

ROYAL FM 93.3 KADUNA RATE CARD

TIME CATEGORY

PRIME TIME
 06:00 AM - 11:59 AM
 04:00 PM - 08:59 PM
 Friday, Saturday, Sunday & public Holidays

REGULAR TIME
 12:00PM - 03:59 PM
 09:00 PM - 05:59 AM

A. SPOT PLACEMENT

	60" Secs	45" Secs	30" secs	15" secs	5" secs
PRIME TIME	13,500.00	11,450.00	9,850.00	8,500.00	6,500.00
REGULAR TIME	11,250.00	9,250.00	7,550.00	6,250.00	4,500.00

B. SPONSORED PROG.(sponsor one of our programs or run your own)

	60" mins	45" mins	15"mins	5" mins
PRIME TIME	120,000.00	90,000.00	45,000.00	35,000.00
REGULAR TIME	100,000.00	80,000.00	35,000.00	25,000.00

C. PLACEMENT POLITICAL/MINS

	15mins	30 mins	60 mins
PREMIUM	100,000.00	150,000.00	200,000.00

D. STUDIO LIVE APPEARANCE

	5 mins	15mins	30 mins	45 mins	60 mins
PRIME	60,000.00	90,000.00	120,000.00	150,000.00	180,000.00
REGULAR	45,000.00	60,000.00	100,000.00	115,696.10	130,000.00

E. PERSONAL PAID ANNOUNCEMENT (INDIVIDUAL)(Scripted text on air)

	PRIME	REGULAR
01 -50 Words	2,500.00	2,000.00
50- 75 words	3,500.00	3,000.00
76- 100 Words	4,000.00	3,500.00

G. ANNOUNCEMENT FOR GOVERNMENT AND CORPORATE ORGANIZATIONS

	PRIME	REGULAR
01 -50 Words	4,500.00	4,000.00
50- 75 words	5,000.00	4,500.00
76- 100 Words	7,500	7,000.00

F. COMMERCIAL NEWS

	Per min
NEWS MENTION- we insert your press release in one of our new bulletin	80,000
NEWS COVERAGE- we cover your event and insert in one of our news bulletin	100,000

H. PRODUCTION I. LIVE COVERAGE/POLITICAL BROADCAST

JINGLE PRODUCTION	50,000.00	60 MINUTES	350,000.
VOICE OVER ARTISTE	25,000.00	30 MINUTES	220,000.
EXTRA VOICE	15,000.00		
SCRIPT WRITING	10,000.00		