



**LAGOS NETWORK CENTER**

**ADVERT RATES FOR NTA2 LAGOS, ON DSTV CHANNEL 369, GOTV CHANNEL 114  
AND STARTIMES CHANNEL 104.**

**SPOT ADVERTS**

<b>DURATION</b>	<b>9 AM - 4 PM</b>	<b>4 PM - 7 PM</b>	<b>7 PM - 7 PM</b>	<b>1 PM - 6 PM</b>	<b>MID-NEWS</b>	<b>MORNING RIDE, WHAT &amp; WHERE, OTHERS PROGRAMS</b>
60MINS	N230,000.00	N250,000.00	N270,000.00	N230,000.00	N300,000.00	N280,000.00
45MINS	N225,000.00	N240,000.00	N260,000.00	N225,000.00	N280,000.00	N270,000.00
30MINS	N220,000.00	N230,000.00	N250,000.00	N220,000.00	N260,000.00	N255,000.00
15MINS	N215,000.00	N220,000.00	N240,000.00	N215,000.00	N250,000.00	N245,000.00

**IN-PROGRAMME PARTICIPATION (MORNING RIDE, WHAT & WHERE, OTHER PROGRAMS)**

<b>15MINS</b>	N450,000.00
<b>10MINS</b>	N400,000.00
<b>5MINS</b>	N350,000.00

## INDEPENDENT PROGRAMME/SPOTLIGHT PER EPISODE.

<b>60MINS</b>	N900,000.00
<b>30MINS</b>	N650,000.00
<b>15MINS</b>	N550,000.00
<b>10MINS</b>	N450,000.00
<b>5MINS</b>	N350,000.00

## SPONSORSHIP - AIRTIME PER EPISODE

<b>DURATION</b>	<b>09:00AM - 04:00PM</b>	<b>04:00PM - 07:00PM</b>	<b>07:00PM - 11:00PM</b>	<b>11:00PM - 06:00AM</b>
<b>60MINS</b>	N400,000.00	N600,000.00	N700,000.00	N400,000.00
<b>30MINS</b>	N350,000.00	N450,000.00	N550,000.00	N350,000.00

## LIVE COVERAGES

<b>1 HOUR</b>	N3,700,000 (N2,000,000 IF FEED AND TRANSMISSION ONLY)
<b>2 HOURS</b>	N4,700,000 (N3,500,000 IF FEED AND TRANSMISSION ONLY)
<b>3 HOURS</b>	N5,700,000 (N4,000,000 IF FEED AND TRANSMISSION ONLY)

**NEWS OF SPECIAL INTEREST (LTP) 2 MINUTES: N450,000.00**

## OTHER SERVICES

STUDIO SPACE HIRE PER DAY	N400,000
OUTSIDE BROADCAST VAN HIRE (RECORDING ONLY) PER LOCATION	N1,500,000
CAMERA CHAIN HIRE	N385,000
POST PRODUCTION PER DAY	N350,000

### NOTES:

1. NEWS ADJACENCY - 40%
2. ADD 7.5% VALUE ADDED TAX (VAT) TO ALL PAYMENTS.