

inspiration 92.3fm
YOUR #1 FAMILY RADIO

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inspiration 100.5fm
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inspiration 105.9fm
YOUR #1 FAMILY RADIO

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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.inspirationradiolng.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.
SUPER PREMIUM	14,558.25	11,647.65	9,317.7	7,439.25	5,951.4
PREMIUM	13,865	11,093	8,874	7,085	5,668
SUPER REGULAR	10,365	8,293	6,636	5,400	4,249
REGULAR	9,846.75	7,878.35	6,304.2	5,130	4,036.55

PROG. AIRTIME	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS	5 MINS
SUPER PREMIUM	115,620.75	92,497.65	73,476	56,382	47,359.72	37,889.25
PREMIUM	110,115	88,093	70,476	56,382	45,104.50	36,085
SUPER REGULAR	86,735	69,388	55,510	44,408		
REGULAR	82,398.25	65,918.6	52,734.5	42,187.6		

PERSONAL PAID ANNOUNCEMENT

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

SURCHARGES

ALL POLITICAL CONTENT 100%

ALL NEWS CONTENT 100%

PROGRAM DISPLACEMENT 100%

FIXED TIME 100%

INTRA PROGRAMME SPOTS 50%

MID-NEWS SPOTS 100%

LIVE APPEARANCE/POLITICAL COVERAGE/BROADCAST

60 MINUTES 300,000 30 MINUTES 175,000

COMMERCIAL NEWS

NEWS ITEM 61,115

NEWS COVERAGE 78,615

LIVE APPEARANCE

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

PROGRAMMING

1HR. OUTSIDE BROADCAST 264,115

VOICE OVER 16,000

5 SEC. CHECK 12,115

JINGLE PRODUCTION (V.O + STUDIO + CD) 40,000

2 MINS ON AIR HYPE 52,365

WEATHER REPORTS 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

AAPN REGISTERED AGENCIES 15%

OTHERS 10%

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.

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

SPOT PLACEMENT 60Sec. 45Sec. 30Sec. 15Sec.

PREMIUM TIME 6,800 5,400 4,100 2,015

REGULAR TIME 5,060 4,131 3,010 1,650

PROGRAMME SPONSORSHIP 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

PERSONAL PAID ANNOUNCEMENT (PPA)

1 - 100 WORDS 3,500 101 WORDS AND ABOVE 5,200

PERSONAL PAID ANNOUNCEMENT POLITICAL

1 - 100 WORDS 8,750 101 WORDS AND ABOVE 10,000

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

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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- OFF AIR DUB - N2,000

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

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- OFF AIR DUB - N2,000

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