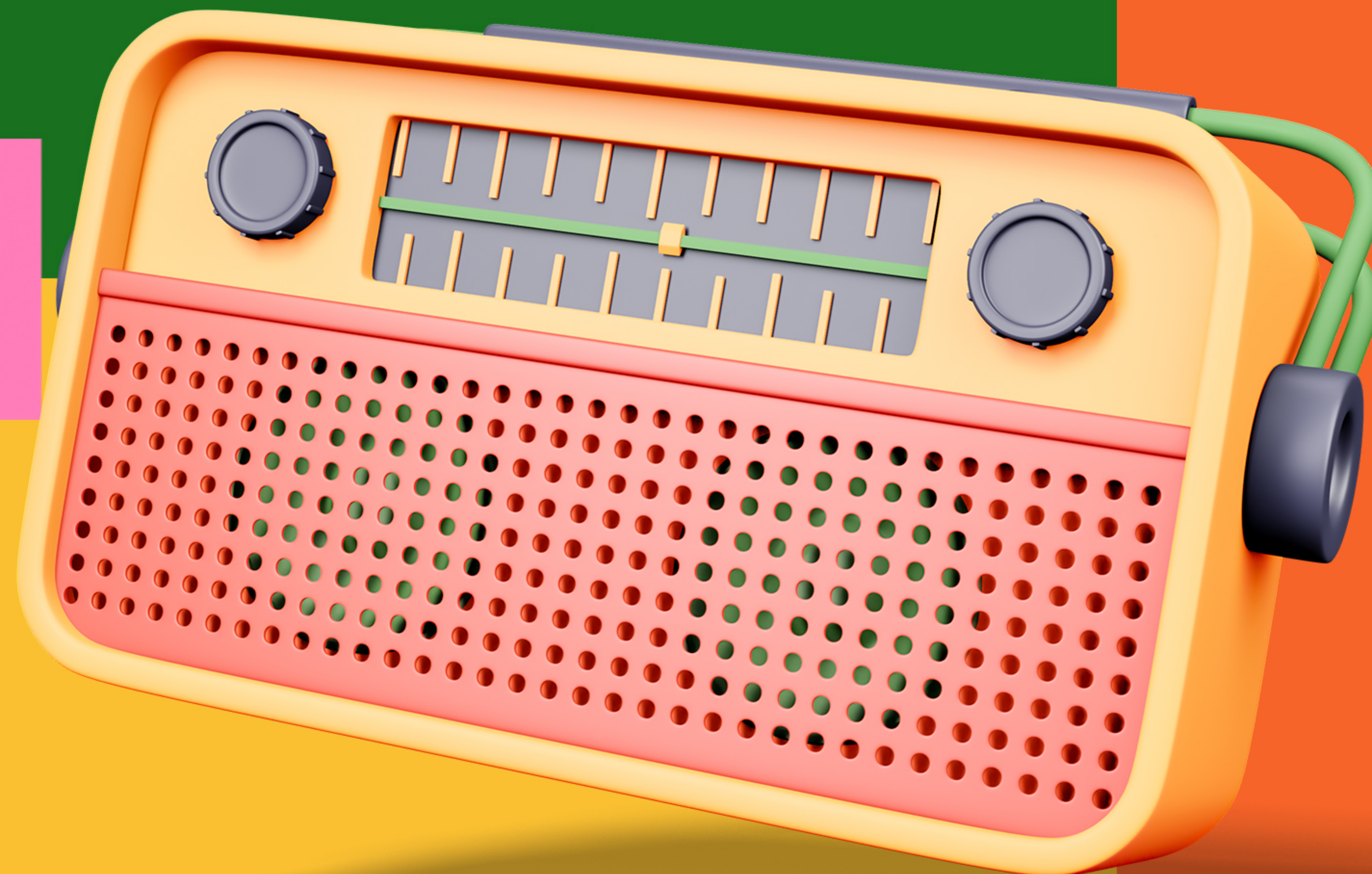




# Radio Rates



# ONITSHA RATES



## SPOTS PLACEMENT

| DURATION   | 60SEC  | 45SEC  | 30SEC  | 15SEC  |
|------------|--------|--------|--------|--------|
| 6AM – 10PM | N6,750 | N5,625 | N4,800 | N3,000 |

## PROGRAMME SPONSORSHIP

| DURATION   | 60MIN    | 45MIN    | 30MIN    | 15MIN    | 10MIN   | 5MIN    |
|------------|----------|----------|----------|----------|---------|---------|
| 6AM – 10PM | N225,000 | N180,000 | N150,000 | N127,500 | N97,500 | N60,000 |

## PROGRAMME SPONSORSHIP (INDEPENDENT PRODUCER)

| DURATION   | 60MIN    | 45MIN    | 30MIN    | 15MIN    | 10MIN    | 5MIN     |
|------------|----------|----------|----------|----------|----------|----------|
| 6AM – 10PM | N450,000 | N360,000 | N300,000 | N255,000 | N195,000 | N120,000 |

## LIVE APPEARANCE

| DURATION | 60MIN    | 45MIN    | 30MIN    | 15MIN    | 10MIN   | 5MIN    |
|----------|----------|----------|----------|----------|---------|---------|
| Any Belt | N225,000 | N180,000 | N150,000 | N127,500 | N97,500 | N60,000 |

## PAID ANNOUNCEMENT

| WORD COUNT | 1-50 WORDS | 51-75 WORDS | 76-100 WORDS |
|------------|------------|-------------|--------------|
|            | N8,250     | N9,750      | N11,250      |

## LIVE COVERAGE

| DURATION | 1 HOUR   | 30 MINUTES |
|----------|----------|------------|
|          | N225,000 | N150,000   |

| RADIO HYPE | PRESENTER FEE | 5 SECS TIME CHECK | PRESS COVERAGE |
|------------|---------------|-------------------|----------------|
| N37,500    | N18,750       | N9,750            | N112,500       |

| JINGLE PRODUCTION | CONGRATULATORY MESSAGE (60 SEC) | NEWS MENTION |
|-------------------|---------------------------------|--------------|
| N131,250          | N18,750                         | N37,500      |

## TIME CATEGORY



BIG SPORTS BREAKFAST SHOW

MUSIC AND NEWS BELT

POPULAR AREA

(5:00am –12noon)

(12noon – 5:00pm )

(5:00pm – 10:00am)

|                                              |      |
|----------------------------------------------|------|
| <b>SUBCHARGES</b>                            |      |
| Fixed Time Spots.....                        | 50%  |
| News Adjacency and IPS.....                  | 50%  |
| Mid News and Political Advert/Programme..... | 100% |
| Content.....                                 | 100% |
| Production.....                              | 100% |
| <b>DISCOUNTS</b>                             |      |
| 200,000 – 499,999.....                       | 2%   |
| 450,000 – 999,999.....                       | 4%   |
| 1,000,000 – 1,499,999.....                   | 6%   |
| 1,500,000 – 2,499,999.....                   | 8%   |
| 2,500,000 & Above.....                       | 10%  |
| <b>COMMISSION</b>                            |      |
| AAPN Registered Agencies.....                | 15%  |
| Others.....                                  | 10%  |

| LAGOS RATES                                  |                                 |                   |                |          |    |          |
|----------------------------------------------|---------------------------------|-------------------|----------------|----------|---------------------------------------------------------------------------------------|----------|
| SPOTS PLACEMENT                              |                                 |                   |                |          |                                                                                       |          |
| DURATION                                     | 60SEC                           | 45SEC             | 30SEC          | 15SEC    |                                                                                       |          |
| 6AM – 10PM                                   | N24,000                         | N18,750           | N12,750        | N8,250   |                                                                                       |          |
| PROGRAMME SPONSORSHIP                        |                                 |                   |                |          |                                                                                       |          |
| DURATION                                     | 60MIN                           | 45MIN             | 30MIN          | 15MIN    | 10MIN                                                                                 | 5MIN     |
| 6AM – 10PM                                   | N562,500                        | N472,500          | N333,750       | N236,250 | N187,500                                                                              | N117,750 |
| PROGRAMME SPONSORSHIP (INDEPENDENT PRODUCER) |                                 |                   |                |          |                                                                                       |          |
| DURATION                                     | 60MIN                           | 45MIN             | 30MIN          | 15MIN    | 10MIN                                                                                 | 5MIN     |
| 6AM – 10PM                                   | N900,000                        | N750,000          | N525,000       | N300,000 | N262,500                                                                              | N225,000 |
| LIVE APPEARANCE                              |                                 |                   |                |          |                                                                                       |          |
| DURATION                                     | 60MIN                           | 45MIN             | 30MIN          | 15MIN    | 10MIN                                                                                 | 5MIN     |
| Any Belt                                     | N562,500                        | N472,500          | N333,750       | N236,250 | N187,500                                                                              | N117,750 |
| PAID ANNOUNCEMENT                            |                                 |                   |                |          |                                                                                       |          |
| WORD COUNT                                   | 1-50 WORDS                      | 51-75 WORDS       | 76-100 WORDS   |          |                                                                                       |          |
|                                              | N10,500                         | N12,300           | N14,250        |          |                                                                                       |          |
| LIVE COVERAGE                                |                                 |                   |                |          |                                                                                       |          |
| DURATION                                     | 1 HOUR                          | 30 MINUTES        |                |          |                                                                                       |          |
|                                              | N450,000                        | N262,500          |                |          |                                                                                       |          |
| RADIO HYPE                                   | PRESENTER FEE                   | 5 SECS TIME CHECK | PRESS COVERAGE |          |                                                                                       |          |
| N67,500                                      | N19,500                         | N10,500           | N112,500       |          |                                                                                       |          |
| JINGLE PRODUCTION                            | CONGRATULATORY MESSAGE (60 SEC) | NEWS MENTION      |                |          |                                                                                       |          |
| N131,250                                     | N18,750                         | N60,000           |                |          |                                                                                       |          |
| TIME CATEGORY                                |                                 |                   |                |          |  |          |

BIG SPORTS BREAKFAST SHOW

MUSIC AND NEWS BELT

POPULAR AREA

(5:00am –12noon)

(12noon – 5:00pm )

(5:00pm – 10:00am)

|                                              |      |
|----------------------------------------------|------|
| <b>SUBCHARGES</b>                            |      |
| Fixed Time Spots.....                        | 50%  |
| News Adjacency and IPS.....                  | 50%  |
| Mid News and Political Advert/Programme..... | 100% |
| Content.....                                 | 100% |
| Production.....                              | 100% |
| <b>DISCOUNTS</b>                             |      |
| 200,000 – 499,999.....                       | 2%   |
| 450,000 – 999,999.....                       | 4%   |
| 1,000,000 – 1,499,999.....                   | 6%   |
| 1,500,000 – 2,499,999.....                   | 8%   |
| 2,500,000 & Above.....                       | 10%  |
| <b>COMMISSION</b>                            |      |
| AAPN Registered Agencies.....                | 15%  |
| Others.....                                  | 10%  |

NETWORK RATES

SPOTS PLACEMENT

| DURATION   | 60SEC   | 45SEC   | 30SEC   | 15SEC   |
|------------|---------|---------|---------|---------|
| 6AM – 10PM | N44,400 | N32,550 | N26,259 | N21,000 |

PROGRAMME SPONSORSHIP

| DURATION   | 60MIN      | 45MIN      | 30MIN    | 15MIN    | 10MIN    | 5MIN     |
|------------|------------|------------|----------|----------|----------|----------|
| 6AM – 10PM | N1,402,500 | N1,147,500 | N828,750 | N450,000 | N386,250 | N318,750 |

PROGRAMME SPONSORSHIP (INDEPENDENT PRODUCER)

| DURATION   | 60MIN      | 45MIN      | 30MIN      | 15MIN    | 10MIN    | 5MIN     |
|------------|------------|------------|------------|----------|----------|----------|
| 6AM – 10PM | N2,805,000 | N2,295,000 | N1,657,500 | N900,000 | N772,500 | N637,500 |

LIVE APPEARANCE

| DURATION   | 60MIN      | 45MIN      | 30MIN    | 15MIN    | 10MIN    | 5MIN     |
|------------|------------|------------|----------|----------|----------|----------|
| 6AM – 10PM | N1,402,500 | N1,147,500 | N828,750 | N450,000 | N386,250 | N318,750 |

PAID ANNOUNCEMENT

| WORD COUNT | 1-50 WORDS | 51-75 WORDS | 76-100 WORDS |
|------------|------------|-------------|--------------|
| 6AM – 10PM | N33,000    | N39,000     | N45,000      |

LIVE COVERAGE

| DURATION | 1 HOUR     | 30 MINUTES |
|----------|------------|------------|
|          | N1,405,500 | N828,750   |

RADIO HYPE

| PRESENTER FEE | 5 SECS TIME CHECK | PRESS COVERAGE |
|---------------|-------------------|----------------|
| N189,750      | N37,500           | N225,000       |

JINGLE PRODUCTION

| CONGRATULATORY MESSAGE (60 SEC) | NEWS MENTION |
|---------------------------------|--------------|
| N87, 500                        | N112,500     |

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HIGH ROI



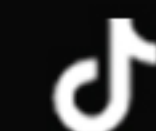
# 88.9 LAGOS

4, Oluwatunmike Disu Street, Igbokusu, Opposite  
Jakande 1st Gate, Lekki-Ajah Expressway

08034439502, 08024110723

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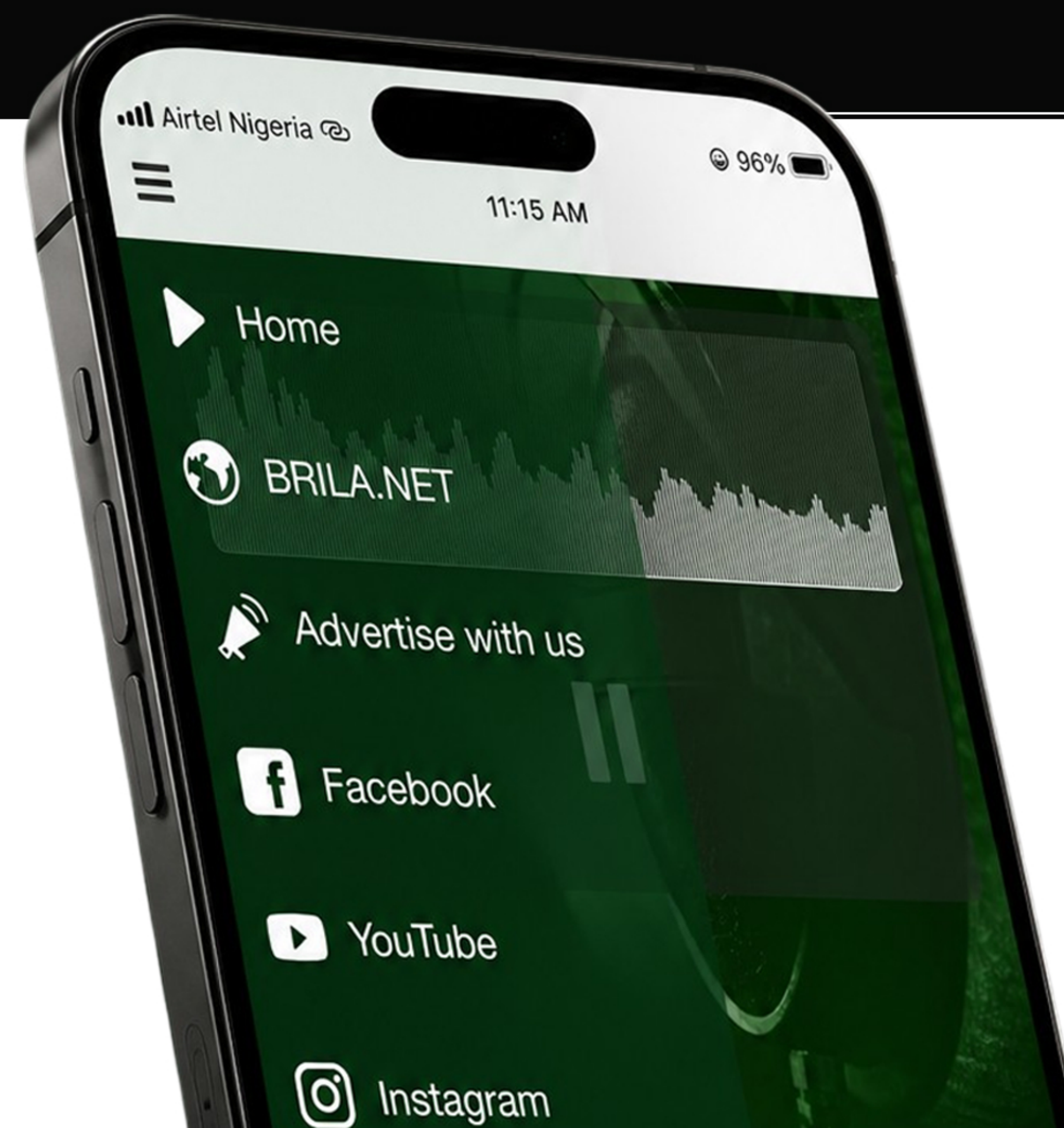
# 88.9 ONITSHA

33, Hilltop Crescent, Federal  
Housing Estate, Trans Nkisi GRA

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