

## ADVERTISING RATES CONT'D

PRODUCTION	AMOUNT(N)
Studio Booking (60 Minutes)	60,000.00
Jingle Production	80,000.00
Jingle Scriptwriting	35,000.00
Voice Over	25,000.00
Outdoor Broadcasting (60 Minutes)	285,000.00
Production Rate (Per Hour)	75,000.00

ANNOUNCEMENTS	AMOUNT(N)
1 - 50 Words	12,500.00
51 - 100 Words	21,000.00

VOLUME DISCOUNT (NAIRA)	PERCENTAGE(%)
0 - 100,000	1%
100,000 - 500,000	4%
500,000 - 1,000,000	7.5%
1,000,001 - 5,000,000	10%
5,000,001 - 10,000,000	12.5%
Above 10,000,000	15%

### ONLINE ADVERTISING AMOUNT(N)

Website	Description	Home Page	Inner Pages
Cost Per Thousand Impression (CPM)	Cost Per Mille - price for every 1000 ad impressions	1,500.00	1,300.00
Head Banner Advertising	Appears above the navigation bar - per week	150,000.00	150,000.00
Side Bar Banner Advertising	Appears on most visited page - per week	72,500.00	72,500.00
Packaged Monthly Cost	Inclusive of side bar, header banners & pop ups	290,000.00	230,000.00
Packaged Quarterly Cost	Inclusive of side bar, header banners & pop ups	700,000.00	600,000.00
Packaged Half-Yearly Cost	Inclusive of side bar, header banners & pop ups	1,500,000.00	1,350,000.00

Social Media Platforms		
Twitter, Instagram & Facebook	Sponsored videos, pictures & caption	250,000.00

Youtube		
Branded content & ads uploaded to YouTube	Curated video content with brand ads uploaded to YouTube for 6 months	300,000.00

## PROGRAMME HIGHLIGHTS



1 Million Naira up for grabs!



Test your music knowledge



Gather here Lagos; let's talk!



How well do you know your superstars?



Life is better with a friend



Is it a relationship or an entanglement?

## TERMS & CONDITIONS

- ✓ All campaigns attract a 100% pre-payment
- ✓ All payments are in Naira
- ✓ Campaign can only be processed after payment has been received and the station's account duly credited
- ✓ Payment can be made by:
  - i. Bank draft
  - ii. Certified bank cheque
  - iii. Direct Bank Transfer
  - iv. Cash
- ✓ Fixed-time spots attract a 100% surcharge
- ✓ Hype rates are fixed and do not attract any discount
- ✓ To ensure 100% compliance, all broadcast materials must be sent 48 hours before commencement of campaign
- ✓ The station is at liberty to reject advertising materials that do not meet its quality assurance and quality control standards or violates Nigerian advertising or broadcast laws
- ✓ Parties may cancel airtime booking with a minimum of 48 hours' notice. Cancellation must be in writing via official communication channels. Cancellation without notice will not be acknowledged
- ✓ All advertising materials must comply with Nigerian advertising laws
- ✓ Clients must provide a verifiable APCON vetting certificate before commencement of campaign
- ✓ Only Agencies duly registered by APCON & MIPAN are entitled to 15% Agency Commission
- ✓ All advertisement attracts 7.5% VAT



...it's all about you!



88.5 UFM  
...it's all about you!

**CORPORATE HQ**  
88.5 UFM  
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Off Amore Street,  
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# Nobody does fun like us!



## Hello, we've not been introduced

We are 88.5 UFM, a new fun radio station from the studios that brought you *Who Wants to Be a Millionaire?* and *Project Fame West Africa - Ultima*

Our focus is on giving young people the opportunities to live their best unhindered lives, every day!

With a stream of entertaining, educative and rewarding programmes, alongside games, we are offering listeners an unforgettably good time; a shift from the mundane, with abundant opportunities to win big right in the middle of the Lagos chaos.

And where you're concerned, here are 6 reasons to fall in love with us!

- Discover new ways to connect with your young customers with our interactive listening experience.
- Drive sales with product integrations in our high engagement game shows & our presenters live on the streets.
- Increase visibility and TOMA for your brand with custom made game shows and creative adverts we develop for you from scripting to airing.
- Spend effectively and reach consumers who matter to your business.
- No Payola. If it's good music, 88.5 UFM will play it!
- A unique, yet diverse crop of authentic presenters who are true to themselves, their roots and true to everything Nigerian.

*...it's all about you!*



### ADVERTISING RATES (Effective OCT 1<sup>ST</sup> 2022)

ADVERT SPOTS	AMOUNT (N)
60 Seconds	25,750.00
45 Seconds	22,250.00
30 Seconds	20,250.00
15 Seconds	18,250.00
5 Seconds	10,750.00
Time check	10,000.00

PROGRAM SPONSORSHIP	AMOUNT (N)
60 Minutes	450,000.00
45 Minutes	425,000.00
30 Minutes	400,000.00
15 Minutes	250,000.00
5 Minutes	200,000.00

HYPES	AMOUNT (N)
Launching/Business/Product Hype	50,000.00
Event Hype	50,000.00
Personality Hype	50,000.00

**Note:** Includes Presenter's fee/Standard duration (2 Minutes)

GAMESHOW SPONSORSHIP	COST PER EPISODE (N)
Millionaire Game Show (30 Minutes)	400,000.00
UFM Money Grab (15 Minutes)	250,000.00
Medley Maniac (30 Minutes)	385,000.00
Secret Singer (30 Minutes)	385,000.00
Don't Say Yes or No (30 Minutes)	385,000.00
Song Association (30 Minutes)	385,000.00
Two Truths & A Lie (30 Minutes)	385,000.00

SURCHARGES	PERCENTAGE (%)
Programme Displacement	100%
Advert Displacement	100%
News Adjacency	100%
Fixed Time Spots	100%
Intra-Programme Spots	100%
Mid-News Spots	100%
Political Item	100%

NEWS	AMOUNT (N)
News Coverage	80,000.00
News Mention	50,000.00
Live Appearance (15 Minutes)	100,000.00
Live Appearance (30 Minutes)	200,000.00
Political Live Appearance (30 Minutes with music breaks and interview)	300,000.00