

NAGARTA RADIO 747KHz COMMERCIAL RATES

SPOT ADVERTISEMENTS				
TIME	SEGMENT	DURATION	OLD RATE ₱	NEW RATE ₱
6.00am-12noon & 3.00pm-10.00pm	AAA	60secs	3,500.00	2,800.00
		45secs	3,000.00	2,200.00
		30secs	2,500.00	1,200.00
		15secs	1,500.00	750.00
12noon-300pm	AA	60secs	3,000.00	2,000.00
		45secs	2,500.00	1,700.00
		30secs	2,000.00	1,150.00
		15secs	1,000.00	650.00
10.00pm-close down	A	60secs	N/A	1,750.00
		45secs		1,300.00
		30secs		900.00
		15secs		500.00

SPONSORED PROGRAMMES						
Duration	AAA		AA		A	
	OLD RATE ₱	NEW RATE ₱	OLD RATE ₱	NEW RATE ₱	OLD RATE ₱	NEW RATE ₱
60mins	42,500	42,500	35,000	30,000	-	25,000
45mins	35,000	30,000	30,000	25,000	-	20,000
30mins	30,000	25,000	25,000	20,000	-	12,000
15mins	20,000	15,000	15,000	12,000	-	8,500

SPONSORED RELIGIOUS PROGRAMMES		
DURATION	OLD RATE ₱	NEW RATE ₱
60mins	20,000.00	20,000.00
45mins	15,000.00	15,000.00
30mins	10,000.00	10,000.00
15mins	5,000.00	5,000.00

SPONSORED POLITICAL PROGRAMMES		
DURATION	OLD RATE ₱	NEW RATE ₱
60mins	90,000	75,000
45mins	70,000	65,000
30mins	65,000	55,000
15mins	60,000	35,000

SPONSORED PHONE-IN PROGRAMMES		
DURATION	OLD RATE ₱	NEW RATE ₱
60mins	250,000.00	200,000.00
30mins	-	100,000.00

COMMERCIAL NEWS/2 mins		
Category A	OLD RATE ₦	NEW RATE ₦
Financial Institutions/Blue chip companies	-	30,000.00

Category B	OLD RATE ₦	NEW RATE ₦
Government Ministries, Departments and Parastatals	25,000.00	20,000.00

Category C	OLD RATE ₦	NEW RATE ₦
Medium Scale Industries	12,500.00	10,000.00

Category D	OLD RATE ₦	NEW RATE ₦
Non -Profit Organisations	5,000.00	4,000.00

POLITICAL JINGLES		
DURATION	OLD RATE ₦	NEW RATE ₦
60secs	10,000.00	10,000.00
45secs	7,500.00	7,500.00
30secs	6,500.00	4,500.00

PAID ANNOUNCEMENTS				
LENGTH	INDIVIDUALS		GOVERNMENTS/ORGANISATIONS	
	OLD RATE ₦	NEW RATE ₦	OLD RATE ₦	NEW RATE ₦
1-60WORDS	1500.00	950.00	2,500.00	1,530.00
60-80WORDS	3,000.00	1,265.00	4,500.00	2,000.00
81-100WORDS	3,500.00	1,600.00	5,000.00	2,480.00

MISSING PROPERTIES & PERSONS	
LENGTH	₦
1-60WORDS	400.00
60-80WORDS	500.00
81-100WORDS	700.00

HYPE 5 MINS	
HYPE 5 MINS	₦25,000.00

Production Cost: 20% of Total Cost