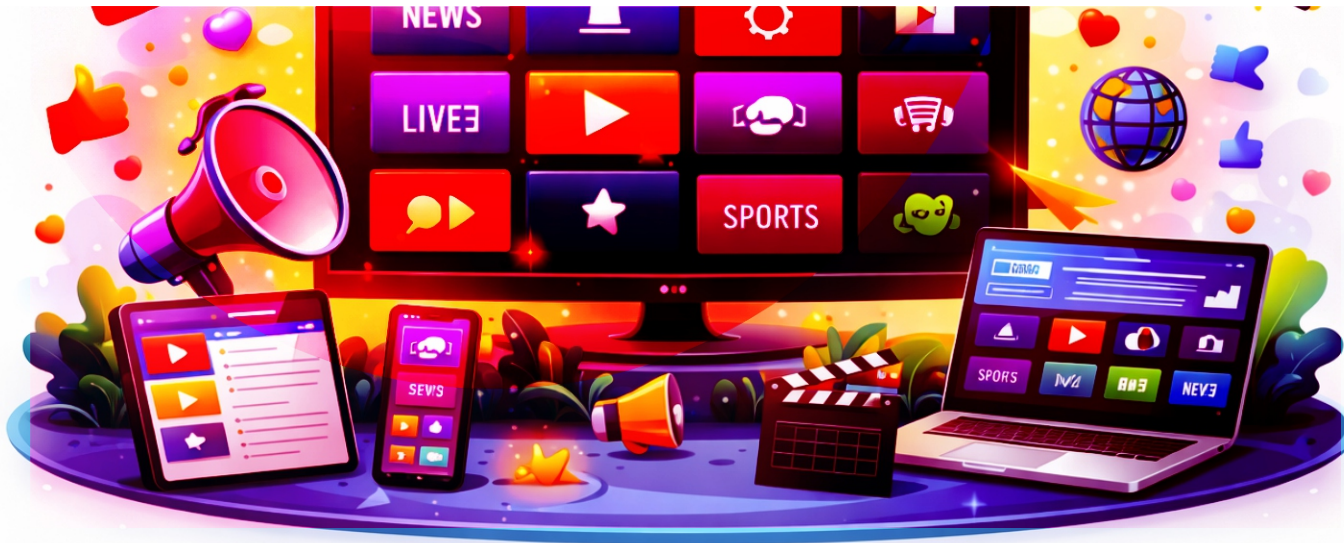


ADBN








**Advocate
Broadcasting Network
Television (ADBN TV)**

...A part of you

**STATION
PROFILE**



CHANNELS & PLATFORMS

- **Satellite:**  258 |  StarTimes 140 |  STRONG 28 |  121
- **Streaming:** 24/7 global online service
- **Digital:**  @adbntv |  @AdbntvX |  ADBN TV |  @adbntv_ng | Naija Tv App
- **Website:** www.adbntv.com

COVERAGE

- 5 million views daily
- Global streaming access
- **Offices:**
 - **Abuja office:** 2 Jean Edward Nnadi Crescent, Guzape, Abuja
 - **Uyo office:** Plot 3, Passion FM avenue, banking layout, off Udo Udoma avenue, Uyo, Akwa Ibom State.
- All 6 geopolitical zones, 36 states

MISSION

To make broadcasting services affordable, available, and accessible, while strengthening creativity, innovation, and value.



VISION

We are poised to strengthen services with Creative, Innovative, Value driven and people-oriented programs that will deliver vibrant infotainment to the people.





ABOUT US

Founded in 2014, **ADBN TV** is a private 24-hour broadcaster delivering prime news, current affairs, and advocacy journalism.

EDITORIAL FOCUS:

- News and current affairs
- Advocacy on Environmental issues impacting women & youth
- Dedicated regional spread
- Policy impact and community storytelling

We stand at the nexus of credible journalism, governance reporting, and cultural storytelling.

PROGRAMMES



PICK OF THE BUNCH

<p>Morning Express Flagship news and current affairs programme with a sharp spotlight on the State of the Nation.</p>	<p>ADBN Sport Dedicated sports coverage with in-depth grassroots analysis and comprehensive reviews of international sport events.</p>	<p>Niger Delta Today Magazine advocacy programme tackling issues affecting oil-producing communities in the Niger Delta.</p>	<p>The Market Report Your daily guide to stock and commodity markets, enriched with expert opinions on socio-economic trends.</p>	<p>Softline Family show addressing societal issues, offering solutions to preserve values and cultural heritage.</p>
<p>People Dey Talk No-holds-barred interactive Pidgin programme with real-time viewer feedback on national issues.</p>	<p>Global Digest Insightful news and current affairs programme exploring global issues and diaspora perspectives</p>	<p>FCT In Focus Weekly roundup of governance and administrative matters in the nation's capital and adjoining councils.</p>	<p>Naija Beats Weekly music show featuring the hottest Afrobeats tunes.</p>	<p>News Eddies Weekly review of major headlines with diverse analysis and behind-the-scenes insights into the stories that shape our world</p>
<p>One Faith Weekly Christian programme promoting faith through virtual fellowship.</p>	<p>Event 360 Event-based reportage covering red carpets, fashion and entertainment shows.</p>	<p>Chat Circle Podcast-style talk show dissecting viral moments of the week.</p>		

Why ADBN TV?

- In-depth analysis of government & policy actions
- Guaranteed national + digital reach
- Access to credible narratives



ADBNU

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
- . Special Event Coverage

N 1,000,000
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	200,000	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)

Contact

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