

# RADIO NOW 95.3 FM RATE



...BEYOND THE NEWS

EFFECTIVE OCTOBER 1 2020  
24A CAMPBELL STREET (NEAR CAMPOS STADIUM) LAGOS-ISLAND, LAGOS.  
HOTLINE: 08033274639, 08024241460

## TIME CLASSIFICATION

HOURS OF TRANSMISSION	CLASS
05 : 00 HRS - 12 : 00 HRS	AAA
12 : 00 HRS - 16 : 00 HRS	AA
16 : 00 HRS - 20 : 00 HRS	AAA
20 : 00 HRS - 22 : 00 HRS	AA
22 : 00 HRS - 24 : 00 HRS	A
00 : 00 HRS - 05 : 00 HRS	RE

## CLASS CATEGORIZATION

CLASS CODE	INTERPRETATION	SALES PERIOD
AAA	Audience Most Attention	Peak Period
AA	Audience Attention	Peak Period
A	Base Attention	Off Peak
RE	Red Eye (i.e Midnight)	Off Peak

## SPOT PLACEMENTS

CLASS	60 SEC	45 SEC	30 SEC	15 SEC
AAA	18,000	15,000	12,000	7,000
AA	13,000	11,000	8,000	4,000
A	10,000	8,000	6,000	3,000
RE	7,000	5,000	4,000	2,000

## PROGRAMME SPONSORSHIP

AIRTIME	60MINS	45MINS	30MINS	15MINS	10MINS	5MINS
AAA	500,000	400,000	300,000	200,000	150,000	70,000
AA	400,000	350,000	200,000	150,000	100,000	50,000
A	300,000	250,000	180,000	100,000	80,000	40,000
RE	200,000	100,000	80,000	50,000	40,000	30,000

## PERSONAL PAID ANNOUNCEMENT (P.P.A)

NO OF WORDS	RATE
1 - 30	10,000
1 - 60	15,000
61 - 80	20,000
81 - 100	25,000

## SPECIAL POSITION COST

1) Time Check	-	30,000
2) Hype	-	30,000
3) Political Activities In News (1 MIN)	-	100,000
4) Social Activities In News	-	50,000
5) Corporate Activities In News	-	100,000
6) Memorial / Obituary In News	-	30,000
7) Outdoor Broadcast (O.B) 1HR/Lagos	-	1,500,000
8) Outdoor Broadcast (O.B) 1HR/Others	-	2,500,000 + Cost Of Logistics

## SPECIAL POSITION SURCHARGES

a) Political Adverts	-	100%
b) Fixed Time Spots	-	100%
c) News Adjacency	-	50%
d) Prog Adjacency	-	50%
e) Prog Displacement	-	100%
f) Spot Ads In Mid News	-	50%

## NOTES

- All transactions are to be pre-paid
- Correspondences from Advert Agencies must be accompanied with an M.P.O
- All ad materials must be presented in the Wave Format in CDs, Hard Disks or in Flash Drives
- Similarly, materials for broadcast must be received, at least 24hours before its scheduled broadcast
- All ad materials must meet the minimal required Advertising and Broadcasting standards, as stipulated by A.P.C.O.N and N.B.C respectively.
- All campaign materials requiring APCON's Certificate Of Approval to advertise must be tendered before any exposure
- All campaign materials are subject to a compulsory pre-exposure check (i.e vetting) before broadcast
- Management reserves the right to refuse any ad material
- Request from an Advertiser to stop or defer an on-going campaign must be made 24hours ahead of time
- Payment for the airing of any ad materials can be made either directly in the Marketing Office or via Cheque, Bank Teller, Bank Draft or USSD instant phone funds transfer, directly into the Station's Account
- Discounts and commissions are issued as contained in the appropriate column(s), in line with standard professional bodies' guidelines
- Request for Certificate Of Broadcast should be directed to the Marketing Department, a week ahead of time
- All rates attracts 7.5% V.A.T
- For further enquiries, please contact the Marketing Department

## NEWS

NEWS MENTION	100,000
NEWS COVERAGE	150,000

## DEMOGRAPHIC PROFILE

AGE GROUP	GENDER PROFILE	SOCIAL CLASS
10 - 14 Years - 4%	Male - 55%	A - 2%
15 - 19 Years - 12%	Female - 45%	B - 8%
20 - 29 Years - 14%		C - 40%
30 - 39 Years - 27%		D - 35%
40 - 49 Years - 23%		E - 15%
50 - Above - 20%		

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## PRODUCTION COST

SN	PRODUCTION SERVICE	COST
1	Jingle Production (1 Voice, M/F)	150,000
2	Jingle Production (Extra Voice, M/F )	100,000
3	Script Writing For Jingle Production	50,000
4	Presenter's Fee For 30mins Prog/Episode	100,000
5	Co-Presenter's Fee For 30mins Prog/Episode	80,000
6	Producer's Fee For A 30mins Prog/Episode	80,000
7	Research Fee For A 30mins Prog/Episode	100,000
8	Sound/Studio Manager's Fee / Episode	50,000
9	Production Materials (CDs, Flash drives, etc)	20,000
10	Admin And Studio Charges	80,000