ADBN

RATE CARD

JINGLE PLACEMENT

PEAK PERIOD - DAY

6AM - 12 NOON

60 SEC	₦ 40,000
45 SEC	₦ 35,000
30 SEC	₦ 25,000

PEAK PERIOD - NIGHT

6AM - 11PM

60 SEC	₦ 40,000
45 SEC	₦ 35,000
30 SEC	₦ 25,000

OFF PEAK - DAY

12-3PM

60 SEC	₦ 35,000
45 SEC	₦ 25,000
30 SEC	₦ 18,000

OFF PEAK - NIGHT

12-3PM

60 SEC	₦ 35,000
45 SEC	₦ 25,000
30 SEC	₦ 18,000

LIVE BROADCAST

1 HOUR	₦ 6,000,000
2 HOURS	₦ 10,000,000
3 HOURS	NEGOTIABLE

NEWS REPORT / MENTION

2 MINUTES

N 1,500,000

POLITICAL/GOVERNMENT

2 MINUTES

N 2,500,000

CORPORATE AND INDIVIDUAL

2 MINUTES

N 300,000

3 MINUTES

N 3,500,000

JINGLE WITHIN NEWS / PROGRAMMES

PEAK PERIOD - DAY

6AM - 12 NOON

60 SEC	₦ 200,000
45 SEC	₦ 150,000
30 SEC	₦ 100,000

PEAK PERIOD - NIGHT

6AM - 11PM

60 SEC	₦ 200,000
45 SEC	₦ 150,000
30 SEC	₦ 100,000

OFF PEAK - DAY

12-3PM

60 SEC	₦ 150,000
45 SEC	₦ 100,000
30 SEC	₦ 60,000

OFF PEAK - NIGHT

12-3PM

60 SEC	₦ 150,000
45 SEC	₦ 100,000
30 SEC	₦ 60,000

SPONSORED SPOTLIGHT

1 HOUR	₦ 5,000,000
30 MIN	₦ 2,500,000
15 MIN	₦ 1,500,000

LIVE APPEARANCE

1 HOUR	₦ 5,500,000
30 MIN	₦ 2,500,000
15 MIN	₦ 2,000,000
5 MIN	₦ 1,000,000

JINGLES/INFOMERCIAL PRODUCTIONS

₦250,000

. Event Coverage/ Packaging	N 1,000,000
. Special Event Coverage	N 10,000,000 (25 Min) (13 Episodes)

INDEPENDENT PROGRAMMES (AIRTIME ONLY)

60 MINS	N 750,000
30 MINS	N 400,000

DOCUMENTARY PRODUCTION AND AIRTIME

60 MINS	N 4,500,000
30 MINS	N 3,000,000

SPONSORED PROGRAMMES (NON FAITH BASED)

LENGTH	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS	5 MINS
MORNING(6AM-7PM)	750,000	500,000	375,000	187,000	120,000	95,000
EVENING(7PM-11PM)	1,000,000	750,000	500,000	375,000	250,000	187,000

SPONSORED PROGRAMMES (FAITH BASED)

LENGTH	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS	5 MINS
MORNING(6AM-7PM)	350,000	300,000	250,000	150,000	100,000	80,000
EVENING(7PM-11PM)	500,000	400,000	300,000	2000,000	150,000	110,000

SPONSORSHIP ELEMENTS

BRAND CREDIT	**N250,000**
MENTIONS	**N120,000**
SQUEEZE BAR (5SEC)	**N120,000**
PRODUCT PREVIEW (15 MINS)	**N1,000,000**
TICKER BANNERS	**N120,000**
INFOMERCIAL	**N150,000**
CONGRATULATORY MESSAGE	**N100,000**

SCROLL MESSAGES

N200,000 (1-2 Hours)