



KENNIS 104.1FM LAGOS

RATE CARD

AAAA 6AM TO 12PM & 4PM TO 10PM

AAA 12PM TO 4PM

AA 10PM TO 6AM

SPOT ADVERT

	AAAA	AAA	AA
60sec	25,625	21,980	17,000
45sec	23,300	19,000	15,222
30sec	21,323	16,733	11,911
15sec	16,800	12,900	9,000

INDEPENDENT PROGRAMME/SPONSORSHIP (AIR-TIME ONLY)

	AAAA	AAA	AA
60minutes	210,000	180,000	130,400
45minutes	181,820	122,433	102,000
30minutes	120,000	95,900	71,900
15minutes	91,900	72,880	53,000
5minutes	60,000	51,000	38,000

ANNOUNCEMENT

	AAAA	AAA	AA
1 – 60 Words	15,000	10,800	7,500
61 – 80 Words	18,000	12,000	10,000
80 – 120 Words	21,900	15,900	12,700

SURCHARGES/SPECIAL

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News Endorsement/Press Release	100,000
News Coverage	110,000
INTERVIEW (10mins)	150,000
HYPE (3mins)	50,000
Displacement/Intra Program	60%
Mid-News	60%
Adjacency	60%
Fixed Time	50%

All Rates Attracts 7.5% VAT

Rate Attracts 2.5% NBC CHARGES

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