

SPLASH 105.5 FM ADVERTISEMENT RATE CARD

1 SPOT PLACEMENT RATE				
Classification/Period	60"	45"	30"	15"
AAA 5.00am-11.59am / 2.00pm-7.59pm	8,062.50	5,977.00	4,676.25	2,434.88
AA 12.00pm-1:59pm / 8.00pm-10.59pm	5,563.13	4,310.75	3,090.63	1,741.50
A 11.00pm-5am	4,031.25	2,988.50	2,338.13	1,217.44
TIFUN TEDO JINGLE PLACEMENT	12,093.75	12,093.75	12,093.75	12,093.75
TIME CHECK	8,062.50	8,062.50	8,062.50	8,062.50

7 HYPES	
AAA 5.00am-11.59am / 2.00pm-7.59pm	21,500.00
AA 12.00pm-1:59pm / 8.00pm-9.59pm	21,500.00
A 10.00pm-5am	10,750.00

8 PPA BELT	
PM	AM
4.00-4.10	8.00-8.10
8.00-8.10	10.00-10.10

2 SPOT PLACEMENT RATE(POLITICAL)				
Classification/Period	60"	45"	30"	15"
AAA 5.00am-11.59am / 2.00pm-7.59am	20,476.19	20,476.19	20,476.19	20,476.19
AA 12.00pm-1:59pm / 8.00pm-9.59pm	20,476.19	20,476.19	20,476.19	20,476.19
A 10.00pm-5am	20,476.19	20,476.19	20,476.19	20,476.19
TIFUN TEDO JINGLE PLACEMENT	28,666.67	28,666.67	28,666.67	28,666.67

9 LIVE APPEARANCE/COVERAGE					
Classification/Period	60'	45'	30'	15'	5'
AAA 5.00am-11.59am / 2.00pm-7.59pm	129,000.00	107,500.00	86,000.00	53,750.00	26,875.00
A 10.00pm-5am	64,500.00	53,750.00	43,000.00	26,875.00	13,437.50
LIVE COVERAGE(POLITICAL) PER HOUR	158,690.48				
POLITICAL RALLY/CONVENTION PER HOUR	179,166.67				
POLITICAL PLAYBACK/AIRTIME PER HOUR	133,095.23				

3 SPONSORED PROGRAMME(RELIGIOUS)					
Classification/Period	60'	30'	15'	10'	5'
AAA 5.00am-7.00am / 7pm-7.59pm	79,550.00	39,775.00	28,487.50	16,125.00	10,750.00
A 10.00pm-5am	39,775.00	19,887.50	14,243.75	8,062.50	5,375.00

10 NEWS MENTION					
CLASSIFICATION	CORPORATE	POLITICAL	SOCIAL	RELIGIOUS	OBITUARIES & IMMEMORIALS
AAA 5.00am-11.59am / 2.00pm-7.59pm	21,500.00	25,595.23	16,125.00	25,595.23	25,595.23

4 SPONSORED PROGRAMME(PACKAGED,INDEPENDENT PRODUCER & STATION'S PROGRAM)					
Classification/Period	60'	45'	30'	15'	5'
AAA 5.00am-11.59am / 2.00pm-7.59pm	139,750.00	117,314.75	93,525.00	67,363.80	26,971.75
AA 12.00pm-1:59pm / 8.00pm-9.59pm	69,875.00	58,657.38	46,762.50	33,681.90	13,485.88
A 10.00pm-5am	53,750.00	47,300.00	39,775.00	28,487.50	10,750.00

11 NEWS COVERAGE	
SOCIAL WITHIN IBADAN	43,000.00
SOCIAL OUTSIDE IBADAN	64,500.00

12 PRODUCTION COST	
STUDIO BOOKING	
1 HOUR	5,000.00
2 HOURS	8,000.00
3 HOURS	10,000.00

5 SPONSORED PROGRAMME(POLITICAL)				
Classification/Period	60'	45'	30'	15'
AAA 5.00am-11.59am / 2.00pm-7.59pm	166,893.75	146,032.04	125,170.31	90,703.13

13 News Adjacent =N= Attracts 40% Surcharge Rate
Mid-News Break =N= Attracts 50% Surcharge Rate
Intra Programme =N= Attracts 40% Surcharge Rate

14 VOLUME DISCOUNT		
N50,000	N100,000	1%
N100,000(PLUS)	N200,000	2%
N200,000(PLUS)	N300,000	3%
N300,000(PLUS)	N500,000	5%
N500,000(PLUS)	N700,000	7%
N700,000(PLUS)	N1,000,000	10%
N1000,000(PLUS)	-	15%

6 PERSONAL PAID ANNOUNCEMENT				
CLASSIFICATION	1-50W	51-75W	76-100W	100-150W
PERSONAL	1,612.50	2,150.00	3,225.00	4,300.00
CORPORATE	2,687.50	3,762.50	4,837.50	5,160.00
POLITICAL	5,375.00	6,450.00	7,310.00	8,062.50
RELIGIOUS ANNOUNCEMENT	5,375.00	6,450.00	7,310.00	8,062.50
OBITUARIES AND IMMEMORIALS	5,375.00	6,450.00	7,310.00	8,062.50

