



The Dream Experience!

92.5 Dream FM is not just a radio, it's a Lifestyle! Dream FM embodies the urban youth and all those who aspire to be. We have a unique blend of entertainment, great musical discussions on relationships, lifestyle, sports, careers and much more and of course, fantastic music from around the globe. After all, we are all about GOOD MUSIC - GOOD TALK! Every young adult's life is played on our station, influenced by our station and lives on our station. Meanwhile, we cannot forget our older clients, the MUSIC CONSCIOUS ADULTS, they too relate to the beat and enthusiasm of the Dream FM experience.

The Dream FM listeners are young, young at heart who strive to be successful and appreciate style, the latest fashions, fabulous social life. In reality, the Dream listener is the ideal target audience for every advertiser, in short, what you may call a DREAM TARGET AUDIENCE.

Dream FM listeners are tomorrow's decision makers and today's innovators willing to try out the latest bank products, clothes line, breakfast cereal, fast food, music... they want it all and in collaboration with our advertisers, we will give it to them.

Life, as we know it has ceased to exist. It is now a 92.5 DREAM FM lifestyle.

92.5 Dream FM is a Radio Broadcast Brand of Prime & Power Limited, the firm par excellence of Nigeria Broadcasting.

Advert Rate



TIME	CLASSIFICATION	
AAAA	5.00am - 4.00pm	10.00am - 8.00pm
AAA	10.00am - 8.00pm	2.00pm - 11.00p.m
AA		
PREMIUM		
	11.00p.m. - 2.00p.m.	5.00a.m. - 4.00p.m.
		= N3,000 = N12,000

All Orders attract 5% VAT

SPOT ADVERTISEMENT

DURATION (Seconds)	AAAA	AAA	AA
60	9,000	7,500	6,000
45	8,250	6,750	5,250
30	7,500	6,000	4,500
15	6,000	4,500	3,750
15	3,000	2,250	1,500

ANNOUNCEMENTS

PERSONAL / SOCIAL

DURATION (Words)	AAAA	AAA	AA
1-50	5,475	4,125	3,300
51-75	6,825	5,475	4,650
76 - 100	8,190	6,825	5,475

THIS INCLUDES: PERSONAL, SOCIAL, MISSING PERSONS OR PROPERTY

OBITUARY/ANNOUNCEMENT / MEMORIAL SERVICE ALL BELTS N8,000

POLITICAL ANNOUNCEMENT/JINGLES (ALL BELTS): N15,000
POLITICAL PROGRAM: N100,000/hour. PEOPLE'S FORUM: N100,000/hour

STATION PROGRAMME SPONSORED

DURATION	AAAA	AAA	AA
5 MINS	22,500	15,000	12,000
15 MINS	30,000	22,500	19,500
30 MINS	45,000	37,500	28,500
45 MINS	60,000	52,500	43,500
60 MINS	67,500	60,000	51,000

* 60 mins - Dream Classic Time

(The Street Zone) N100,000/hour

* This is exclusive of Presenter's/Producer's Fee

SPORTS PROGRAMME

DURATION	AAAA	AAA	AA
5 MINS	37,500	30,000	22,500
15 MINS	52,500	45,000	37,500
30 MINS	67,500	60,000	52,500
45 MINS	82,500	75,000	67,500
60 MINS	97,500	90,000	82,500

INDEPENDENT PROGRAMME

DURATION	AAAA	AAA	AA
5 MINS	37,500	30,000	22,500
15 MINS	52,500	45,000	37,500
30 MINS	67,500	60,000	52,500
45 MINS	82,500	75,000	67,500
60 MINS	97,500	90,000	82,500