ONLINE ADVERT RATES

Name	Width / px	Height / px	Aspect ratio	Rate/Week + 5% Vat
Rectangles and Pop-Ups (HOME PAGE)				
Medium Rectangle	300	250	1.2	105,000.00
Square Pop-Up	250	250	1	105,000.00
Vertical Rectangle	240	400	0.6	157,500.00
Large Rectangle	336	280	1.2	210,000.00
Rectangle	180	150	1.2	52,500.00
3:1 Rectangle	300	100	3	52,500.00
Pop-Under	720	300	2.4	157,500.00
Banners and Buttons				
Full banner	468	60	7.8	105,000.00
Half banner	234	60	3.9	26,200.00
Micro bar	88	31	2.84	15,750.00
Leaderboard	728	90	8.09	73,500.00
Skyscrapers				
Wide skyscraper	160	600	3.75	168,000.00
Skyscraper	120	600	5	168,000.00

Name	Width / px	Height / px	Aspect ratio	Rate/Week + 5% Vat
Rectangles and Pop-Ups (INNER PAGES)				
Medium Rectangle	300	250	1.2	52,500.00
Square Pop-Up	250	250	1	52,500.00
Vertical Rectangle	240	400	0.6	78,750.00
Large Rectangle	336	280	1.2	105,000.00
Rectangle	180	150	1.2	26,250.00
3:1 Rectangle	300	100	3	26,250.00
Pop-Under	720	300	2.4	78,750.00
Banners and Buttons				
Full banner	468	60	7.8	52,500.00
Half banner	234	60	3.9	15,750.00
Micro bar	88	31	2.84	8,400.00
Leaderboard	728	90	8.09	36,750.00
Skyscrapers				
Wide skyscraper	160	600	3.75	84,000.00
Skyscraper	120	600	5	84,000.00

Terms & Conditions

1. All adverts must be pre-paid before publication.
2. Artwork may be sent by e-mail (as attachment to pr@tvccommunications.tv)
3. Ad copy (Artwork) to advertisers, saved in JPEG, GIF or SWF format.
   i. Advert rates are subject to review but with due notice to all advertisers.
   ii. Max 102.3 is not responsible for the content of other sites linked from http://max1023.fm

MAX 102.3FM Lagos

RATE CARD 2017

FOR ENQUIRIES, SPONSORSHIP AND ADVERT BOOKINGS:
1, Continental Way off CMD Road, Ikosi-Ketu, Lagos, Nigeria.
+234 (0) 708 066 8003, +234 (0) 708 066 8004
info@tvccommunications.tv
www.max1023.fm

@max1023fm

Max 102.3 Rates in NGN

Spot

Time Belt	60 Secs	45 Secs	30 Secs	15 Secs
6:00AM - 12:00PM / 3:00PM - 10:00PM	9,775	7,820	6,210	3,490
12:00PM - 3:00PM / 10:00PM - 12:00AM	7,250	5,870	3,900	2,250
12:00AM - 6:00AM	3,780	2,300	2,250	1,600

Airtime / Sponsorship - LIVE PROGRAMMES

Time Belt	60 Mins	45 Mins	30 Mins	15 Mins	5 Mins
6:00AM - 12:00PM / 2:00PM - 10:00PM	118,800	105,434.40	85,770	63,854.40	42,300
12:00PM - 2:00PM / 10:00PM - 12:00AM	94,500	76,950	57,734.40	40,500	19,440
12:00AM - 6:00AM	57,240	48,600	44,400	39,600	18,600

Airtime / Sponsorship - RECORDED PROGRAMMES

Time Belt	60 Mins	45 Mins	30 Mins	15 Mins	5 Mins
6:00AM - 12:00PM / 2:00PM - 10:00PM	99,00	87,862	71,747	53,212	35,250
12:00PM - 2:00PM / 10:00PM - 12:00AM	78,750	64,125	48,112	33,750	16,200
12:00AM - 6:00AM	47,700	40,500	37,000	33,000	15,500

Personal Paid Announcements

Time Belt	6:00AM - 12:00PM 3:00PM-10:00PM	12:00PM - 2:00PM 10:00PM - 12:00AM	12:00AM - 6:00AM
1-50 words	8,150	6,600	3,350
51-75 words	9,100	7,250	3,900
76-100 words	10,150	7,900	4,000

Political, Government & Religious

Government News Coverage & Reports	60,000
Political Live Broadcast Per hour	400,000
Religious Programme (30 Mins)	90,000
Religious Programme (15 Mins)	55,000
Political Programme (60 Mins)	120,000
Political Programme (30 Mins)	80,000
Guest Appearance for Political Aspirants (15 mins)	80,000

Studio/production

Production	50,000
Voice over	16,000
Studio Booking/Time per Hour	50,000
Jingle production (with 1 Voice)	20,000

Max 102.3 Rates in NGN

Studio/production

Jingle production (with 2 Voices)	30,000
Jingle production (with more Voices)	40,000
Corporate Events	50,000
Social Events	50,000

Special Position Cost

On Air Hype	40,000
Time Check	10,000
Brand credits	20,000
Sterling Greetings	8,500
News mention	48,000
News Coverage & Reports	62,500
Guest Appearance	75,000
Live Broadcast per Hour	200,000

Special Position Surcharges

Political Adverts	100%
Fixed Time	50%
Mid News Sports	100%
Programmes/News Adjacency	60%
Intra programme	50%
Programmes Displacement	50%
Classified Announcements	50%

Terms & Conditions

- NO CASH TRANSACTIONS - All Contracts/Transaction MUST be prepaid via (1.) Bank draft (2.) Certified Cheque from client (3.) Direct Bank Transfer
- Either party may cancel airtime bookings with a minimum of 72 hours notice. Cancellation without notice will attract 50% surcharge
- The station has the right to reject broadcast materials that are not air worthy (i.e. NBC Regulations, Production Quality, Timing etc)
- Only Agencies duly registered by APCON & MIPAN are entiltled to 15% Agency Commission
- Public Holidays attract Weekend Rates
- All contracts attract 5% VAT except Government approved exemptions (e.g. Educational & Religious broadcast)
- Sponsorships attract 50% surcharge for production on applicable airtime rate