

# **BOSS RADIO 98.9FM OWERRI ADVERT RATES**

COVERAGE-Imo, Onitsha,  
Ebonyi, Delta, Anambra,  
Enugu, Port Harcourt,  
Bayelsa, Abia  
Estimated Listenership-  
12 Million

**CATEGORIES**

**BOSS TIME (PREMIUM)**    **7-12AM**  
   **4-9 PM**

**RUSHTIME**                                **12-4 PM**

**BEDTIME**                                 **10 PM-6 AM**

**SPOT**

<b>BELT</b>	<b>5 SECS</b>	<b>15 SECS</b>	<b>30 SECS</b>	<b>45 SECS</b>	<b>60 SECS</b>
<b>BOSS TIME (PREMIUM)</b>					
7am-12pm 4pm-9pm	N2,000	N3,550	N4,265	N5,500	N6,200
<b>RUSHTIME</b> 12pm-4 PM	1,550	2,550	3,500	4,400	5,200
<b>BEDTIME</b> 10PM-6AM	1,000	1,290	1,550	2,410	3,540

**ANNOUNCEMENT**

<b>BELT</b>	<b>1-25 WORDS</b>	<b>26-50 WORDS</b>	<b>51-75 WORDS</b>	<b>75-100 WORDS</b>	<b>100-150 WORDS</b>
<b>PRIMETIME</b>	2,500	3,000	3,500	4,200	5,200
<b>RUSHTIME</b>	2,200	2,600	3,200	4,000	4,800
<b>BEDTIME</b>					

	1,000	1,200	1,800	2,300	2,800
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**HYPE:** **Maximum 2 mins-  
N25,000**

Presenters' Fee- N10,000

**NEWS:**

MENTION	30,000
COVERAGE	50,000
SPONSORSHIP-5 MINUTES	40,000
SPONSORSHIP-2 MINUTES	25,000

**PROGRAMME SPONSORSHIP**

BELT	5 MINS	10 MINS	15 MINS	30 MINS	45 MINS	60 MINS
<b>PREMIUM TIME</b>	11,000	18,000	24,000	35,500	38,600	52,700
<b>RUSHTIME</b>	5,700	9,700	11,500	20,800	30,000	38,600
<b>BEDTIME</b>	3,800	6,350	8,400	10,000	12,000	15,400

**INDEPENDENT PROGRAMMES**

BELT	5 MINS	10 MINS	15 MINS	30 MINS	45 MINS	60 MINS
<b>PREMIUM TIME</b>	13,600	21,000	23,400	38,780	45,560	56,700
<b>RUSHTIME</b>	9,800	13,500	20,300	29,950	33,100	45,200
<b>BEDTIME</b>	4,300	5,800	9,000	12,500	15,400	17,000

**LIVE APPEARANCE:**

BELT	5 MINS	10 MINS	15 MINS	30 MINS	45 MINS	60 MINS
<b>PREMIUM TIME</b>	17,800	19,500	25,600	40,800	50,400	80,400
<b>RUSHTIME</b>	9,500	12,200	20,800	30,000	42,000	50,700
<b>BEDTIME</b>	5,000	5,300	6,500	10,000	12,500	14,800

**EXTRA:**

TIME CHECK- 5 SECS	5,000.00
VOICE OVER	20,000.00
JINGLE PROD	50,000.00
LIVE BROADCAST (1 hr)	200,000.00
LIVE STUDIO PRESENTATION (1 hr)	180,000.00

**SURCHARGES:**

ALL POLITICAL CONTENT	100%
ALL NEWS CONTENT	100%
PROGRAMME DISPLACEMENT	100%
PROGRAMME ADJACENCY	50%
INDEPENDENT PROGRAMME	50%
FIXED TIME	100%
INTRA PROG. ADVERT	50%
NEWS ADJACENCY	50%

**VOLUME DISCOUNTS:**

AMOUNT (N)	PERCENTAGE
100,000-150,000	2.00%
150,000-300,000	3.00%
300,000-500,000	3.50%
500,000-700,000	4.00%
700,000-1,000,000	4.50%
1,000,000-2,000,000	5.00%
2,000,000-3,000,000	5.00%
3,000,000-5,000,000	7.50%
5,000,000 AND ABOVE	8%

**ALL RATES****ATTRACT 7.5% VAT**