

The



family



Kofare Industrial Area, Jimeta-Yola.  
P.O. Box 132, Yola Adamawa State, Nigeria.

**CUSTOMER CARE**

TEL: 0805 447 0237, 0802 650 1399, 0803 821 8061

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ADVERTISEMENT RATES FOR  
GOTEL TELEVISION, GOTEL FM & AM RADIO



**Gotel**  
COMMUNICATIONS LIMITED



Modire Hills (After Yola Bridge) Off Yola-Mubi Expressway, Jimeta-Yola, Adamawa State.

E-mail: info@gotelonline.com Website: www.gotelonline.com  
Tel: 08031525173, 07038213552, 07035963336, 08066614496.

# ABTI PRINTING PRESS

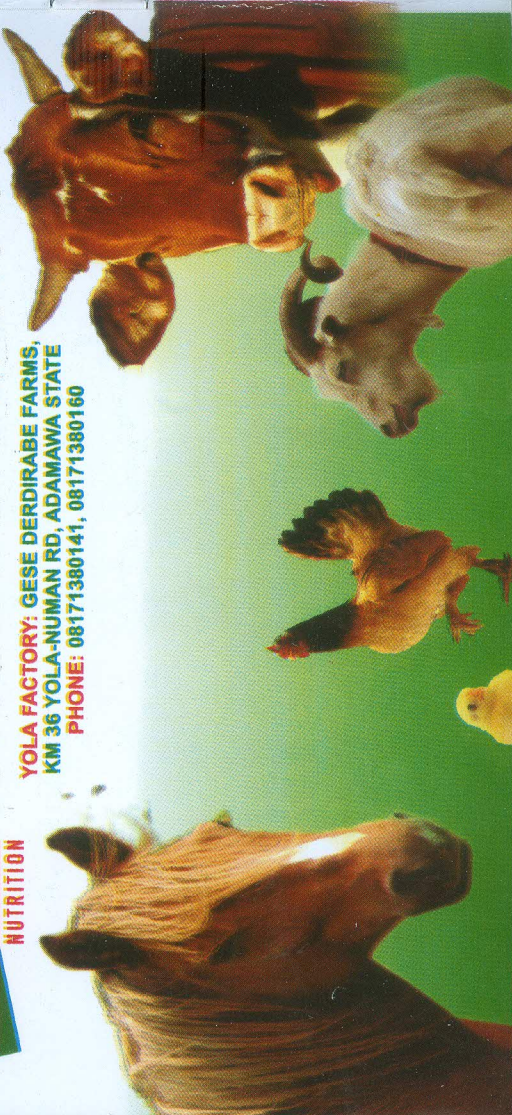
Head Office: Modibbo Adama Way, Opp. AUN HOTEL Yola-town  
email: [app@avn-edu.ng](mailto:app@avn-edu.ng), Tel: 09034208687



## ANIMAL FEEDS

FOR FASTER AND HEALTHIER GROWTH

YOLA FACTORY: GESE DERDIRABE FARMS,  
KM 36 YOLA-NUMAN RD, ADAMAWA STATE  
PHONE: 08171380141, 08171380160



## WELCOME TO OUR WORLD



### MISSION & VISION

"To provide quality programming in Nigeria and on the continent that educate, enlighten, and inspire viewers/listeners, as well as increase the world's understanding of African issues and contributions"

# About GOTEL COMMUNICATIONS

**W**e are communication outfit based in Yola, Adamawa state, offering first class television/radio broadcast services with state-of-the-art equipment. We have the latest Dual Direct Digital AM Transmitters (50kw), 917 KHz on MW Band, with strong signals received all over Adamawa State and beyond. Gotel Television Signal is received on channel 36 (UHF) on frequency 591.25 MHz. Gotel FM - moving with the trend, is available on 91.1

In consideration of our vast, varied, matured and economically active viewership and listenership we have researched, designed, produced and acquired many entertaining, instructive and educating programmes for Children, Young and Adult, the Family and Corporate Nigeria.

These programmes are to highest technical quality and come in Drama, Talk Show, Variety, Documentary, Cartoons, Sports, Musicals and features.

## STRENGTH

1. The first commercial Radio (AM/FM) and TV station in Adamawa State with the state-of-the-art engineering facilities and sound professionals
2. High quality/excellent broadcasting services that is better and efficient.
3. Strong, progressive and innovative management team.
4. Gotel Communications Limited have highly responsible, dedicated and experienced workforce.
5. Our signals can be received in every nook and cranny of Adamawa state and beyond.
6. Our strength is built around our clarity in dynamic presentation of news, current affairs and programmes that are rooted in the culture of the people, reflecting their realities and aspirations.

## THE CORE VALUES

Professionalism, Excellence, Discipline, Balance and Objectivity.  
We do not compromise Accountability, Credibility and standards in an environment that is democratic, self-reliant and dynamic.

## MISSION & VISION

"To provide the highest quality programming in Nigeria and on the continent that educates, enlightens, inspire viewers/listeners as well and to increase the world's understanding of African issues and contributions"

## FUNCTIONS

1. To inform, educate and entertain listeners/viewers by providing effective coverage that fully reflects local and intentional realities and needs.
2. To ensure that establishments and maintenance of standards in a development environment is democratic, self-reliant and dynamic.
3. To initiate capacity projects targeted at enhancing skills of its workforce, regulate how its equipment is used for the purpose of training, education and research.



## Frequency 917 KHz



Radio AM Studio

## RADIO AM NATIONAL ADVERT RATE

<b>A</b>	<b>SPOTS ADVERTISEMENT (JINGLE) "AAA" PRIME TIME:</b>	=	13,000.00
	60 Seconds	=	10,000.00
	45 Seconds	=	8,000.00
	30 Seconds	=	6,000.00
	20 Seconds	=	5,000.00
	15 Seconds	=	
<b>B</b>	<b>SPOTS ADVERTISEMENT (JINGLE) "AA" PRIME TIME:</b>	=	11,000.00
	60 Seconds	=	

45 Seconds	=	8,000.00
30 Seconds	=	6,000.00
20 Seconds	=	5,000.00
15 Seconds	=	4,000.00

**C PAID ADVERTISEMENT SERVICES**

**(1) GENERAL**

1-60 Words	=	8,000.00
1-80 Words	=	10,000.00
1-100 Words	=	11,000.00

**(2) POLITICAL**

1-60 Words	=	10,000.00
1-80 Words	=	11,000.00
1-100 Words	=	14,000.00

**D SPONSORED PROGRAMME (GENERAL)**

60 Minutes	=	142,000.00
30 Minutes	=	63,000.00
15 Minutes	=	32,000.00
5 Minutes	=	21,000.00

**E SPONSORED PROGRAMME (POLITICAL)**

60 Minutes	=	220,000.00
30 Minutes	=	126,000.00
15 Minutes	=	79,000.00
5 Minutes	=	48,000.00

**F SPONSORED PROGRAMMES (RELIGIOUS)**

60 Minutes	=	94,000.00
30 Minutes	=	48,000.00
15 Minutes	=	32,000.00
5 Minutes	=	21,000.00

**G DOCUMENTARY PROGRAMME:**

60 Minutes	=	252,000.00
30 Minutes	=	142,000.00
15 Minutes	=	79,000.00
5 Minutes	=	50,000.00

**H SPECIAL LIVE PROGRAMME (STUDIO BASED)**

60 Minutes	=	378,000.00
30 Minutes	=	221,000.00
15 Minutes	=	142,000.00

**I OBITUARY**

Per Slot	=	6,000.00
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**J LOST AND FOUND**

Per Slot	=	5,000.00
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**K POLITICAL SPOT ADVERTISEMENT**

60 Seconds	=	21,000.00
30 Seconds	=	14,000.00
15 Seconds	=	12,000.00

**L PRODUCTION CHARGES**

Jingles	=	32,000.00 Per Jingle
15 Min production	=	25,000.00 Per Episode
30 Min production	=	48,000.00 Per Episode
60 Min production	=	63,000.00 Per Episode

**AM RADIO HYPE NATIONAL**

2 MIN	N39,000
5 MIN	N54,000
10 MIN	N62,000

**LIVE COVERAGE: Within Adamawa**

3 HOURS	N 1,300,000.00
2 HOURS	N 900,000.00
1.5 HOURS	N 700,000.00
1 HOURS	N 506,000.00

**POLITICAL LIVE COVERAGE:**

**Within Adamawa**

3 HOURS	N 1,150,000.00
2 HOURS	N 700,000.00
1.5 HOURS	N 550,000.00
1 HOURS	N 394,000.00

**LIVE COVERAGE: Outside Adamawa**

3 HOURS	N 1,700,000.00
2 HOURS	N 1,140,000.00
1.5 HOURS	N 800,000.00
1 HOURS	N 567,000.00

**POLITICAL LIVE COVERAGE:**

**Outside Adamawa**

3 HOURS	N 1,500,000.00
2 HOURS	N 1,100,000.00
1.5 HOURS	N 825,000.00
1 HOURS	N 551,500.00

Handling charges for Independent production = 10% of total cost of production.  
**All rates are 5% VAT Inclusive**

**RATES FOR COMMERCIAL NEWS National**

S/N	DESCRIPTION	RATE
1.	Meetings Alumni	N 31,000
2.	Social Club	N 31,000
3.	Cultural Organizations	N 31,000
4.	Community Projects	N 31,000
5.	Traditional & Religious Occasion	N 31,000
6.	Honorary Degrees and awards	63,000
7.	Local Government Budget	63,000
8.	Local Government Activities	48,000
9.	Book Launching	31,000
10.	Product Launching/Promotion by Small Scale Industries	110,000
11.	Product Launching/Promotion by Large Scale Industries	174,000
12.	Activities of Banks, Professional Bodies and Financial Institutions	268,000
13.	Annual General Meetings of Small Scale Industries	110,000
14.	Annual General Meetings of Large Scale Industries	174,000
15.	Dinner Party and Cocktail	110,000
16.	Exhibitions and Fairs by Small Scale Industries	110,000
17.	Exhibitions and Fairs by Large Scale Industries	136,500
18.	Press Release	15,000
19.	Obituary	10,000
20.	Breaking News	50,000
21.	Mid News Advert	30,000
22.	News Commentary	50,000

**RADIO AM LOCAL ADVERT RATE**

<b>A SPOTS ADVERTISEMENT (JINGLE) "AAA" PRIME TIME:</b>	=	6,500.00
60 Seconds	=	5,000.00
45 Seconds	=	4,000.00
30 Seconds	=	3,000.00
20 Seconds	=	2,500.00

15 Seconds (not included) = 2,000.00  
 (not included) = 1,500.00  
 (not included) = 1,000.00  
 (not included) = 500.00

All rates are 5% VAT inclusive

**B SPOTS ADVERTISEMENT (JINGLE) "AA" PRIME TIME:**

60 Seconds	=	5,500.00
45 Seconds	=	4,000.00
30 Seconds	=	3,000.00
20 Seconds	=	2,500.00
15 Seconds	=	2,000.00

**C PAID ADVERTISEMENT SERVICES**

<b>(1) GENERAL</b>	=	4,000.00
1-60 Words	=	5,000.00
1-80 Words	=	5,500.00
1-100 Words	=	7,000.00
<b>(2) POLITICAL</b>	=	5,000.00
1-60 Words	=	5,500.00
1-80 Words	=	7,000.00

**D SPONSORED PROGRAMME (GENERAL)**

60 Minutes	=	71,000.00
30 Minutes	=	31,500.00
15 Minutes	=	16,000.00
5 Minutes	=	10,500.00

**E SPONSORED PROGRAMME (POLITICAL)**

60 Minutes	=	110,500.00
30 Minutes	=	63,000.00
15 Minutes	=	39,500.00
5 Minutes	=	24,000.00

**F SPONSORED PROGRAMMES (RELIGIOUS)**

60 Minutes	=	47,000.00
30 Minutes	=	24,000.00
15 Minutes	=	16,000.00
5 Minutes	=	10,500.00

**G DOCUMENTARY PROGRAMME:**

60 Minutes	=	126,000.00
30 Minutes	=	71,000.00

All rates are 5% VAT inclusive

15 Minutes	=	39,500.00
5 Minutes	=	25,000.00
<b>H SPECIAL LIVE PROGRAMME (STUDIO BASED)</b>		
60 Minutes	=	189,000.00
30 Minutes	=	110,500.00
15 Minutes	=	71,000.00
<b>I OBITUARY</b>		
Per Slot	=	3,000.00
<b>J LOST AND FOUND</b>		
Per Slot	=	2,500.00
<b>K POLITICAL SPOT ADVERTISEMENT</b>		
60 Seconds	=	10,500.00
30 Seconds	=	7,000.00
15 Seconds	=	6,000.00
<b>L PRODUCTION CHARGES</b>		
i Jingles	=	16,000.00
ii 15 Min production	=	12,500.00
iii 30 Min production	=	24,000.00
iv 60 Min production	=	31,500.00

**COST FOR PROGRAM FEATURE ON RADIO;**

PROGRAM	POLITICAL		GENERAL	
	60 MIN	30 MIN	60 MIN	30 MIN
ANA DARA		N84,000		N63,000
IDON MIKIYA		N63,000		N31,500
DEMOKRADIYYA A YAU	N7,500/5MIN	N15,000/10MIN		

AM RADIO HYPE LOCAL	
2 MIN	N19,500
5 MIN	N34,500
10 MIN	N42,500

**LIVE COVERAGE: Within Adamawa**

3 HOURS	N 650,000.00
2 HOURS	N 450,000.00
1.5 HOURS	N 350,000.00
1 HOURS	N 253,000.00

**LIVE COVERAGE: Outside Adamawa**

3 HOURS	N 850,000.00
2 HOURS	N 570,000.00
1.5 HOURS	N 400,000.00
1 HOURS	N 283,500.00

**POLITICAL LIVE COVERAGE:**

**Within Adamawa**

3 HOURS	N 1,150,000.00
2 HOURS	N 700,000.00
1.5 HOURS	N 550,000.00
1 HOURS	N 394,000.00

**POLITICAL LIVE COVERAGE:**

**Outside Adamawa**

3 HOURS	N 1,500,000.00
2 HOURS	N 1,100,000.00
1.5 HOURS	N 825,000.00
1 HOURS	N 551,500.00

Handling charges for independent production = 10% of total cost of production.

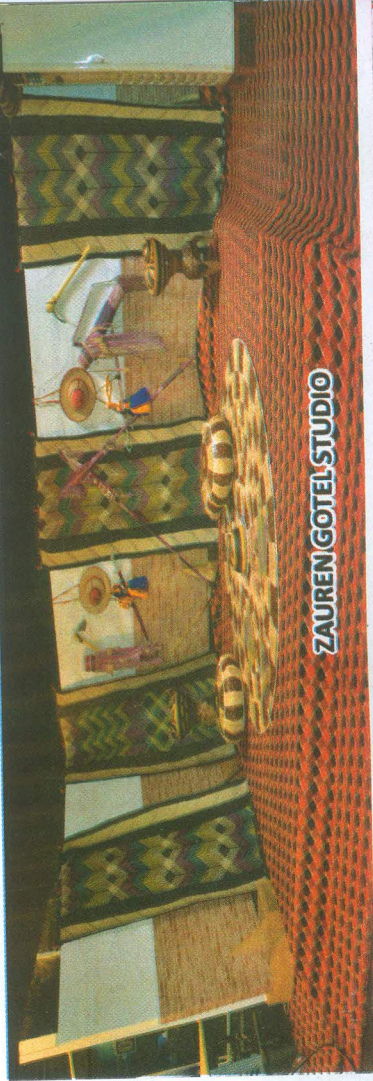
\* All rates are 5% VAT Inclusive

**RAMADAN CALL FOR PRAYER**

3 MIN	N5,000
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**RATES FOR COMMERCIAL NEWS**

S/N	DESCRIPTION	RATE
1.	Meetings Alumni	N 15,500
2.	Social Club	N 15,500
3.	Cultural Organizations	N 15,500
4.	Community Projects	N 15,500
5.	Traditional & Religious Occasion	N 15,500
6.	Honorary Degrees and awards	31,500
7.	Local Government Budget	31,500
8.	Local Government Activities	24,000
9.	Book Launching	15,500
10.	Product Launching/Promotion by Small Scale Industries	55,000
11.	Product Launching/Promotion by Large Scale Industries	87,000
12.	Activities of Banks, Professional Bodies and Financial Institutions	134,000
13.	Annual General Meetings of Small Scale Industries	55,000
14.	Annual General Meetings of Large Scale Industries	87,000
15.	Dinner Party and Cocktail	55,000
16.	Exhibition and Fairs by Small Scale Industries	55,000
17.	Exhibition and Fairs by Large Scale Industries	68,250
18.	Press Release	7,500
19.	Obituary	5,000
20.	Breaking News	25,000
21.	Mid News Advert	15,000
22.	News Commentary	25,000



**ZAUREN GOTEL STUDIO**

# GOTEL

...for the changing WORLD

**Frequency 591.25MHz**  
**Channel 36 (UHF)**



**SPOT ADVERT/ANNOUNCEMENT RATES (JINGLES)**

Duration	9AM-4PM	4PM-7PM	7PM-11PM	11PM-CLOSE	MIDNEWS
60 Sec	N 16,500	N 21,000	N 30,000	N 16,500	N 75,000
45 Sec	N 13,500	N 18,000	N 24,000	N 13,500	N 60,000
30 Sec	N 10,500	N 15,000	N 18,000	N 10,500	N 45,000
15 Sec	N 7,500	N 12,000	N 15,000	N 7,500	N 30,000

**SCROLL BAR ADVERT; LOGO FLASH ADVERT;**

5 MIN	N123,000	5 MIN	N2,625
15 MIN	N63,000	15 MIN	N5,250
30 MIN	N34,500	30 MIN	N10,500
1 HOUR	N60,000	1 HOUR	N21,000
2 HOURS	N120,000	2 HOURS	N42,000

**TV SPONSORSHIP AIRTIME CHARGE PER EPISODE**

DURATION	9AM-4PM	4PM-7PM	7PM-11PM	11PM-CLOSE
60 MIN	N123,000	N183,000	N240,000	N123,000
30 MIN	N63,000	N93,000	N120,000	N63,000
15 MIN	N34,500	N49,500	N63,000	N34,500

**POLITICAL PROGRAMME**

Duration	RATE
60 Min	N 360,000.00
45 Min	N 240,000.00
30 Min	N 200,000.00

**POLITICAL JINGLE/ANNOUNCEMENT AIRTIME**

Duration	RATE
60 Sec	N 45,000.00
45 Sec	N 36,000.00
30 Sec	N 24,000.00
15 Sec	N 15,000.00

**COMMERCIAL NEWS COVERAGE**

Duration	RATE
PRESS RELEASE	N 30,000.00
NEWS COVERAGE WITHIN YOLA	N 50,000.00
NEWS COVERAGE OUTSIDE YOLA	N 70,000.00
OBITUARY ANNOUNCEMENT	N 21,000.00

**DOCUMENTARY PRODUCTION & AIRTIME**

Duration	PRODUCTION CHARGES	RATE
60 Min	N 450,000	N 399,000
30 Min	N 390,000	N 189,000
15 Min	N 300,000	N 135,000

**TAFSIR/ LENT**

Duration	Rate
60 Min	N 1,350,000
30 Min	N 750,000

**CHRISTIAN/ISLAMIC PROG. FOR ONE QUARTER**

Duration	3 months	6 months	1 Year
60 Min	N 1,350,000	N 1,900,000	N 3,600,000
30 Min	N 750,000	N 900,000	N 1,700,000

**LIVE OB COVERAGE**

3 HOURS	N 7,500,000.00
2 HOURS	N 5,250,000.00
1.5 HOURS	N 3,000,000.00
1 HOURS	N 2,250,000.00

**SOCIAL COVERAGES**

EVENTS	60 Min	30 Min	15 Min
Birthdays, Weddings	N 225,000	N 150,000	N 60,000
Churches/ Islamic Prog.	N 135,000	N 90,000	N 40,000
NGOS	N 225,000	N 150,000	N 60,000
Schools Inter-House Sport	N 180,000	N 120,000	N 60,000
End of the Year Party/AGM	N 180,000	N 120,000	N 60,000

**NEWS OF SPECIAL INTEREST (LTP) 2 MINUTES**

Annual General Meeting (AGM)	Product/Book Launching	Business Promotion: Trade Fair, Competition Raffles, etc.	Social Coverages: Chieftaincy, Birthdays Personality, Interview, Announcements	Social Coverages's Corporate Bodies, Banks, Clubs, etc
N 195,000	N 165,000	N 120,000	N 96,000	N 180,000

**TV LIVE STUDIO BASE**

DURATION	9AM-4PM	4PM-7PM	7PM-11PM	11PM-CLOSE
	A	AA	AAA	A
60 MIN	N281,250	N562,500	N1,125,000	N281,250
30 MIN	N140,625	N281,250	N662,500	N140,625
15 MIN	N70,312.5	N140,625	N281,250	N70,312.5

**TV LOCAL ADVERT RATE**

**SPOT ADVERT/ANNOUNCEMENT RATES (JINGLES)**

Duration	9AM-4PM	4PM-7PM	7PM-11PM	MIDNEWS
	A	AA	AAA	A
60 Sec	N 8,250	N 10,500	N 15,000	N 37,500
45 Sec	N 6,750	N 9,000	N 12,000	N 30,000
30 Sec	N 5,250	N 7,500	N 9,000	N 22,500
15 Sec	N 3,750	N 6,000	N 7,500	N 15,000

**TV SPONSORSHIP AIRTIME CHARGE PER EPISODE**

DURATION	9AM-4PM	4PM-7PM	7PM-11PM	11PM-CLOSE
	A	AA	AAA	A
60 MIN	N61,500	N91,500	N120,000	N61,500
30 MIN	N31,500	N46,500	N60,000	N31,500
15 MIN	N20,000	N30,000	N40,000	N20,000

**POLITICAL JINGLE/ANNOUNCEMENT AIRTIME**

Duration	RATE
60 Sec	N 22,500.00
45 Sec	N 18,000.00
30 Sec	N 12,000.00
15 Sec	N 7,500.00

**TV LIVE STUDIO BASE**

DURATION	9AM-4PM	4PM-7PM	7PM-11PM	11PM-CLOSE
	A	AA	AAA	A
60 MIN	N81,250	N162,500	N325,000	N81,250
30 MIN	N40,625	N81,250	N162,500	N40,625
15 MIN	N20,312.5	N40,625	N81,250	N20,312.5

**COMMERCIAL NEWS COVERAGE**

Duration	RATE
PRESS RELEASE	N 15,000.00
NEWS COVERAGE WITHIN YOLA	N 25,000.00
NEWS COVERAGE OUTSIDE YOLA	N 35,000.00
OBITUARY ANNOUNCEMENT	N 10,500.00

**DOCUMENTARY PRODUCTION & AIRTIME**

Duration	PRODUCTION CHARGES	RATE
60 Min	N 225,000	N 199,500
30 Min	N 195,000	N 94,500
15 Min	N 150,000	N 67,500

**TAFSIR/ LENT**

Duration	3months	6 months	1 Year
60 Min	N 675,000	N 950,000	N 1,800,000
30 Min	N 375,000	N 450,000	N 850,000

**CHRISTIAN/ISLAMIC PROG. FOR ONE QUARTER**

Duration	3 months	6 months	1 Year
60 Min	N 675,000	N 950,000	N 1,800,000
30 Min	N 375,000	N 450,000	N 850,000

**COST FOR PROGRAM FEATURE ON TV:**

PROGRAM	POLITICAL 60 MIN	POLITICAL 30 MIN	GENERAL 60 MIN	GENERAL 30 MIN
ZAURE	N180,000	N100,000	N120,000	N60,000
ON THE SPOT	N180,000	N100,000	N120,000	N60,000
SAFIYA SHOW	N100,000			N30,000
NEWS LIVE	N100,000/5MIN		N50,000/5MIN	
KAK SHOW			N50,000	

**SOCIAL COVERAGES**

EVENTS	60 Min	30 Min	15 Min
Birthdays, Weddings	N 112,500	N 75,000	N 30,000
Churches/Islamic Prog.	N 67,500	N 45,000	N 20,000
NGOs	N 112,500	N 75,000	N 30,000
Schools Inter-House Sport	N 90,000	N 60,000	N 30,000
End of the Year Party	N 90,000	N 60,000	N 30,000

**LIVE OB COVERAGE**

3 HOURS	N 1,500,000.00
2 HOURS	N 1,200,000.00
1.5 HOURS	N 970,000.00
1 HOURS	N 650,000.00

**SCROLL BAR ADVERT;**

5 MIN	N2,500
15 MIN	N7,500
30 MIN	N15,000
1 HOUR	N30,000
2 HOURS	N60,000

**LOGO FLASH ADVERT;**

5 MIN	N1,312.5
15 MIN	N2,625
30 MIN	N5,250
1 HOUR	N10,500
2 HOURS	N21,000

**NEWS OF SPECIAL INTEREST (LTP) 2 MINUTES**

Annual General Meeting (AGM)	Product/Book Launching	Business Promotion: Trade Fair, Competition Raffles, etc	Social Coverage's: Chieftaincy, Birthdays/Personality, Interview, Announcements	SOCIAL Coverages's Corporate Bodies, Banks, Clubs, etc
N 97,500	N 82,500	N 60,000	N 48,000	N 90,000







**Frequency 91.1**



**RADIO FM NATIONAL ADVERT RATE**

<b>A SPOTS ADVERTISEMENT (JINGLE) "AAA" PRIME TIME:</b>	
60 Seconds	= 8,400.00
45 Seconds	= 6,930.00
30 Seconds	= 5,250.00
20 Seconds	= 4,200.00
15 Seconds	= 3,150.00

<b>B SPOTS ADVERTISEMENT (JINGLE) "AA" PRIME TIME:</b>	
60 Seconds	= 7,350.00
45 Seconds	= 5,250.00
30 Seconds	= 4,200.00
20 Seconds	= 3,150.00
15 Seconds	= 2,730.00

**C PAID ADVERTISEMENT SERVICES**

<b>(1) GENERAL</b>	
1-60 Words	= 5,250.00
1-80 Words	= 6,300.00
1-100 Words	= 7,250.00
<b>(2) POLITICAL</b>	
1-60 Words	= 6,300.00
1-80 Words	= 7,350.00
1-100 Words	= 9,450.00

**D SPONSORED PROGRAMME (GENERAL)**

60 Minutes	= 94,500.00
30 Minutes	= 42,000.00
15 Minutes	= 21,000.00
5 Minutes	= 15,000.00

**E SPONSORED PROGRAMME (POLITICAL)**

60 Minutes	= 147,000.00
30 Minutes	= 84,000.00
15 Minutes	= 52,500.00
5 Minutes	= 31,500.00

**F SPONSORED PROGRAMMES (RELIGIOUS)**

60 Minutes	= 63,000.00
30 Minutes	= 31,500.00
15 Minutes	= 21,000.00
5 Minutes	= 15,000.00

**G DOCUMENTARY PROGRAMME:**

60 Minutes	= 168,000.00
30 Minutes	= 94,500.00
15 Minutes	= 52,500.00
5 Minutes	= 21,000.00

■ All rates are 5% VAT Inclusive

**H SPECIAL LIVE PROGRAMME (STUDIO BASED)**

60 Minutes	=	252,000.00
30 Minutes	=	147,000.00
15 Minutes	=	94,500.00

**I OBITUARY**

Per Slot	=	4,200.00
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**J LOST AND FOUND**

Per Slot	=	3,150.00
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**K POLITICAL SPOT ADVERTISEMENT**

60 Seconds	=	13,650.00
30 Seconds	=	9,450.00
15 Seconds	=	7,980.00

**L PRODUCTION CHARGES**

i Jingles	=	21,000.00
ii 15 Min production	=	16,800.00
iii 30 Min production	=	31,500.00
iv 60 Min production	=	42,000.00

**FM RADIO HYPE NATIONAL**

2 MIN	N25,200
5 MIN	N40,200
10 MIN	N48,200

**GENERAL LIVE COVERAGE:**

**Within Adamawa**

3 HOURS	N 1,300,000.00
2 HOURS	N 900,000.00
1.5 HOURS	N 700,000.00
1 HOURS	N 506,000.00

**POLITICAL LIVE COVERAGE:**

**Within Adamawa**

3 HOURS	N 1,150,000.00
2 HOURS	N 700,000.00
1.5 HOURS	N 550,000.00
1 HOURS	N 394,000.00

Handling charges for Independent production = 10% of total cost of production.

All rates are 5% VAT Inclusive

**RATES FOR COMMERCIAL NEWS**

S/N	DESCRIPTION	RATE
1.	Meetings Alumni	N 31,000
2.	Social Club	N 31,000
3.	Cultural Organizations	N 31,000
4.	Community Projects	N 31,000
5.	Traditional & Religious Occasion	N 31,000
6.	Honorary Degrees and awards	63,000
7.	Local Government Budget	63,000
8.	Local Government Activities	48,000
9.	Book Launching	31,000
10.	Product Launching/Promotion by Small Scale Industries	110,000
11.	Product Launching/Promotion by Large Scale Industries	174,000
12.	Activities of Banks, Professional Bodies and Financial Institutions	268,000
13.	Annual General Meetings of Small Scale Industries	110,000
14.	Annual General Meetings of Large Scale Industries	174,000
15.	Dinner Party and Cocktail	110,000
16.	Exhibitions and Fairs by Small Scale Industries	110,000
17.	Exhibitions and Fairs by Large Scale Industries	136,500
18.	Press Release	15,000
19.	Obituary	10,000
20.	Breaking News	50,000
21.	Mid News Advert	30,000
22.	News Commentary	50,000

**FM RADIO LOCAL ADVERT RATE**

**A SPOTS ADVERTISEMENT (JINGLE) "AAA" PRIME TIME:**

60 Seconds	=	N4,200.00
45 Seconds	=	N3,465.00
30 Seconds	=	N2,625.00
20 Seconds	=	N2,100.00
15 Seconds	=	N1,575.00

**B SPOTS ADVERTISEMENT (JINGLE) "AA" PRIME TIME:**

60 Seconds	=	N3,675.00
45 Seconds	=	N2,625.00
30 Seconds	=	N2,100.00
20 Seconds	=	N1,575.00
15 Seconds	=	N1,365.00

**C PAID ADVERTISEMENT SERVICES**

**(1) GENERAL**

1-60 Words	=	N2, 625.00
1-80 Words	=	N3, 150.00
1-100 Words	=	N3, 675.00

**(2) POLITICAL**

1-60 Words	=	N3, 150.00
1-80 Words	=	N3, 675.00
1-100 Words	=	N4, 725.00

**D SPONSORED PROGRAMME (GENERAL) "AAA" PRIME TIME**

60 Minutes	=	N47, 250.00
30 Minutes	=	N21, 000.00
15 Minutes	=	N10, 500.00
5 Minutes	=	N7, 500.00

**E SPONSORED PROGRAMME (POLITICAL)**

60 Minutes	=	N73, 500.00
30 Minutes	=	N42, 000.00
15 Minutes	=	N26, 250.00
5 Minutes	=	N15, 750.00

**F SPONSORED PROGRAMMES (RELIGIOUS)**

60 Minutes	=	N31, 500.00
30 Minutes	=	N15, 750.00
15 Minutes	=	N10, 500.00
5 Minutes	=	N7, 500.00

**G DOCUMENTARY PROGRAMME "AAA" PRIME TIME (AIRTIME ONLY)**

60 Minutes	=	N84, 000.00
30 Minutes	=	N47, 250.00
15 Minutes	=	N26, 250.00
5 Minutes	=	N10, 500.00

**H SPECIAL LIVE PROGRAMME (STUDIO BASED)**

60 Minutes	=	N126, 000.00
30 Minutes	=	N73, 500.00

**FM RADIO HYPE LOCAL**

2 MIN	N12,600
5 MIN	N27,600
10 MIN	N35,600

**RAMADAN CALL FOR PRAYER**

3 MIN	N5,000
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■ All rates are 5% VAT Inclusive

15 Minutes = N47, 250.00

**I OBITUARY**

Per Slot = N2, 100.00

**J LOST AND FOUND**

Per Slot = N 1, 575.00

**K POLITICAL SPOT ADVERTISEMENT**

60 Seconds	=	N 6, 825.00
30 Seconds	=	N 4, 725.00
15 Seconds	=	N 3, 990.00

**L PRODUCTION CHARGES**

i. Jingles	=	N 10,500
ii. 15 Min production	=	N 8,400
iii. 30 Min production	=	N15,750
iv. 60 Min production	=	N21,000

**COST FOR PROGRAM FEATURE ON RADIO;**

PROGRAM	POLITICAL 60 MIN	POLITICAL 30 MIN	GENERAL 60 MIN	GENERAL 30 MIN
MORNING SPLASH	N100,000	N63,000	N80,000	N42,000
ANA DARA		N84,000		N63,000
DEMOKRADIYYA A YAU	N7,500/5MIN	N15,000/10MIN		

**LIVE COVERAGE: Within Adamawa**

3 HOURS	N 650,000.00
2 HOURS	N 450,000.00
1.5 HOURS	N 350,000.00
1 HOURS	N 253,000.00

**Outside Adamawa**

3 HOURS	N 850,000.00
2 HOURS	N 570,000.00
1.5 HOURS	N 400,000.00
1 HOURS	N 283,500.00

**POLITICAL LIVE COVERAGE:**

**Within Adamawa**

3 HOURS	N 1,150,000.00
2 HOURS	N 700,000.00
1.5 HOURS	N 550,000.00
1 HOURS	N 394,000.00

**Outside Adamawa**

3 HOURS	N 1,500,000.00
2 HOURS	N 1,100,000.00
1.5 HOURS	N 825,000.00
1 HOURS	N 551,500.00

**RATES FOR COMMERCIAL NEWS**

S/N	DISCRIPTION	RATE
1.	Meetings Alumni	N 15,500
2.	Social Club	N 15,500

■ All rates are 5% VAT Inclusive

3.	Cultural Organizations	N 15,500
4.	Community Projects	N 15,500
5.	Traditional & Religious Occasion	N 15,500
6.	Honorary Degrees and awards	31,500
7.	Local Government Budget	31,500
8.	Local Government Activities	24,000
9.	Book Launching	15,500
10.	Product Launching/Promotion by SmallScale Industries	55,000
11.	Product Launching/Promotion by LargeScale Industries	87,000
12.	Activities of Banks, Professional Bodies and Financial Institutions	134,000
13.	Annual General Meetings of Small ScalIndustries	55,000
14.	Annual General Meetings of Large ScalIndustries	87,000
15.	Dinner Party and Cocktail	55,000
16.	Exhibitions and Fairs by Small ScalIndustries	55,000
17.	Exhibitions and Fairs by Large ScalIndustries	N 68,250.00
18.	Press Release	7,500
19.	Obituary	5,000
20.	Breaking News	25,000
21.	Mid News Advert	15,000
22.	News Commentary	25,000



**MARKETING**

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