

# JIGAWA RADIO CORPORATION (JRC)

## Rate Card for Radio Jigawa AM/FM Andaza Stations.

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### **Transmission Periods & Rates Per Slot**

#### **A. (PRIME) TIME:**

6:00am to 10:00am and 3:00pm to 10:00pm

60 Seconds – N7,500

45 Seconds – N6,500

30 Seconds – N5,500

15 Seconds – N4,500

#### **B. TIME:**

10:30am to 2:30pm & 9:30pm to Close down

60 Seconds – N7,000

45 Seconds – N6,000

30 Seconds – N4,500

15 Seconds – N3,500

### **AM/FM Combined Bookings Per Slot**

60 Seconds – N15,000

45 Seconds – N8,000

30 Seconds – N7,000

15 Seconds – N5,500

### **JRC MID News (Through a network of AM/FM Stations)**

60 Seconds – N20,000

45 Seconds – N15,250

30 Seconds – N13,000

15 Seconds – N8,500

### **COMMERCIAL NEWS – N75,000**

### **LIVE COVERAGE – ONE HOUR N350,000**

Sponsored Programme Air Time

60 Minutes – N170,000 per edition

45 Minutes – N150,000 per edition

30 Minutes – N140,000 per edition

15 Minutes – N115,000 per edition

**Sponsored Programme Production Cost**

60 Minutes – N30,000

45 Minutes – N20,000

30 Minutes – N15,000

15 Minutes – N10,000

**Sponsored Programme**

60 Minutes – Discussion (Studio Recording) – N250,000

60 Minutes – Phone-in (Live) – N250,000

60 Minutes – Live Discussion – N250,000

30 Minute Discussion Studio Recording – N125,000

30 Minute Phone-in (Live) – N125,000

30 Minute Live Discussion – N125,000

**Political Special Programme**

60 Minutes – N350,000

45 Minutes – N300,000

30 Minutes – N270,000

15 Minutes – N250,000

**Political Jingles Per Slot**

60 Seconds – N10,250

45 Seconds – N10,000

30 Seconds – N7,500

15 Seconds – N6,500

**POLITICAL SCRIPT ANNOUNCEMENT**

60 Seconds – N6,500

45 Seconds – N5,500

30 Seconds – N4,000

15 Seconds – N3,500

**ADVERTISEMENT (New World FM, Dutse – 95.5FM)****JINGLES**

60 Seconds – N2,000

45 Seconds – N1,500

30 Seconds – N1,200

15 Seconds – N1,000

## **PERSONAL PAID ANNOUNCEMENT**

60 Seconds – N1,500

45 Seconds – N1,200

30 Seconds – N1,000

15 Seconds – N900

## **SPONSORED PROGRAMME: AIRTIME**

60 Minutes – N50,000 per edition

45 Minutes – N40,000 per edition

30 Minutes – N30,000 per edition

15 Minutes – N20,000 per edition

## **PRODUCTION**

60 Minutes – N10,000

45 Minutes – N7,000

30 Minutes – N5,000

15 Minutes – N3,000

\* Intra Programmes Spots – 70% Surcharge

\* Fixed Time Spots – 65% Surcharge

\* News Adjacency – 50% Surcharge

- \* Programme Displacement – 50% Surcharge
- \* Jingle Production Cost – Negotiable
- \* 14 Days Notice is required for any Cancellations
- \* Registered Advertising Agencies are entitled to 15% Agency Commission
- \* Non-Registered Agency/Appointed Canvasser is entitled to 10% Commission

#### **TOTAL PURCHASE IN A YEAR & VOLUME DISCOUNT**

N1,000,000 above – 12%

N750,000 above – 10%

N500,000 above – 8%

N250,000 above – 6%

N150,000 above – 5%

N50,000 above – 3%

#### **CONTACT:**

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