

MASTERS 105.9 FM

ADVERT PLACEMENT RATE CARD

1. (JINGLE PLACEMENT SPOTS)

DURATION	PREMIUM	REGULAR
60 seconds	N 5,000.00	N 4,500.00
45 seconds	N 4,200.00	N 3,500.00
30 seconds	N 3,800.00	N 3,000.00
15 seconds	N 2,850.00	N 2,650.00

2. ANNOUNCEMENT

1-50 WORDS = ~~N~~4,150.00

51-70 WORDS = ~~N~~5,200.00

71-100 WORDS = ~~N~~6,000.00

101- 150 WORDS = ~~N~~8,000.00

151-200 WORDS = ~~N~~10,000.00

3. OTHERS

Time check (5 seconds)	N 10,000.00
On-Air- Hype (3 minutes Max)	N 30,000.00
Live Reports (5 Minutes Max)	N 40,000.00
Outside Broadcast (1 hour)	N 280,000.00
Studio Booking (1 Hour)	N 25,000.00
Jingles (voicing + Studio+ CD)	N 40,000
Transfer to CD	N 4,000.00
Compere Services	Contact Us

Fixed Time attracts 10% surcharge

News Adjacency attracts 50% surcharge

News Break attracts 100% surcharge

NOTE: Addition of 7.5% VAT

4. POLITICAL JINGLES SPOTS

DURATION	PREMIUM 5:00am -12 noon 4:00pm -10:00pm	REGULAR 12 noon-4:00pm 10:00pm - Midnight
60 seconds	N 14,000.00	N 11,500
45 seconds	N 10,600	N 9,300
30 seconds	N 8,500	N 7,200
15 seconds	N 4,800	N 3,800

5. POLITICAL INTERVIEWS

60 minutes -~~N~~200,000.00

45 minutes - ~~N~~150,000.00

30 minutes -~~N~~120,000.00

15 minutes -~~N~~70,000.00

10 minutes -~~N~~45,000

6. POLITICAL PROGRAMME SPONSORSHIP

DURATION	AMOUNT
60 minutes	N 120,000
45 minutes	N 90,000
30 minutes	N 65,000
15 minutes	N 45,000
10 minutes	N 35,000

7. POLITICAL NEWS SPONSORSHIP (AIRTIME)

WORDS	AMOUNT
1-50	N 50,000
51-75	N 60,000
76-100	N 70,000
101-150	N 80,000
151-200	N 90,000

TO BE BROADCAST ON THREE MAJOR NEWS BULLETINS ONLY

8. POLITICAL ANNOUNCEMENT/CONGRATULATORY MESSAGES

WORDS	AMOUNT
1-50	N 8,000
51-75	N 10,000
76-100	N 13,000
101-Above	N 15,000

Fixed time attracts N10% surcharge

News Adjacency attracts 50% surcharge

News Break attracts 100% surcharge

NOTE: Addition of 7.5% VAT

9. SOCIAL NEWS SPONSORSHIP (AIRTIME)

WORDS	AMOUNT
1-50	N 25,000
51-75	N 30,000
76-100	N 35,000
101-150	N 40,000
151-200	N 50,000

TO BE BROADCAST ON THREE MAJOR NEWS BULLETINS ONLY

10.OBITUARY/CHIEFTAINCY CONGRATULATORY MESSAGES

WORDS	AMOUNT
1-50	N 6,000
51-75	N 8,000
76-100	N 9,000
101-Above	N 13,000

11.STATION'S PROGRAMMES

LENGTH	PREMIUM	REGULAR
60 Minutes	N 85,000.00	N 65,000.00

45Minutes	N 60,000.00	N 45,000.00
30 Minutes	N 40,000.00	N 35,000.00
15 Minutes	N 30,000.00	N 25,000.00

12.INDEPENDENT PRE - RECORDED)

LENGTH	(AAA) 5:00am - 12Noon	(AA) 12Noon - 10:00pm	(A) 10:00pm - Midnight
60 Minutes	N 70,000.00	N 60,000.00	N 55,000.00
45 Minutes	N 50,000.00	N 35,000.00	N 30,000.00
30 Minutes	N 35,000.00	N 25,000.00	N 20,000.00
15 Minutes	N 20,600.00	N 15,000.00	N 13,600.00
10 Minutes	N 13,600.00	N 12,500.00	N 7,500.00

Fixed Time attracts 10% surcharge

News Adjacency attracts 50% surcharge

News Break attracts 100% surcharge

NOTE: Addition of 7.5% VAT

13.LIVE PROGRAMMES

LENGTH	(AAA) 5:00am - 12Noon	(AA) 12Noon - 10:00pm	(A) 10:00pm - Midnight
60 Minutes	N 85,000.00	N 65,000.00	N 50,000.00
45 Minutes	N 55,000.00	N 40,000.00	N 35,000.00
30 Minutes	N 40,000.00	N 35,000.00	N 30,000.00
15 Minutes	N 30,600.00	N 25,600.00	N 20,600.00
10 Minutes	N 20,600.00	N 15,200.00	N 8,600.00

Fixed Time attracts 10% surcharge

News Adjacency attracts 50% surcharge

News Break attracts 100% surcharge

NOTE: Addition of 7.5% VAT

14.SPOTLIGHT (COMMENTARY)

DURATION (ALL BELTS)	AMOUNT (₦)
POLITICAL	₦100,000 (x3)
COOPERATE/BUSINESS	₦80,000 (x3)
OBITUARY	₦75,000 (x3)
SOCIAL	₦60,000 (3)

15.LIVE COVERAGE (OUTSIDE BROADCAST)

DURATION (ALL BELTS)	AMOUNT (₦)
UMUAHIA - 1 HOUR	₦200,000
UMUAHIA - 2 HOURS	₦280,000
OUTSIDE UMUAHIA - 1 HOUR	₦250,000
OUTSIDE UMUAHIA - 2 HOURS	₦500,000

RELIGIOUS PROGRAMME SPONSORSHIP

DURATION (ALL BELTS)	AMOUNT (₦)
10 MINS	₦12,500
15 MINS	₦16,250
30 MINS	₦25,000
45 MINS	₦37,500
60 MINS	₦50,000

OTHER SPECIAL EVENTS ADVERT RATES

1. Press Release - ~~₦~~30,000
2. News Coverage (social)
3. Within Umuahia -~~₦~~45,000
4. Outside Umuahia -~~₦~~70,000
5. Corporate Spot Highlight (5mins) - ~~₦~~60,000
6. Paid motivational talk (5mins) - ~~₦~~10,000
7. Paid Motivational talk (10mins) - ~~₦~~15,000
8. Request cards - ~~₦~~500
9. Birthday cards - ~~₦~~1,000
- 10.3 minutes (Event file infomercial) - ~~₦~~5,000
- 11.5 minutes (Event file recorded) - ~~₦~~7,500
- 12.7 minutes (Event file) - ~~₦~~10,000
- 13.10 minutes (Event file) - ~~₦~~12,500
- 14.15 minutes (Event file) - ~~₦~~15,000
- 15.Social interview (30 mins) - ~~₦~~30,000

- 16.Social interview (15 mins) - ~~₦~~15,000
- 17.Personality interview (30 mins) - ~~₦~~50,000
- 18.Social diary coverage (Air time) - ~~₦~~50,000
- 19.Cluster Box - ~~₦~~2,000 per slot
- 20.Corporate programme sponsorship - ~~₦~~150,000 per month
- 21.Intra programme spots - 30% surcharge
- 22.Political news coverage
- 23.Within Umuahia (~~₦~~100,000)
- 24.Outside Umuahia (~~₦~~150,000)
- 25.Jingle production (commercial) - ~~₦~~15,000
- 26.Jingle production (political) - ~~₦~~35,000
- 27.Political Jingle during NAIJA NAWA 15 - 60 seconds -~~₦~~12,500 per slot
- 28.15-60 seconds jingle/announcement inside NAIJA NAWA - ~~₦~~7,500
- 29.Any advert that comes immediately after NAIJA NAWA - ~~₦~~5,000
- 30.2 minutes Hype inside NAIJA NAWA - ~~₦~~10,000
- 31.Regular Hype (3 minutes) - ~~₦~~7,500
- 32.Shopper Guide - ~~₦~~2,500 (4 slots - ~~₦~~10,000)

VOLUME DISCOUNT

101,000 - 200,000	2%
201,000 - 500,000	5%
501,000 - 1,000,000 and above	10%

AGENCY COMMISSION APCON Registered Agencies 15%

Local Agents - 12%

Canvassers - 20%

For further details, contact the Commercial Department

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Live Streaming: Masters 105.9fm Uturu is live on Internet