

DALA RADIO 88.5FM

Rate Card

COMMERCIAL			BABA SUDA			VALUE ADDED SERVICES	
Duration (secs)	Spot Rate (=N=)	Mid News Rate (=N=)	Duration (seconds)	Rate (=N=)		Program	Rate (=N=)
60	5,124.00	11,120.00	60	12,000.00		Pol.LiveCoverage(OBVan)/HR	200,000.00
45	4,393.00	10,243.00	45	10,325.00		Commercial News Coverage	15,000.00
30	3,416.00	8,553.00	30	9,321.00		Intra Program Spot	50% Surcharge
15	2,778.00	8,046.00	15	8,020.00		Fixed Time Spot	50% Surcharge
SPONSORED PROGRAM		OTHER RATES				News Adjacency	50% Surcharge
Duration (mins)	Cost of Airtime+ prod (=N=)	LABARIN ZUCIYA	5,000.00	Press Release	10,093.50	Political programme(1 hour)	150,000.00
60	100,000.00	KADDARA	7,000.00	News Coverage	24,314.50	Political programme(30mins)	75,000.00
45	85,000.00	HANGEN DALA	10,000.00	Social Events	25,000.00	Live Coverage outside kano (OB Van)/HOUR	300,000.00
30	50,000.00	WANNAN RAYUWA	7,000.00	TEBURIN MAI SHAYI		Live Coverage (OB Van)/HOUR	150,000.00
15	30,000.00				Rate (=N=)	NEWS MENTION	
BEFORE OR AFTER HANGEN DALA/ BABA SUDA				60 Seconds	7,000	Morning/afternoon/evening(each)	18,000.00
	Rate (=N=)			Announcement	4,500	Time Check	7,000.00
60	5,000.00			Hype		Presenter fee	10,000
45	4,000.00			Duration (mins)	Rate (=N=)	POLITICAL JINGLE	
30	3,500.00			2	16,875	60SECS	15,248.00
15	2,750.00			5	28,125	45SECS	8,348.00
				10	33,750	30SECS	5,613.00

GENERAL

All Accredited Agencies Enjoy 15% Commission, Others Enjoy 10% Commission, All Material Submitted For Broadcast are assumed to be of Good Quality, 48 Hr Notice Required for Commencement and Cancellation of Campaigns, All Rates are Exclusive of VAT

DISCOUNT

>N5M = 20%, N2.5M – N5M = 15%, N1M – N2.5M = 12%
 N500K – N1M = 10%, N250K – N500K = 8%, N 100 K – N 250 K = 3%, N 50 K - N 100 K = 2%

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