

AFRICA INDEPENDENT TELEVISION (JOS, KADUNA, YENAGOA, AGENEBODE,KATSINA,ILORIN MAKURDI,YOLA,BAUCHI,GOMBE,MAIDUGURI,OSHOGBO,ENUGU,OWERRI,BENIN & CALABAR)									
MID NEWS	OTHER NEWS BULLETINS			SPOT	PROGRAMME SPONSORSHIP (AIR TIME ONLY)				
				N		15'			196,800.00
60"				152,000.00		30'			385,600.00
45"				141,200.00		60'			690,300.00
30"				95,000.00					
15"				76,000.00					
NEWS OF SPECIAL INTEREST						15'			260,800.00
Pre-event News Mention					98,700.00	30'			507,400.00
News Coverage (3Mins)					329,000.00	60'			913,300.00
Live appearance on programmes			(20 Minutes)	322,900.00	PRODUCTION COST DEPENDS ON THE NATURE OF THE EVENT & LOCATION				
5 Minutes Hype				70,500.00					
Product Display/Endorsement			(15 Minutes)	62,000.00					
Product Display/Endorsement			(30 Minutes)	103,600.00	STUDIO BILL (BACKDROP)				
Logo Flash	(5")			22,500.00		15'	30'	60'	
Scroll Message	(15 Words)			24,700.00		75,900.00	126,500.00	210,700.00	
Announcement				38,800.00					
Squeeze Back				(30")	64,300.00	SURCHARGES			
Branded Promo				(30")	64,300.00	HANDLING CHARGE			
					FIXED TIME ADVERT				50%
					DISPLACEMENT				50%
ADVERTISEMENT RATE					NEWS ADJACENCY				60%
TIME	DURATION	WEEKDAY		WEEKEND	PROGRAMME ADJACENCY				50%
OFFICE ROTATION					INTRA PROGRAMME				50%
1200-1600 HOURS	60"		71,700.00	82,400.00	ALL RATES ATTRACT 5% VAT & 2.5% NBC SURCHARGE				
	45"		65,900.00	77,000.00	VOLUME DISCOUNT RATES				
	30"		42,300.00	49,500.00	N 20.0 MILLION	-	N 30.0 MILLION	=	3%
	15"		34,400.00	39,600.00	N 30.1 MILLION	-	N 50.0 MILLION	=	5%
EARLY PRIME ROTATION					N 50.1 MILLION	-	N 75.0 MILLION	=	10%
1600-1900 HOURS	60"		86,100.00	95,100.00	N 75.1 MILLION	-	AND ABOVE	=	15%
	45"		68,900.00	79,200.00	PRE-PAYMENT DISCOUNT RATES				
	30"		51,700.00	71,300.00	N 20.0 MILLION	-	N 30.0 MILLION	=	2%
	15"		41,400.00	57,100.00	N 30.1 MILLION	-	N 50.0 MILLION	=	2.5%
PRIME ROTATION					N 50.1 MILLION	-	N 75.0 MILLION	=	3%
LOCAL ADVERTISING	60"		107,200.00	118,400.00	N 75.1 MILLION	-	AND ABOVE	=	5%
WINDOWS ONLY	45"		85,700.00	99,000.00	PRE-PAYMENT DISCOUNT OF 5% FOR UPFRONT PAYMENT AT LEAST, SIX (6) MONTHS ADVANCE FOR CAMPAIGNS OF N 20 MILLION & ABOVE				
18:55-19:00HRS	30"		64,300.00	85,100.00					
22:55-23:00HRS	15"		51,400.00	68,100.00					