

11.

SELECTED POSITIONS

- a. Fixed time sports attracts 50% surcharge
- b. Displacement attracts 50% surcharge
- c. Intra programme sports attracts 40% surcharge
- d. Mid-News sports attracts 50% surcharge
- e. News adjacency attracts 50% surcharge
- f. Commission payable as per AAPN and IBAN guidelines

12.

ALL RATES ARE EXCLUSIVE OF THE STATUTORY 7.5% VAT

- a. Payments by client with credit facilities should be within 30 days of receipt or invoice
- b. Queries to invoice must be within 7 days of receipt
- c. All sponsored programmes must be prepaid

13.

VARIATION OR ORDERS

- a. Commercial materials should be sent in approved format.
- b. Short notice is required for the commencement of campaigns.
- c. 2 days notice should be given in respect of a campaign which is to be cancelled/suspended accompanied with an appropriate order.
- d. The station has the right to reject commercial materials which are not air worthy.

**All rates and conditions are subject to change without notice*

*All enquiries to:

UNILAG 103.1 FM

Department of Mass Communication,
University of Lagos,
Lagos, Nigeria



UNIVERSITY OF LAGOS MEDIA CENTRE

AKOKA-YABA, LAGOS, NIGERIA

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Website: <https://unilagradio1031fm.com.ng/listen-live>

ADVERTISEMENT RATES

(Effective 1st October, 2023)

COVERAGE LAGOS METROPOLIS

TARGET AUDIENCE (YOUTH (16-40 YEARS))

PROGRAMMING EDUCATIONAL/INSTRUCTIONAL

*All rates and conditions are subject
to change without notice*

1. TIME CLASSIFICATION

AAA	5:10 AM - 3:01 PM	2:00NOON - 8:00PM
AA	12:01 PM - 8:01 PM	3:00PM - 10:00PM
A	10:01 PM	12:00/2:00AM

2. SPOT PLACEMENT

NOTE: 7.5% VAT IS APPLICABLE

	60'	50'	45'	30'	15'	5'
AAA	₦10,050	₦8,892	₦7,692	₦6,235	₦3,524	₦1,269
AA	₦7,919	₦6,992	₦6,005	₦4,912	₦2,750	₦987
A	₦5,895	₦5,226	₦4,520	₦3,189	₦1,991	₦705

3. SPONSORED PROGRAMME

NOTE: 7.5% VAT IS APPLICABLE

	60'	45'	30'	15'	5'
AAA	₦85,720	₦69,795	₦51,258	₦39,644	₦16,807
AA	₦67,536	₦54,990	₦40,385	₦31,234	₦13,241
A	₦47,731	₦38,493	₦27,715	₦22,436	₦9,513

4. SPECIAL PROGRAMME SPONSORSHIP

PRESS REPORT	15'	₦25,000
TRAFFIC REPORT	2'	₦8,500
WEATHER REPORT	2'	₦8,500
CALL TO PRAYER	1'	₦3,500
GLOBAL FIN UPDATE	2'	₦8,500
SPORTS UPDATE	15'	₦25,000

5. PPA

1 - 50 words	₦4,500
51 - 75	₦5,000
76 - 100	₦5,500
101 - 125	₦6,000
126 - 150	₦6,500

6. MISSING PROPERTIES

1 - 50 words	₦1,500
51 - 75	₦2,000
76 - 100	₦2,500
101 - 125	₦3,000
126 - 150	₦3,500

7. COMMERCIAL NEWS & OTHERS

TYPES	AMOUNT
Social/Corporate Activities	₦42,000
News Conference	₦70,000
Interview for Products/Services/Events	₦50,000
Book Launch	₦42,000
News Mention	₦42,000
Product Hypes	₦35,000
Event Hypes	₦35,000
Artist Promotion	₦30,000

8. OB COVERAGE WITHIN LAGOS

Live Coverage Per Hour	₦300,000.00
Play back/Airtime Per Hour	₦80,000.00
Play back/Airtime 30 Minutes	₦50,000.00

9. STUDIO FACILITIES

(A) Studio Booking Per Hour	₦10,000
(B) Jingle Production	₦40,000
(C) Studio Booking on Weekends and Holiday	₦20,000
(D) Voice Over (AOP)	Negotiable
(E) Editing	₦10,000

10. VOLUME DISCOUNT

₦50,000	₦100,000	1%
₦100,000	₦200,000	2%
₦200,000	₦300,000	5%
₦300,000	₦500,000	7%
₦500,000	₦700,000	10%
₦700,000	₦1,000,000	15%
₦1,000,000	and over	20%