

AFRICA INDEPENDENT TELEVISION (LAGOS)											
MID NEWS		OTHER NEWS BULLETINS		SPOT	PROGRAMME SPONSORSHIP (AIR TIME ONLY)						
				N		15'					262,300.00
60"				202,700.00		30'					514,200.00
45"				188,200.00		60'					920,400.00
30"				126,700.00							
15"				101,400.00	INDEPENDENT PROGRAMME (AIR TIME ONLY)						
NEWS OF SPECIAL INTEREST						15'					347,800.00
Pre-event News Mention				131,600.00		30'					676,500.00
News Coverage (3Mins)				438,600.00		60'					1,217,700.00
Live appearance on programmes			(20 Minutes)	430,500.00	PRODUCTION COST DEPENDS ON THE NATURE OF THE EVENT & LOCATION						
5 Minutes Hype				93,900.00							
Product Display/Endorsement			(15 Minutes)	82,700.00							
Product Display/Endorsement			(30 Minutes)	138,100.00	STUDIO BILL (BACKDROP)						
Logo Flash	(5")			30,000.00		15'	30'	60'			
Scroll Message	(15 Words)			32,900.00		101,200.00	168,600.00	281,000.00			
Announcement				51,700.00							
Squeeze Back				(30")	85,700.00	SURCHARGES					
Branded Promo				(30")	85,700.00	HANDLING CHARGE					50%
ADVERTISEMENT RATE					FIXED TIME ADVERT						50%
TIME	DURATION	WEEKDAY	WEEKEND		DISPLACEMENT					50%	
OFFICE ROTATION					NEWS ADJACENCY					60%	
1200-1600 HOURS	60"	95,600.00	109,900.00		PROGRAMME ADJACENCY					50%	
	45"	87,900.00	102,600.00		INTRA PROGRAMME					50%	
	30"	56,300.00	65,900.00	ALL RATES ATTRACT 5% VAT & 2.5% NBC SURCHARGE							
	15"	45,900.00	52,800.00								
EARLY PRIME ROTATION					VOLUME DISCOUNT RATES						
1600-1900 HOURS	60"	114,800.00	126,700.00		N 20.0 MILLION	-	N 30.0 MILLION	=			3%
	45"	91,900.00	105,600.00		N 30.1 MILLION	-	N 50.0 MILLION	=			5%
	30"	68,900.00	95,000.00		N 50.1 MILLION	-	N 75.0 MILLION	=			10%
	15"	55,100.00	76,100.00		N 75.1 MILLION	-	AND ABOVE	=			15%
PRIME ROTATION					PRE-PAYMENT DISCOUNT RATES						
LOCAL ADVERTISING	60"	143,000.00	157,800.00		N 20.0 MILLION	-	N 30.0 MILLION	=			2%
WINDOWS ONLY	45"	114,200.00	131,900.00		N 30.1 MILLION	-	N 50.0 MILLION	=			2.5%
18:55-19:00HRS	30"	85,700.00	113,500.00		N 50.1 MILLION	-	N 75.0 MILLION	=			3%
22:55-23:00HRS	15"	68,500.00	90,800.00		N 75.1 MILLION	-	AND ABOVE	=			5%
					PRE-PAYMENT DISCOUNT OF 5% FOR UPFRONT PAYMENT AT LEAST, SIX (6) MONTHS ADVANCE FOR CAMPAIGNS OF N 20 MILLION & ABOVE						