

LAW FM 103.9

...for knowledge & entertainment!

RATE CARD

ADVERTISEMENT & SPONSORSHIP

WHY ADVERTISE WITH US AT LAW FM 103.9?

- We connect with a large and diverse base of passionate fans and loyal listeners.
- We offer highly competitive advert rates.
- We offer several various options to help you promote your brand.

REGULAR	PREMIUM	SUPER PREMIUM
10AM - 2PM, 7PM - 12AM	6AM - 10AM, 2PM - 5PM	5PM - 7PM

SPOT PLACEMENT

	60 SECS	45 SECS	30 SECS	15 SECS	10 SECS
REGULAR	14,771	11,818	9,456	7,695	6,055
PREMIUM	20,798	16,640	13,296	10,628	8,502
SUPER PREMIUM	21,837	17471	13,977	11,159	8,873

LIVE APPEARANCE/PROGRAMME AIRTIME/PROGRAMME SPONSORSHIP

	60 MINS	45 MINS	30 MINS	15 MINS
REGULAR	124,947	98,878	79,102	63,281
PREMIUM	165,173	132,140	105,714	80,768
SUPER PREMIUM	173,431	138,746	110,214	84,573

SERVICE	COST
Announcement	30,000
Event Coverage	450,000/hour
Hype	78,548
Jingle production	60,000
News mention	91,673
Time check	18,173

SURCHARGES

Programme Displacement - 100%	Political Broadcast/Coverage - 100%

PERSONAL PAIN ANNOUNCEMENT

	1-50 Words	51-75 Words	76-100 Words
REGULAR	7,758	9,693	12,115
PREMIUM	13,353	16,692	20,865
SUPER PREMIUM	14,025	17,530	22,100

LIVE BROADCAST

60 MINUTES	300,000
30 MINUTES	175,000

POLITICAL COVERAGE

60 MINUTES	450,000
30 MINUTES	250,000

COMMERCIAL NEWS

NEWS ITEM	61,115
NEWS COVERAGE	78,615
NEWS SPONSORSHIP/INFOMERCIAL	Negotiable

SME SPECIAL PACKAGE

Five-minute clip to run twice on our major belts. show more of your brand, products, people etc for N200,000

MENTION, COVERAGE & PRODUCTION

1 Hour Outside Broadcast	264,115
2 Mins On-AIr Hypes (Direct Clients Only)	52,365
5 Seconds Time Check	12,115
Jingle Production (V.O. + Studio + CD)	60,000
Voice Over	25,000
Weather Report	20,000

SURCHARGES

Fixed Time Spots	100%
All Political Programmes	100%
All News Content	100%
Intra-programme Spots	50%
Mid-News Spots	100%
Programme Displacement	100%

VOLUME DISCOUNTS

100,000 - 399,999	2%
400,000 - 899,999	4%
900,000 - 1,499,999	6%
1,500,000 - 2,500,000	8%
2,500,000 - Above	10%

AGENCY COMMISSION

AAPN REGISTERED AGENCIES	15%
OTHERS	10%

ONLINE RATES (Home Page)

1. Rectangles and Pop-Ups

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Medium Rectangle	**300**	250	1.2	105,000
Square Pop-up	**250**	250	1.0	105,000
Vertical Rectangle	**240**	400	0.6	157,500
Large Rectangle	**336**	280	1.2	210,000
Rectangle	**180**	150	1.2	52,500
3.1 Rectangle	**300**	100	3.0	52,500
Pop Under	**720**	300	2.4	157,500

2. Banners and Buttons

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Full Banner	**468**	60	7.8	105,000
Half Banner	**234**	60	3.9	26,200
Micro Bar	**88**	31	2.84	15,750
Leaderboard	**728**	90	8.09	73,500

3. Skyscrapers

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Wide Skyscraper	**160**	600	3.75	168,000
Skyscraper	**120**	600	5.0	168,000

ONLINE RATES (Inner Pages)

1. Rectangles and Pop-Ups

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Medium Rectangle	**300**	250	1.2	52,500
Square Pop-up	**250**	250	1.0	52,500
Vertical Rectangle	**240**	400	0.6	78,750
Large Rectangle	**336**	280	1.2	105,000
Rectangle	**180**	150	1.2	26,250
3.1 Rectangle	**300**	100	3.0	26,250
Pop Under	**720**	300	2.4	78,750

2. Banners and Buttons

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Full Banner	**468**	60	7.8	52,500
Half Banner	**234**	60	3.9	15,750
Micro Bar	**88**	31	2.84	8,400
Leaderboard	**728**	90	8.09	36,750

3. Skyscrapers

NAME	WIDTH/PX	HEIGHT/PS	ASPECT RATIO	RATE/WEEK + 7.5% VAT
Wide Skyscraper	**160**	600	3.75	84,000
Skyscraper	**120**	600	5.0	84,000

NOTES

- All figures quoted in this document are in Naira
- All rates and conditions are subject to change.
- All materials for broadcast must be supplied in Mp3 format.
- All materials for broadcast must be received at least 24 hours before the scheduled broadcast.
- A Presenter's fee is applicable to all hypes and live appearances.
- Management reserves the right to refuse any adverts.

FOR ENQUIRIES

'Faith House' 2nd Floor, Plot 6 Block 113, Lekki-Epe Expressway, 'U' Turn at 3rd Roundabout/Intersection Entrance by the Telecom Mast, Lekki, Lagos State, Nigeria
Official Line: +234 (0) 8097771039
Advertising Enquiries: +234 (0) 9098611354
Email: sales@lawfmng.com