

AMINCI RADIO 103.9FM. NO 2 INDEPENDENCE ROAD, KANO.

RATE CARD

COMMERCIAL					SPECIAL SERVICES	
Duration (sec)	Rate (N)per spot	Mid news rate (N)	IDON MIKIYA	AN KWANA LAFIYA	Service	Rate (N)
15	3420.02	10,827.00	9,515.00	9,744.30	Live Coverage	214,916.67
30	4434.35	11,235.47	10,279.54	10,111.92	Commercial News Cov.	45,593.00
45	5993.01	12,679.44	12,183.53	11,411.50	Phone- in Programme	237,500.00
60	6763.03	13,419.15	13,326.51	12,077.24	Political coverage(local)	237,500.00
SPONSORED PROGRAMME			POLITICAL PROGRAMME(PHONE-IN)		Political coverage (outside state)	332,500.00
Duration(min)	Cost of production	Cost of Airtime(N)	Duration	Rate (N)	PREFERENCES	
15	24,118.50	23,750.00	-	-	Programme Displacement 100% surcharge	
30	32,375.05	47,750.00	30	80,000:00	Intra Programme spot 65% surcharge	
45	45,651.04	75,750.00	45	110,000:00	Fixed Time Spot Advert 50% surcharge	
60	51,738.54	80,750.00	60	190,000:00	News Adjacency 50% Surcharge	
RIGAR YANCI		ANNOUCEMENTS		IDON MIKIYA		First Commercial Break 30% Surcharge
Contribution	19,000:00	Religious	18,525.00	Press Release N14,964:00		ADVERT PLACEMENT 48 hours notice for commencement or cancellation of campaigns
Announcement	47,500:00	Obituary	11,875.00	News coverage N27,788:00		
				Social event N40,000:00		
HYPE		POLITICAL JINGLES		POLITICAL JINGLE (MID-NEWS)		COMMISSION Agencies 15% Others 10% VAT Rates are exclusive of VAT
Duration(mins)	Rate(N)	Duration(sec)	Rate(N)	Duration (sec)	Rate (N)	
2	19,466.67	30	9,764.62	30	12,274.79	
5	32,333.33	45	11,354.22	45	14,272.99	
10	38,900.00	60	13,202.62	60	16,596.50	

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