



The Blazing Voice of Talk, Information Plus Entertainment.

RATE CARD



**DIAL
COVERAGE**

Abuja, Keffi, Akwanga,
Lokoja, Minna, Kaduna.

ESTIMATED

15 Million
People



**PRIME TIME
(AAA)**

**7AM – 11AM
4PM – 8PM**

Excluding
Saturdays and
Sundays

**REGULAR TIME
(AA)**

**12PM – 4PM
9PM – 6AM**



SLOT PRICES (In Seconds) In Naira

	60"	45"	30"	15"	5"
PRIME TIME	#15,000	#11,000	#9,000	#7,000	#5,000
REGULAR TIME	#13,000	#10,000	#8,000	#5,000	#4,000

- Only advertisements on CDs and soft copies

SPONSORSHIP OF PROGRAMS (In Minutes) (All prices in Naira #)

	60"	45"	30"	15"	5"
PRIME TIME	#150,000	#120,000	#100,000	#90,000	#50,000
REGULAR TIME	#130,000	#100,000	#90,000	#75,000	#35,000

GUEST APPEARANCE

5 Minutes	N20,000.00 (Must be recorded)
10 Minutes	N30,000.00
15 Minutes	N45,000.00
30 Minutes	N75,000.00
1 Hour	N135,000.00



NEWS & PROGRAMS

	Promotion (Per Minute)	Coverage (Per Minute)
News Mention (2 minutes)	N15, 000	N35,000
Social Events	N15,000	N35,000
Corporate Events	N15,000	N50,000
News Conference	N15,000	N50,000
Live Coverage (Subject to negotiations)		

STUDIO CHARGES

Studio Time Reservation	N50,000
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HYPES

OAP Hype (3 Minutes)	N50,000
Presenter Mention (1 Minute)	N15,000

PAID ANNOUNCEMENT

WORD SPAN	PRIME	REGULAR
1 – 50 Words	N15, 000	N10,000
51 – 75 Words	N20,000	N15,000
76 – 100 Words	N30,000	N25,000

SPECIAL

Sports Update	2 Minutes	N10,000
Time Check	5 Seconds	N7,000
Weather Report	2 Minutes	N10,000
Finance Update	2 Minutes	N8,000
Traffic Report	2 Minutes	N8,500
Information Update	2 Minutes	N10,000
Customized Update	2 Minutes	N11,000

- ☐ All Political Jingles & Announcements attracts a 100% surcharge

LIVE BROADCAST (Per Hour)

Negotiable from N180,000

VOLUME DISCOUNTS

N100,000 – N150,000	1%
N151,000 – N500,000	2%
N501,000 – N750,000	4%
N751,000 - N1,000,000	5%
N1,000,001 and Above	8%

OTHER SURCHARGES

Fixed Time	+50%
Intra Program	+50%
Start/Mid News	+100%
Program Displacement	+70%
Program Adjacency	+50%
Branding Fee	+10%
Independent Program	+10%

COMMISSION

AAPN Registered Agencies	15%
Others	10%

- ❑ **ALL PRICES ARE EXCLUSIVE OF 7.5% VAT**
- ❑ **Bright FM Reserves the right to choose**



Bright fm

98.7 Abuja

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