

LAGOS TALKS



TIME CATEGORY (PREMIUM & REGULAR) – WEEKEND & WEEKDAYS

Super Premium	=	6am-9am & 6pm-9pm
Premium	=	5am-6am/9am-12noon & 3pm-6pm/9pm-10pm
Regular	=	12noon – 3pm & 10pm – 5am

SPOTS PLACEMENT RATES

60"	Super Premium	=	₦11,309.66
45"	Super Premium	=	₦ 8,078.34
30"	Super Premium	=	₦ 5,770.24
15"	Super Premium	=	₦ 4,121.60

60"	Premium	=	₦ 9,834.50
45"	Premium	=	₦ 7,024.64
30"	Premium	=	₦ 5,017.60
15"	Premium	=	₦ 3,584.00

60"	Regular	=	₦7,683.20
45"	Regular	=	₦5,488.00
30"	Regular	=	₦3,920.00
15"	Regular	=	₦2,800.00

PROGRAMME SPONSORSHIP

60"	Premium	=	₦112,000.00
45"	Premium	=	₦ 92,400.00
30"	Premium	=	₦ 67,200.00
15"	Premium	=	₦ 44,800.00
10"	Premium	=	₦ 28,000.00
5"	Premium	=	₦ 16,800.00

60"	Regular	=	₦89, 600.00
45"	Regular	=	₦73, 920.00
30"	Regular	=	₦53, 760.00
15"	Regular	=	₦35, 840.00
10"	Regular	=	₦25, 200.00
5"	Regular	=	₦11, 200.00

News Coverage	=	₦67,200.00
News	=	₦42,000.00

Note: Programme sponsorship attracts additional surcharges.



PAID ANNOUNCEMENTS

PREMIUM

1 – 50 words	=	₦11,200.00
51 – 75 words	=	₦15,120.00
76 – 100 words	=	₦16,940.00

REGULAR

1 – 50 words	=	₦9,100.00
51 – 75 words	=	₦10,500.00
76 – 100 words	=	₦11,900.00

VOLUME DISCOUNTS

₦ 100,000.00 – ₦150,000.00	=	1%
₦ 150,000.00 – ₦300,000.00	=	2%
₦ 300,000.00 – ₦450,000.00	=	3%
₦ 450,000.00 – ₦700,000.00	=	5%
₦1,000,000.00 and Over	=	8%

STUDIO / PRODUCTION

Jingle + 1 Voice	=	₦ 50,000.00
Additional 1 Voice	=	₦ 20,000.00
Additional 2 Voices	=	₦ 30,000.00
Additional 3 Voices & ABOVE	=	₦ 50,000.00
On-Air Personality Hype	=	₦ 40,000.00
Outdoor Broadcasting	=	₦200,000.00
Hourly Production Rate	=	₦100,000.00

SELECTED POSITIONS SURCHARGES

Time Check	=	₦20,000.00
Classified Announcements	=	50%
Fixed Time Spots	=	50%
Intraprogramme Spots	=	50%
Midnews Spot	=	100%
News Adjacency	=	75%
Programme Displacement	=	50%
Independent Programme	=	10%
Political Rate	=	100%

Interview/Guest Appearance	10 minutes	₦100,000.00
Interview/Guest Appearance	15 minutes	₦150,000.00

