

CONTACTS

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2011 RATE CARD



ORIGINAL.AFRICAN.



TERMS AND CONDITIONS

- Full pre-payment (unless previously negotiated)
- Rates are based on 30" commercials
- All other durations are pro-rata
- Rates exclude VAT
- Requests for preferred position in a specific break will be subject to a 25% loading
- Category exclusivity within a break will carry a 100% loading
- Booking and material deadline is 7 days prior to broadcast
- Cancellation deadline is 28 days prior to first flighting
- Material to be supplied on Betacam SP (Dolby On) or mini DVD
- Quality: all material will go through QC, so advertisers must ensure good quality

			
			
			
			
			
			
			



2011 NAIRA RATES

CHANNELS	PRIME TIME 18h00 - 22h00	OFF-PEAK 22h00 - 18h00
SuperSport	NGN 100,000	NGN 77,500
SuperSport Nigeria	NGN 70,000	NGN 55,000
SuperSport Maximo	NGN 62,000	NGN 46,500
SuperSport Maximo 2	NGN 62,000	NGN 46,500
SuperSport Blitz	NGN 39,000	NGN 31,000
ESPN	NGN 39,000	NGN 31,000
Africa Magic	NGN 93,000	NGN 77,500
Africa Magic Plus	NGN 55,000	NGN 38,500
Africa Magic Hausa	NGN 55,000	NGN 38,500
Africa Magic Yoruba	NGN 55,000	NGN 38,500
Magic World	NGN 46,500	NGN 31,000
M-Net East	NGN 93,000	NGN 77,500
M-Net West	NGN 93,000	NGN 77,500
M-Net Movies 1	NGN 54,000	NGN 38,500
M-Net Movies 2	NGN 46,500	NGN 31,000
M-Net Action	NGN 46,500	NGN 31,000
M-Net Series	NGN 46,500	NGN 31,000
Channel 198 (BBA)	NGN 62,000	NGN 62,000
Channel O	NGN 62,000	NGN 46,500
Sky News	NGN 69,000	NGN 54,000
CNN	NGN 93,000	NGN 77,500
BBC World News	NGN 69,000	NGN 54,000
BBC Entertainment	NGN 38,500	NGN 31,000
BBC Knowledge	NGN 38,500	NGN 31,000
BBC Lifestyle	NGN 38,500	NGN 31,000
Sony Entertainment TV	NGN 38,500	NGN 31,000
E Entertainment	NGN 38,500	NGN 31,000
National Geographic	NGN 54,000	NGN 38,500
Discovery Channel	NGN 54,000	NGN 38,000
Universal Channel	NGN 38,500	NGN 31,000
Cartoon Network	NGN 38,500	NGN 31,000
Boomerang	NGN 38,500	NGN 31,000