

# IFM 92.3 LAGOS

REACH: Lagos, Epe, Abeokuta, Badagry, Shagamu and Ijebu-Ode. Also live on [www.ifm923.com](http://www.ifm923.com). Approximately 33 million people

TIME CATEGORY	
PREMIUM	5AM - 12NOON
REGULAR	12NOON - 4PM
PREMIUM	4PM - 10PM
REGULAR	10PM - 5AM

TIME CATEGORY					
	60 SEC.	45 SEC.	30 SEC.	15 SEC.	5 SEC.
PREMIUM	16,000	13,000	11,000	8,400	6,500
REGULAR	13,000	10,000	7,500	6,000	4,800

PROGRAMME AIRTIME / SPONSORSHIP						
	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS	5 MINS
PREMIUM	150,000	120,000	95,000	70,000	50,000	40,000
REGULAR	100,000	80,000	63,000	47,000	33,000	27,000

\* Please note that surcharges apply

PERSONAL PAID ANNOUNCEMENT			
	1-50 WORDS	51-75 WORDS	76-100 WORDS
PREMIUM	16,000	19,000	23,000
REGULAR	8,000	11,000	13,000

LIVE APPEARANCE					
	60 MINS	45 MINS	30 MINS	15 MINS	10 MINS
	1,000,000.00	750,000	400,000	200,000	150,000

\* Note: Every extra 5 minutes requests will attract #75,000.00

LIVE COVERAGE / POLITICAL BROADCAST	
60 MINUTES	400,000
30 MINUTES	230,000

\* Please note that surcharges apply

SURCHARGES	
ALL POLITICAL CONTENT	100%
ALL NEWS CONTENT	100%
PROGRAMME DISPLACEMENT	100%
FIXED TIME	100%
INTRA-PROGRAMME SPOTS	50%
MID-NEWS SPOTS	100%
PREMIUM CONTENT SPONSORSHIP	75%

Inspiration fm Mobile App with live streaming and more are now available on  
[Android Play Store](https://play.google.com/store/apps/details?id=com.ifm923) and [Apple App Store](https://apps.apple.com/iphone/developer?id=1145111111)



COMMERCIAL NEWS	
NEWS MENTION/ITEM	80,000
NEWS COVERAGE	100,000

PRODUCTION	
JINGLE PRODUCTION	50,000
VOICE OVER ARTISTE	25,000
EXTRA VOICE	10,000
SCRIPT WRITING	15,000

EXTRA	
TIME CHECK	15,000
2 MINUTES HYPE	55,000
1 HOUR OUTSIDE BROADCAST	345,000
5 SEC. CHECK	15,000
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	
APPN 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 material for broadcast must be received at least 24 Hours before broadcast
- ▶ OFF AIR DUB – N2,000
- ▶ We develop bespoke contents at a reasonable fee
- ▶ Business development advisory available

All rates and conditions are subject to change.

Presenter's fees to be applied.

NOTE: All rates exclusive of VAT

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