



YES FM 101.7 RATE CARD

CORPORATE RATE

SPOT PLACEMENT RATE

BELT	60"	45"	30"	15"
AAA 5:00am-12:00pm/2:00-8:00pm	7,847.50	5,805.00	4,461.25	2,150.00
AA 12:01pm-1:59pm/8:01pm-11:00pm	5,375.00	4,294.63	2,902.50	1,666.25
A 11:01pm-5am	3,762.50	2,580.00	2,150.00	1,505.00
MORNING COFFEE/KANGO KANGO/NKAN KAN/OBA DAN/YS LIVE/OSELU GBODE/POLITICS NOW, ARAMBARA	12,577.50	12,577.50	12,577.50	12,577.50
TIME CHECK 5"	7,847.50	7,847.50	7,847.50	7,847.50

SPOT PLACEMENT (POLITICAL)

BELT	60"	45"	30"	15"
AAA 5:00am-12:00pm/2:00-8:00pm	19,888	19,888	19,888	19,888
AA 12:00pm-2:00pm/8:00pm-10:00pm	19,888	19,888	19,888	19,888
A 10:00pm-5am	19,888	19,888	19,888	19,888
MORNING COFFEE/KANGO KANGO/NKAN KAN/OBA DAN/YS LIVE/OSELU GBODE/POLITICS NOW, ARAMBARA	27,735	27,735	27,735	27,735

SPONSORED PROGRAMME (RELIGIOUS)

BELT	60mins	45mins	30mins	15mins	10mins	5mins
AAA 5:00am-7:00am/7:00-8:00pm	75,250	41,656	32,546	24,725	18,500.00	13,223
A 10:00pm-5:00am	38,431	18,813	16,738	12,739	10,850.02	8,600

SPONSORED PROGRAMME (PACKAGED, INDEPENDENT PRODUCER & STATION'S PROGRAM)

BELT	60mins	45mins	30mins	15mins	10mins	5mins
AAA 5:00am-12:00pm/2:00-8:00pm	107,500	86,000	70,413	45,688	37,203	23,919
AA 12:00pm-2:00pm/8:00pm-10:00pm	73,638	54,556	45,150	37,625	30,638	18,813
A 10:00pm-5am	49,181	38,431	32,788	27,144	23,113	10,750

SPONSORED PROGRAMME (POLITICAL)

BELT	60mins	45mins	30mins	15mins
AAA	161,250	151,091	130,828	91,375

PERSONAL PAID ANNOUNCEMENT

BELT	1-50words	57-75words	76-100words	100-150words
PERSONAL	2,688	3,225	4,300	4,838
CORPORATE	4,838	5,913	6,988	7,794
POLITICAL	5,375	5,913	6,988	7,794
RELIGIOUS ANNOUNCEMENT	4,300	5,913	6,988	7,794
OBITUARIES AND IMMORIALS	3,494	4,300	5,375	5,644

HYPES

AAA 5:00am-12:00pm/2:00-8:00pm	21,500
AA 12:00pm-2:00pm/8:00pm-10:00pm	21,500
A 10:00pm-5am	10,616

LIVE APPEARANCE

	60mins	45mins	30mins	15mins	10mins	5mins
BELT						
AAA 5:00am-12:00pm/2:00-8:00pm	118,250	102,125	80,625	53,481	41,656	29,563
A 10:00pm-5am	54,556	44,613	41,656	25,800	20,156	12,900
LIVE COVERAGE(POLITICAL) PER HOUR		159,100				
LIVE COVERAGE(CORPORATE) PER HOUR		140,288				
LIVE COVERAGE(SOCIAL) PER HOUR		107,500				

NEWS MENTION

	Corporate	Political	Social	Religious	Obituaries & Immemorials
BELT					
AAA 5:00am-12:00pm/2:00-8:00pm	23,113	25,800	21,500	19,350	16,125

NEWS COVERAGE**VOLUME DISCOUNT**

SOCIAL WITHIN IBADAN	53,481				
SOCIAL OUTSIDE IBADAN	107,500		50,000	100,000	1%
			100,000(PLUS)	200,000	2%
			200,000(PLUS)	300,000	3%
			300,000(PLUS)	500,000	5%
			500,000(PLUS)	700,000	7%
			700,000(PLUS)	1,000,000	10%
Intra Programme = 50% Surcharge Programmes Displacement = 100% Surcharge			1,000,000(PLUS)		15%

Management reserves the right to refuse any advert

All materials for broadcast must be received at least 24hours before broadcast

Agency commission is 15% for AAPN registered agencies and 10% for non registered agency.

All prices are exclusive of statutory 7.5% VAT

FOR INQUIRIES:

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