



YES FM 101.7 RATE CARD

SPOT PLACEMENT RATE				
BELT	60"	45"	30"	15"
	=N=	=N=	=N=	=N=
AAA 5:00am-12:00pm/1:00-9:00pm	12,577.57	8,641.08	6,640.83	4,500.00
AA 12:01pm-12:59pm/9:01pm-12:00am	11,300.40	6,184.26	5,179.60	4,500.00
TIME CHECK 5"	11,300.40	11,300.40	11,300.40	11,300.40

SPOT PLACEMENT (POLITICAL)				
BELT	60"	45"	30"	15"
	=N=	=N=	=N=	=N=
AAA 5:00am-12:00pm/1:00-9:00pm	28,638	28,638	28,638	28,638
A 9:00pm-5am MORNING	28,638	28,638	28,638	28,638
COFFEE/KANGO KANGO	39,938	39,938	39,938	39,938

SPONSORED PROGRAMME (RELIGIOUS)						
BELT	60mins	45mins	30mins	15mins	10mins	5mins
	=N=	=N=	=N=	=N=	=N=	=N=
AAA 5:00am-7:00am/7:00-9:00pm	129,710	72,656	57,777	46,000	34,418.32	24,600
A 9:00pm-5:00am	66,245	32,812	29,714	23,700	20,186.08	16,000

SPONSORED PROGRAMME (PACKAGED)						
BELT	60mins	4 5mi ns	30mins	15mins	10mins	5mins
	=N=	=N=	=N=	=N=	=N=	=N=
AAA 5:00am-12:00pm/1:00-9:00pm	185,300	150,000	125,000	85,000	69,214	44,500
AA 12:00pm-1:00pm/9:00pm-10:00pm	126,930	58,612	80,153	70,000	57,000	35,000
A 10:00pm-5am	84,775	67,031	58,206	50,500	43,000	20,000

SPONSORED PROGRAMME (POLITICAL)				
BELT	60mins	4 5mi ns	30mins	15mins
	=N=	=N=	=N=	=N=
AAA	277,950	263,531	235,585	170,000

PERSONAL PAID ANNOUNCEMENT				
BELT	1-50words	57-75words	76-100words	100-150words
	=N=	=N=	=N=	=N=
PERSONAL	15,000	15,625	17,634	19,000
CORPORATE	19,000	20,312	22,405	24,500
POLITICAL	20,000	20,312	22,405	24,500
RELIGIOUS ANNOUNCEMENT	18,000	20,312	22,405	24,500
OBITUARIES AND IMMEMORIALS	16,500	17,500	19,542	20,500

HYPES	=N=
AAA 5:00am-12:00pm/1:00-9:00pm	40,300

AA 12:00pm-12:59pm/9:00pm-10:00pm	30,960
A 10:00pm-5am	15,287

LIVE APPEARANCE						
BELT	60mins	45mins	30mins	15mins	10mins	5mins
	=N=	=N=	=N=	=N=	=N=	=N=
AAA 5:00am-12:00pm/2:00-9:00pm	203,830	178,125	143,130	58,083	77,500	55,000
A 9:00pm-5am	94,040	77,812	73,950	45,000	37,500	24,000

LIVE APPEARANCE COVERAGE		=N=
LIVE COVERAGE (POLITICAL) PER HOUR		700,000
LIVE COVERAGE(CORPORATE) /OUTSIDE BROADCAST PER HOUR		600,000
LIVE COVERAGE(SOCIAL) PER HOUR		500,000

NEWS MENTION					
BELT	Corporate	Political	Social	Religious	Obituaries & Memorial
	=N=	=N=	=N=	=N=	=N=
AAA 5:00am-12:00pm/2:00-8:00pm	39,839	44,472	37,060	33,354	27,795

NEWS COVERAGE		=N=
SOCIAL WITHIN IBADAN		92,187
SOCIAL OUTSIDE IBADAN		185,300

SURCHARGES
News Adjacency = 50% Surcharge
Fixed Time Spot = 50% Surcharge
Intra Programme = 50% Surcharge
Programmes Displacement = 100% Surcharge

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%

NOTE:

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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