

# IFM 105.9 UYO

REACH: South-South, Uyo, Akwa-Ibom and some part of Abia-State Approximately 10 million people

PREMIUM TIME	AAA	5AM - 11AM, 4PM - 10PM
REGULAR TIME	AA	11AM - 4PM, 10PM - 5AM

## ALL RATES ARE EXCLUSIVE OF VAT

COMMERCIAL SPOT	60SEC.	45SEC.	30SEC.	15SEC.
PREMIUM TIME	4,000	3,500	2,400	1,500
REGULAR TIME	3,200	2,300	1,800	1,100

## SPONSORSHIP (QUARTERLY)

	PREMIUM TIME	REGULAR TIME
60MIN.	60,000	50,000
45MIN.	50,000	40,000
30MIN.	40,000	30,000
15MIN.	20,000	15,000
10MIN.	15,000	10,000
5MIN.	8,000	7,000

## PERSONAL PAID ANNOUNCEMENTS (PPA)

	PREMIUM TIME	REGULAR TIME
1-70 WORDS	5,000	4,000
71-100 WORDS	6,000	5,000
101-130 WORDS	7,000	6,000

## COMMERCIAL NEWS

POLITICAL NEWS	50,000
CORPORATE NEWS	25,000
OTHERS	20,000
PRESS RELEASE	15,000

## LIVE APPEARANCE

	PREMIUM TIME	REGULAR TIME
60MIN.	70,000	55,000
45MIN.	60,000	50,000
30MIN.	50,000	40,000
15MIN.	30,000	25,000
10MIN.	20,000	15,000
5MIN.	10,000	7,500

## PROGRAMMING

5 SEC. TIME CHECK	10,000
2 MINS. HYPE	25,000

## STUDIO BOOKING

JINGLE PRODUCTION (INCLUDING VOICE AND MATERIAL PER HOUR)	20,000
PRODUCTION ONLY	10,000
VOICE OVER	10,000
TRANSFER TO CD	5,000

POLITICAL JINGLE	60SEC.	45SEC.	30SEC.	15SEC.
PREMIUM TIME	15,000	11,000	8,000	5,000
REGULAR TIME	12,000	8,000	6,000	4,000

## POLITICAL ANNOUNCEMENTS/GOODWILL MESSAGE

1-70 WORDS	15,000	71-100 WORDS	20,000
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## POLITICAL LIVE INTERVIEWS/APPEARANCES

60MIN.	45MIN.	30SMIN.	15MIN.
100,000	80,000	70,000	50,000

## OBITUARY ANNOUNCEMENTS

	PREMIUM TIME	REGULAR TIME
60SECS	15,000	12,000

## LIVE BROADCAST

60MIN.	45MIN.	30SMIN.
180,000	150,000	125,000

## ADDITIONAL INFORMATION

- Management reserves the right to refuse any advert
- All materials for broadcast must be in MP3 format on CD
- All materials for broadcast must be received at least 24 Hours before broadcast
- OFF AIR DUB - N2,000

All rates and conditions are subject to change. Presenter's fees to be applied.

**Inspiration 92.3fm**  
YOUR #1 FAMILY RADIO

**LAGOS**

**Inspiration 100.5fm**  
YOUR #1 FAMILY RADIO

**IBADAN**

**Inspiration 105.9fm**  
YOUR #1 FAMILY RADIO

**UYO**



OUR **RATE** CARD

# IFM 92.3 LAGOS

REACH: Lagos, Epe, Abeokuta, Badagry, Shagamu and Ijebu-Ode. Also live on [www.inspirationradiolag.com](http://www.inspirationradiolag.com). Approximately 33 million people

## TIME CATEGORY

**SUPER PREMIUM 5AM - 11AM**

**PREMIUM 4PM-10PM**

**SUPER REGULAR 11AM-4PM**

**REGULAR 10PM-5AM**

## ALL RATES ARE EXCLUSIVE OF VAT

SPOT PLACEMENT	60 SEC.	45 SEC.	30 SEC.	15 SEC.	5 SEC.
<b>SUPER PREMIUM</b>	14,558.25	11,647.65	9,317.7	7,439.25	5,951.4
<b>PREMIUM</b>	13,865	11,093	8,874	7,085	5,668
<b>SUPER REGULAR</b>	10,365	8,293	6,636	5,400	4,249
<b>REGULAR</b>	9,846.75	7,878.35	6,304.2	5,130	4,036.95

PROG. AIRTIME	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS	5 MINS
<b>SUPER PREMIUM</b>	115,620.75	92,497.65	73,976	56,362	47,359.72	37,889.26
<b>PREMIUM</b>	110,115	88,093	70,476	56,382	45,104.50	36,085
<b>SUPER REGULAR</b>	86,735	69,388	55,510	44,408		
<b>REGULAR</b>	82,398.25	65,918.6	52,734.5	42,187.6		

## PERSONAL PAID ANNOUNCEMENT

	1-50 WORDS	51-75 WORDS	76-100 WORDS
<b>SUPER PREMIUM</b>	14,020.6	17,526.6	21,908.25
<b>PREMIUM</b>	13,353	16,692	20,865
<b>SUPER REGULAR</b>	7,756	9,693	12,115
<b>REGULAR</b>	7,368.2	9,208.35	11,509.25

## SURCHARGES

<b>ALL POLITICAL CONTENT</b>	100%
<b>ALL NEWS CONTENT</b>	100%
<b>PROGRAM DISPLACEMENT</b>	100%
<b>FIXED TIME</b>	100%

**INTRA PROGRAMME SPOTS**

**MID-NEWS SPOTS**

**50%**

**100%**

## LIVE APPEARANCE/POLITICAL COVERAGE/BROADCAST

<b>60 MINUTES</b>	300,000
<b>30 MINUTES</b>	175,000

## COMMERCIAL NEWS

<b>NEWS ITEM</b>	61,115
<b>NEWS COVERAGE</b>	78,615

## LIVE APPEARANCE

60MINS	45MINS	30MINS	15MINS
243,115	194,502	155,603	77,801.50

## PROGRAMMING

<b>1HR. OUTSIDE BROADCAST</b>	264,115
<b>VOICE OVER</b>	16,000
<b>5 SEC. CHECK</b>	12,115
<b>JINGLE PRODUCTION (V.O + STUDIO + CD)</b>	40,000

<b>2 MINS ON AIR HYPE</b>	52,365
<b>WEATHER REPORTS</b>	20,000

## VOLUME DISCOUNTS

100,000-399,900	2%
400,000-899,999	4%
900,000-1,499,999	6%
1,500,000-2,500,000	8%
2,500,000 - ABOVE	10%

## AGENCY COMMISSION

<b>AAPN REGISTERED AGENCIES</b>	15%
<b>OTHERS</b>	10%

## ADDITIONAL INFORMATION

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OUR **RATE** CARD

# IFM 100.5 IBADAN

REACH: Part of the South West and All of Oyo State Approximately 12 million people

PREMIUM TIME	AAA	5AM - 11AM	4PM - 10PM
REGULAR TIME	AA	11AM - 4PM	10PM - 5AM

## ALL RATES ARE EXCLUSIVE OF VAT

<b>SPOT PLACEMENT</b>	60Sec.	45Sec.	30Sec.	15Sec.
PREMIUM TIME	6,800	5,400	4,100	2,015
REGULAR TIME	5,060	4,131	3,010	1,650
<b>PROGRAMME SPONSORSHIP</b>	60MIN.	45MIN.	30MIN.	15MIN.
PREMIUM TIME	77,625	65,250	54,000	39,375
REGULAR TIME	58,218	48,937	40,500	29,531

## RELIGIOUS PROGRAMME SPONSORSHIP

30 MINUTES	22,000	15 MINUTES	12,500
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## PERSONAL PAID ANNOUNCEMENT (PPA)

1 - 100 WORDS	3,500	101 WORDS AND ABOVE	5,200
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## PERSONAL PAID ANNOUNCEMENT POLITICAL

1 - 100 WORDS	8,750	101 WORDS AND ABOVE	10,000
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REQUEST CARD	350
TIME CHECK 5seconds	7,200
WEATHER REPORTS	7,800+ROS
AIRPORT REPORTS	11,890+ROS
TRANSPORT REPORT	7,800+ROS

## INSIDE NEWS BULLETIN RATE

POLITICAL NEWS (INSIDE NEWS)	20,000
BUSINESS NEWS (AGM)	15,000
CHURCH NEWS	10,000
OBITUARY/SERVICES	12,500

## SURCHARGES

ALL POLITICAL CONTENT	100%
ALL NEWS CONTENT	100%
PROGRAM DISPLACEMENT	100%
FIXED TIME	100%

## LIVE APPEARANCE/POLITICAL COVERAGE/BROADCAST

60 MINUTES	300,000	30 MINUTES	175,000
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## PRODUCTION COST

STUDIO BOOKING	N5,000 PER HOUR
PRODUCTION COST	N5,000
MUSIC LIBRARY	N2,000
2 MINUTES AIR HYPE	26,000

## LIVE APPEARANCE

	60MINS	45MINS	30MINS	15MINS
PREMIUM TIME	108,360	81,450	68,040	42,525
REGULAR TIME	54,630	45,225	34,020	18,565

## VOLUME DISCOUNT

N100,000 - N399,900.	2%
N400,000 - N899,999?	4%
N900,000 - N1,499,999??	6%
N1,500,000 - N2,500,000?	8%
N2,500,000 AND ABOVE??	10%

## AGENCY COMMISSION

AAPN REGISTERED AGENCIES	15%
OTHERS?	10%

## ADDITIONAL INFORMATION

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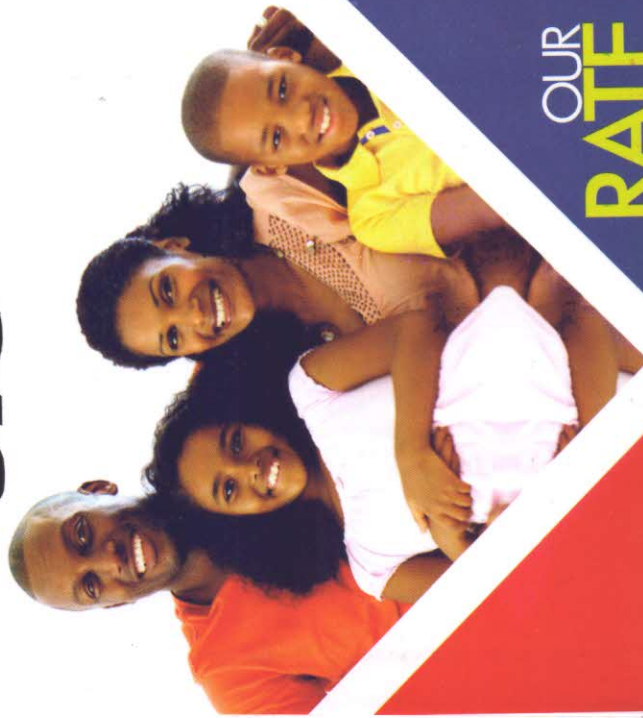
**LAGOS**



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