



RADIONOW RATE CARD

MEDIA SERVICES

RADIO ADS	UNIT PRICE (NGN)	QUANTITY
10-Minute on-air Interview	150,000	1-Slot
News Coverage	150,000	1-Report (Lagos)
DIGITAL ADS		
Collaborative Sponsored Social media Ads	250,000	1-post (14days)
Website Banner Placement: <ul style="list-style-type: none"> Homepage Leader Board Homepage Skycrapper Board 	1,000,000 500,000	1 Month
Digital Billboard (lagos island) Static billboards: available on request	1,450,000	1-week
Newsletter brand mention	80,000	1-campaign
DEDICATED SEGMENT		
<ul style="list-style-type: none"> 30 minutes prime time 1 hour prime time 45mins prime time 	300,000 500,000 400,000	1-slot



Full Program Sponsorship	Pricing Available Upon Request	
CONTENT CREATION SERVICE		
Branded Stories or Mini-Documentaries	Pricing Available Upon Request	
Jingle Production	150,000	1-Jingle
Podcast	Pricing Available Upon Request	
EVENT COVERAGE		
Outdoor Broadcasting	1,500,000	1-Hour (Lagos)
Outdoor Broadcasting	2,500,000 + cost of logistics	1-Hour (Other states)
Outdoor broadcasting and social media streaming	Pricing Available Upon Request	
PR SERVICES		
Press Releases	320,000	11 Press houses
Influencer Marketing (Promote Products or services using Influencers)	Pricing Available Upon Request	
COMMUNITY ENGAGEMENT		
Town Halls & Listener-focused Activities	Pricing Available Upon Request	

Affiliate Media Partnership	Pricing Available Upon Request	
Cross-Station Broadcsting	Pricing Available Upon Request	
INTERGRATED MARKETING CAMPAIGN		
Terrestrial Radio Ads (Jingle)	18,000	1 spot
Social media promotion (FB/IG)	250,000	14Days
Email marketing	Pricing Available Upon Request	
DESIGN & CREATIVE COST	Pricing Available Upon Request	

Demographic Profile

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

NOTE ADDITIONAL COST:

- VAT: 7.5%
- APCON Certificate is required for Jingle promotion

Self-Service: APCON Certificate - N35,000. (10 working days for application.)

Thank You For Your Purchase



POST & ARTICLE RATE

SOCIAL MEDIA

7.5 EXCLUDED

SOCIAL MEDIA POST RATES

Facebook	Per Post	100,000
Twitter (X)	Per Post	100,000
Instagram	Per Post	100,000
TikTok	Per Post	100,000

SOCIAL MEDIA LIVE SPACES (REGULAR)

Facebook	Live Per Hour	150,000
Twitter (X)	Live Per Hour	150,000
Instagram	Live Per Hour	150,000
TikTok	Live Per Hour	150,000

SOCIAL MEDIA LIVE SPACES (BUSINESS/POLITICS)

Facebook	Live Per Hour	200,000
Twitter (X)	Live Per Hour	200,000
Instagram	Live Per Hour	200,000
TikTok	Live Per Hour	200,000



WEBSITE BANNER RATE

7.5 EXCLUDED

INNER PAGE

ITEMS

SIZE

PRICE (₱)
MONTHLY

UNIQUE BANNERS

Unique Leaderboard 1	1625 X 212	1,000,000
Unique Leaderboard 2	1625 X 212	1,000,000
Unique Leaderboard 3	1625 X 212	1,000,000

STORY PAGE BANNERS

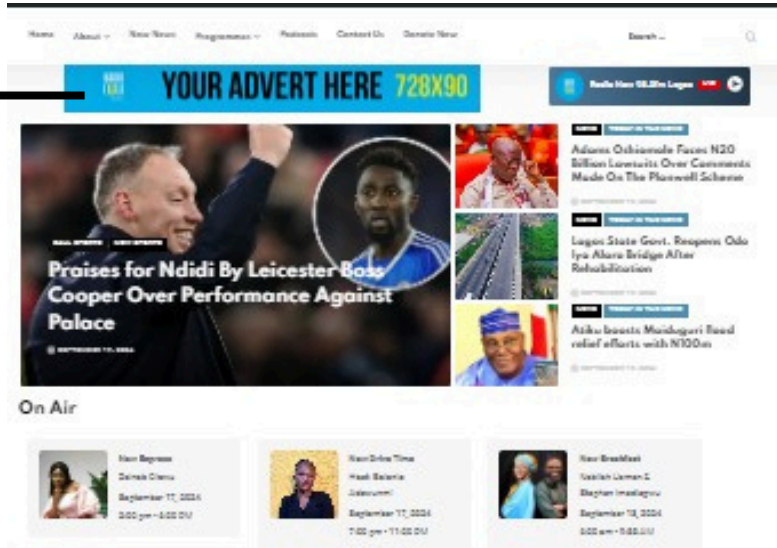
Square	300 X 250	300,000
Skyscraper	300 X 600	500,000
Leaderboard 4	728 X 90	150,000



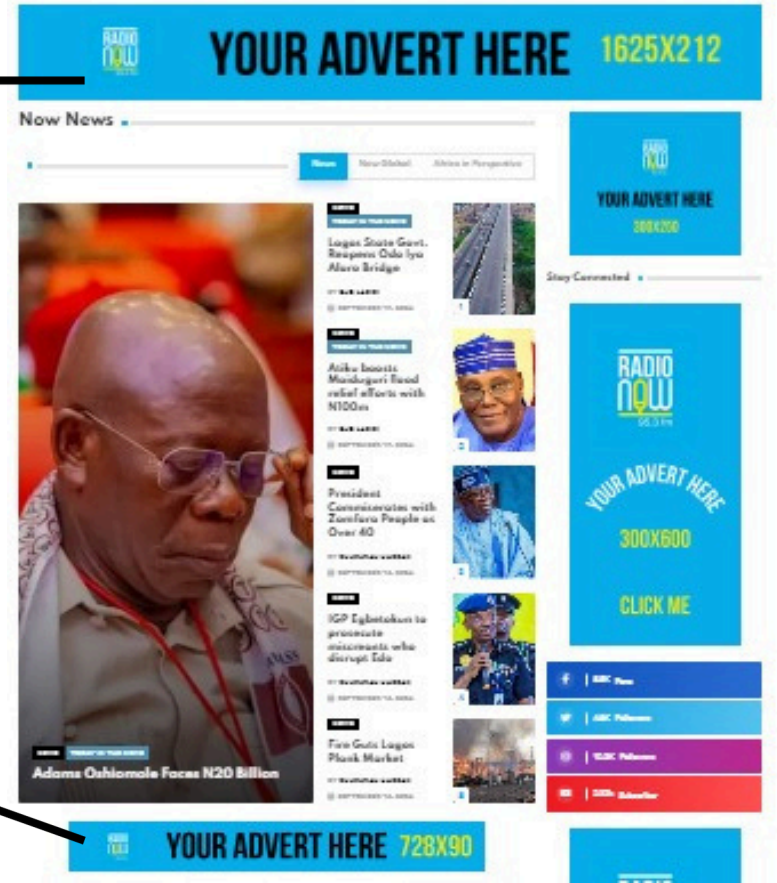
WEBSITE BANNER

LAYOUT AND DESCRIPTION (HOMEPAGE BANNERS)

DIAMOND LEADERBOARD BANNER 2 (728 X 90 HOMEPAGE ONLY):
 Situated before the news blocks. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage



UNIQUE BILLBOARD BANNER 1 (1625 X 212 HOMEPAGE ONLY):
 Situated at the bottom part of the header on homepage. The Ad may come as JPEG or a .GIF animation. This Banner appears on homepage only.



DIAMOND LEADERBOARD BANNER 3 (728 X 90 HOMEPAGE ONLY):
 Situated in-between the news blocks. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage

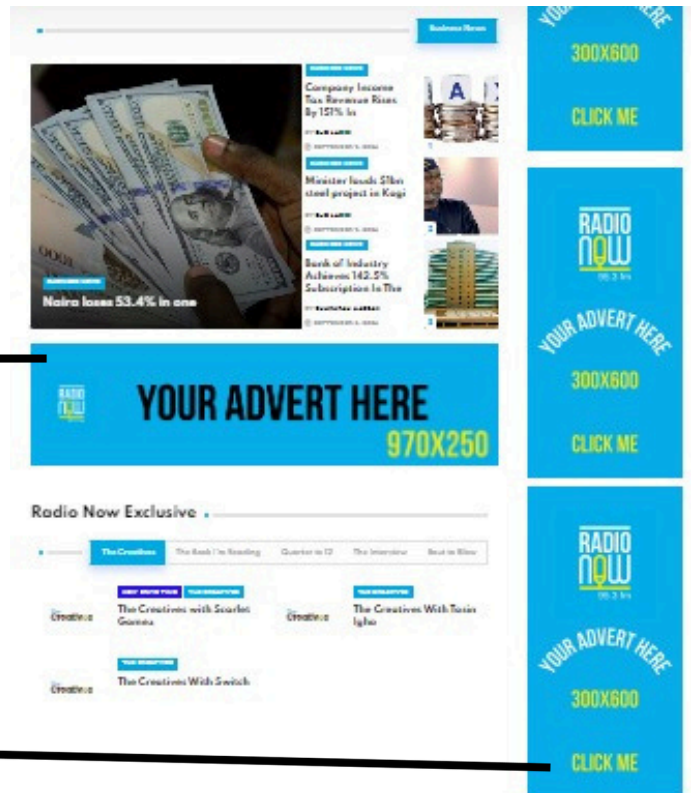


WEBSITE BANNER

LAYOUT AND DESCRIPTION (HOMEPAGE BANNERS)

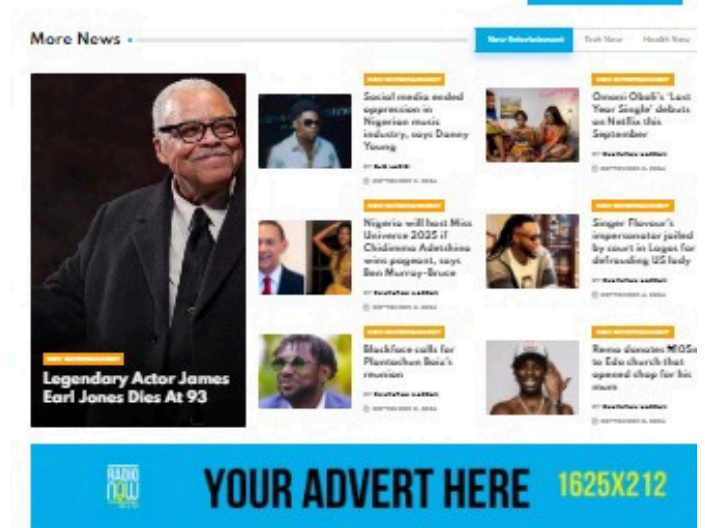
PLATINUM BILLBOARD MIDDLE BANNER (970 X 250 - HOMEPAGE ONLY):

Situated in between the news blocks. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage.



BRONZE SKYSCRAPER SIDEBAR BANNER (300 X 600 - HOMEPAGE ONLY):

Situated in the sidebar. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage only.



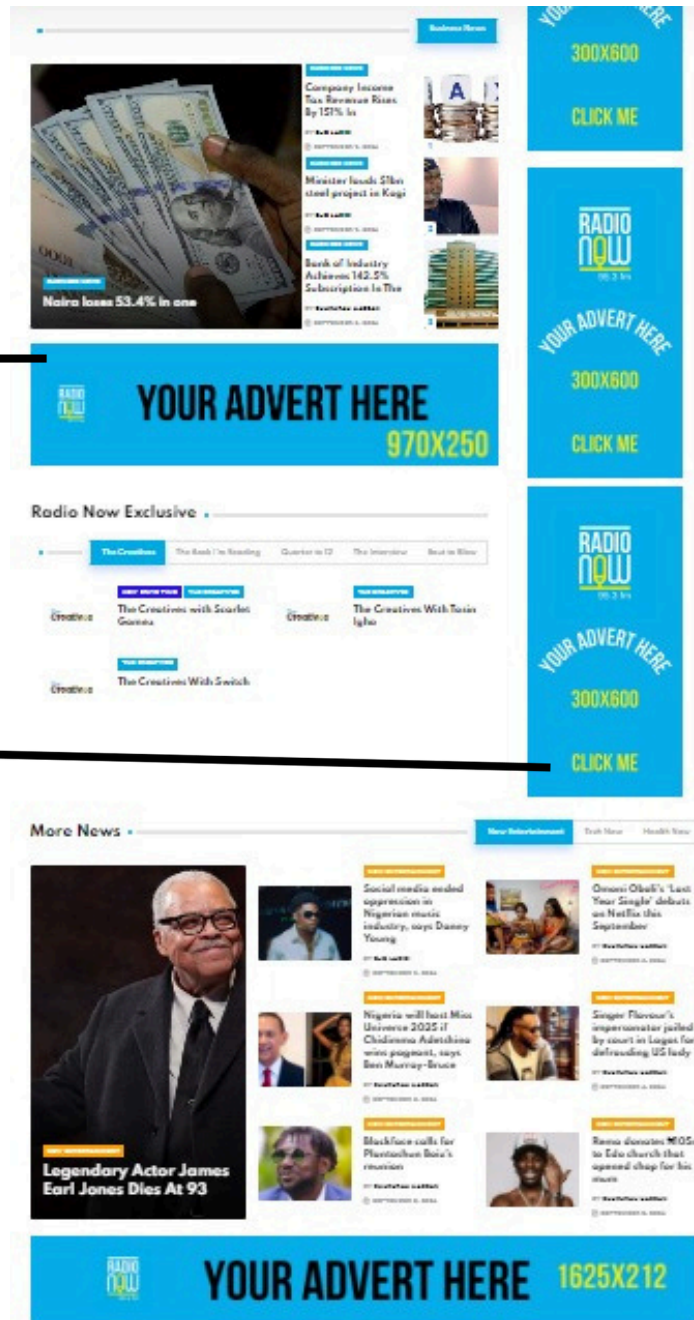


WEBSITE BANNER

LAYOUT AND DESCRIPTION (HOMEPAGE BANNERS)

**PLATINUM BILLBOARD MIDDLE BANNER
(970 X 250 - HOMEPAGE ONLY):**
Situating in between the news blocks. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage.

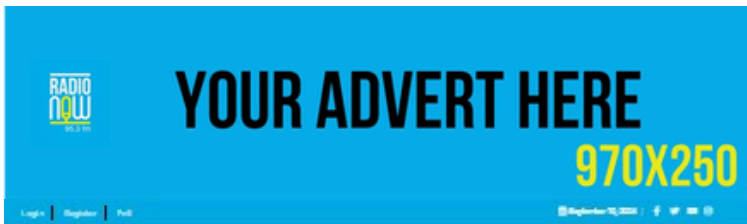
**BRONZE SKYSCRAPER SIDEBAR BANNER
(300 X 600 - HOMEPAGE ONLY):**
Situating in the sidebar. The Ad may come as JPEG or a .GIF animation. This Banner appears on the homepage only.



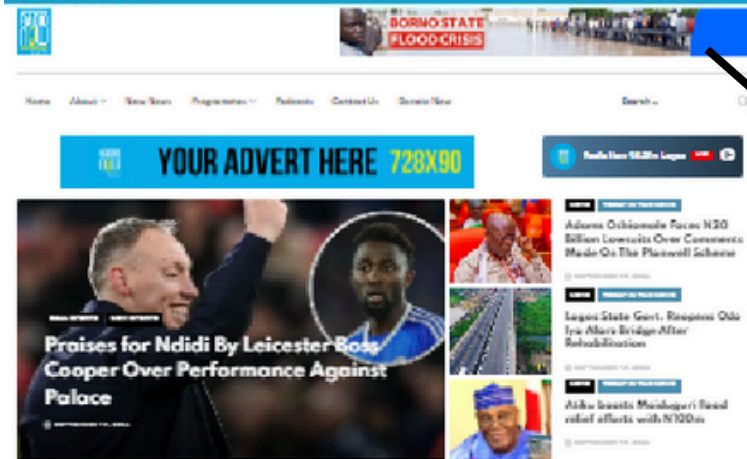


WEBSITE BANNER

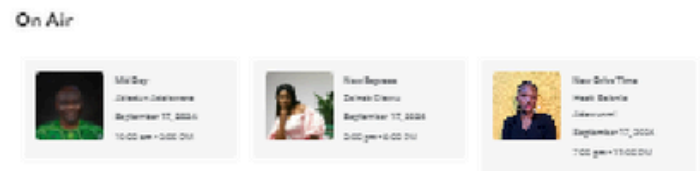
LAYOUT AND DESCRIPTION (GLOBAL BANNERS)



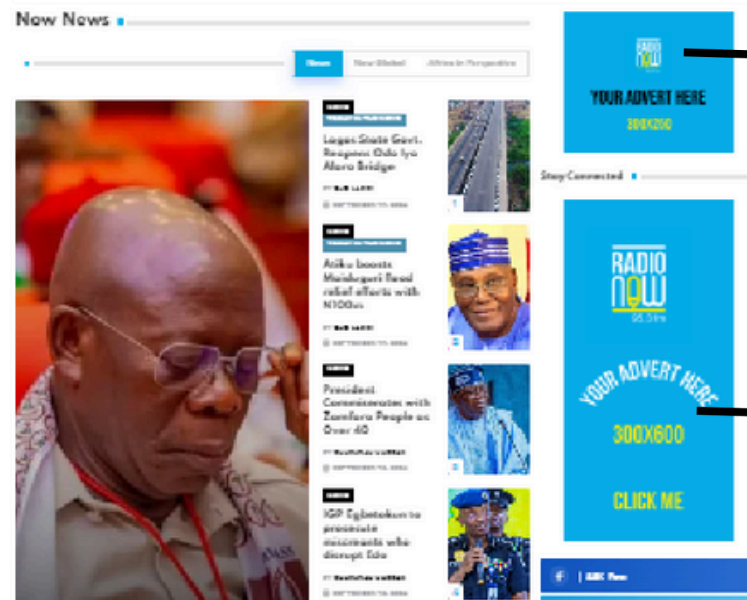
PLATINUM BILLBOARD BANNER
(970 X 250 - GLOBAL):
Situated at the top of the web page. It accommodates one product at a time. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website



DIAMOND LEADERBOARD BANNER 1
(728 X 90 - GLOBAL):
Situated at the top of the web page. It accommodates one product at a time. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website



SILVER SQUARE SIDEBAR BANNER
(300 X 250 - GLOBAL):
Situated at upper most part of the web page sidebar. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website



BRONZE SKYSCRAPER SIDEBAR BANNER
(300 X 600 - GLOBAL):
Situated at the sidebar of the web page. The Ad may come as JPEG or a .GIF animation. This Banner appears on all navigation pages of the website