

FREEDOM RADIO 99.5FM

Rate Card

COMMERCIAL			INDA RANKA		VALUE ADDED SERVICES	
Duration (secs)	Spot Rate (=N=)	Mid News Rate (=N=)	Duration (secs)	Rate (=N=)	Program	Rate (=N=)
60	6,832	14,825.50	60	14,028	Live Coverage (OB Van)	213,750
45	5,857	13,657.50	45	12,825	Commercial News Coverage	47,992.50
30	4,555	11,377.59	30	10,821	Intra Program Spot	70% Surcharge
15	3,705	10,728	15	10,020	Fixed Time Spot	50% Surcharge
SPONSORED PROGRAM			OTHER INDA RANKA RATES		News Adjacency	50% Surcharge
Duration (mins)	Cost of Production (=N=)	Cost of Airtime (=N=)	Press Release	18,705	Program Displacement	100% Surcharge
60	54,462	85,000	News Coverage	34,735	Religious announcements	19,500
45	48,054	75,000	Social Events	50,000	Obituary	12,500
30	34,079	50,000	KOWANE GAUTA		Phone-in Program	250,000
15	25,388	25,000	Program	Rate (=N=)	First Commercial Break	30% Surcharge
POLITICAL PROGRAM			Contribution	20,000	Political Coverage (local)	250,000
Program	Rate (=N=)		Announcement	50,000	Political Coverage (out of State)	350,000
Jingle (60 secs)	13,897.50		Hype			
Mid News Spot	17,470		Duration (mins)	Rate (=N=)		
Phone-In Program	200,000		2	22,500		
			5	37,500		
			10	45,000		

GENERAL

All Accredited Agencies Enjoy 15% Commission,
Others Enjoy 10% Commission, all Material Submitted
For Broadcast are assumed to be of Good Quality, 48 Hr
Notice Required for Commencement and Cancellation of
Campaigns, All Rates are Exclusive of VAT

DISCOUNT

>N5M = 20%, N2.5M – N5M = 15%, N1M – N2.5M = 12%
N500K – N1M = 10%, N250K – N500K = 8%, N 100 K –
N 250 K = 3%, N 50 K - N 100 K = 2%

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