



# 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 IMMEMORIALS	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**

BELT	60mins	45mins	30mins	15mins	10mins	5mins
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**

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

**NEWS COVERAGE**

SOCIAL WITHIN IBADAN	53,481
SOCIAL OUTSIDE IBADAN	107,500

**VOLUME DISCOUNT**

	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%
	1,000,000(PLUS)		15%

**SURCHARGES**

News Adjacency = 50% Surcharge	300,000(PLUS)	500,000	5%
Fixed Time Spot = 50% Surcharge	500,000(PLUS)	700,000	7%
Intra Programme = 50% Surcharge	700,000(PLUS)	1,000,000	10%
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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