

FREEDOM RADIO 99.5FM

Rate Card

COMMERCIAL			INDA RANKA		VALUE ADDED SERVICES	
Duration (secs)	Spot Rate (₦)	Mid News Rate (₦)	Duration/Belt	Rate (₦)	Program	Rate (₦)
60	6,832	14,825.50	60SEC EVENING	6,000	Live Coverage (OB Van)	213,750
45	5,857	13,657.50	60SCMORNING	5,000	Commercial News Coverage	47,992.50
30	4,555	11,377.59	45SEC M/E	5,000/4,500	Intra Program Spot	70% Surcharge
15	3,705	10,728	30SEC M/E	4,500/4,000	Fixed Time Spot	50% Surcharge
SPONSORED PROGRAM			OTHER INDA RANKA RATES		News Adjacency	50% Surcharge
Duration (mins)	Cost of Production (₦)	Cost of Airtime (₦)	Press Release	18,705	Program Displacement	100% Surcharge
60	54,462	100,000	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		First Commercial Break	30% Surcharge
15	25,388	25,000	Program	Rate (₦)	Political Coverage (local (OB Van))	250,000
POLITICAL PROGRAM			Contribution	20,000	Political Coverage (out of State (OB Van))	350,000
Program		Rate (₦)	Announcement	50,000	Presenters fees	10,000
Jingle (60 secs)		13,897.50	Hype		News Mention	
Jingle (45 secs)		8,555.50	Duration (mins)	Rate (₦)	Evening	25,000
Jingle (30 secs)		5,075.50				
Mid News Spot		17,470.00	2	22,500	Morning/Afternoon	18,000
Phone-In Program (1 Hour)		200,000.00	5	37,500	Recap	10,000
Phone-In Program (30 mins)		150,000.00	10	45,000	Time Check	9,000
Phone-In Program (15 mins)		50,000.00				
BARKA DA HANTS!			DUNIYAR MU A YAU			
Duration (secs)	Rate (₦)		Duration (secs)	Rate (₦)		
60	6,000		60	6,000		
45	4,000		45	4,000		
30	3,500		30	3,500		

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%

AMINU BELLO
MARKETING MANAGER