



The Family Entertainment Channel

# RATE CARD 2012

wapTV Spots				
Time	06:00am - 12:00am	12:00pm - 06:00pm	06:00pm - 12:00am	12:00pm - 06:00pm
60"	₦ 45,000.00	₦ 80,000.00	₦ 95,000.00	₦ 25,000.00
45"	40,000.00	70,000.00	85,000.00	22,000.00
30"	33,000.00	60,000.00	75,000.00	20,000.00
15"	27,000.00	53,000.00	60,000.00	15,000.00

wapTV Air Time				
Time	06:00am - 12:00am	12:00pm - 06:00pm	06:00pm - 12:00am	12:00pm - 06:00pm
60'	155,000.00	255,000.00	405,000.00	105,000.00
45'	125,000.00	205,000.00	380,000.00	85,000.00
30'	105,000.00	185,000.00	295,000.00	65,000.00
15'	75,000.00	105,000.00	185,000.00	45,000.00

SPONSORSHIP (PER HOUR)		SPONSORSHIP (TWO HOUR)	
1 Hour	₦ 950,000.00	2 Hour	₦ 1,710,000.00

SPOT LIGHTS			
Time	5"	10"	15"
	₦ 72,114.00	₦ 115,358.40	₦ 184,611.84

INTRA-MOVE AD BREAKS	SURCHARGES
Intra programme	50%
Fixed time advert	50%
Displacement	50%

LOGO FLASH	25,000.00
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SCROLL MESSAGE	60,000.00
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SQUEEZE BACK	80,000.00
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SPECIAL REPORT (PACKAGED)	MAXIMUM 5 MINUTES	₦ 532,000
HYPE (3MINUTES)		₦ 133,000
ARTIST SPECIAL APPEARANCE (10MINUTES)		₦ 266,000

### VOLUME DISCOUNT RATES

N20.0 MILLION	-N30.0 MILLION	3%
N30.1 MILLION	- N50.0 MILLION	5%
N50.1 MILLION	-N75.0 MILLION	10%
N75.1 MILLION	-AND ABOVE	15%

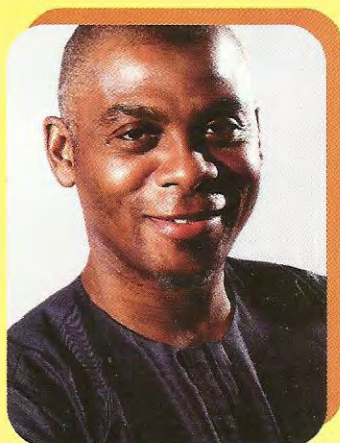
### PRE-PAYMENT DISCOUNT RATES

N20.0MILLION	-N30.0 MILLION	2%
N30.1 MILLION	-N50.0 MILLION	2.5%
N50.1 MILLION	-N75.0 MILLION	3%
N75.1 MILLION	-AND ABOVE	5%

**ALL PARTY POLITICAL/SPECIALIST BROADCAST 3 x NORMAL PEAK RATES**

**ALL RATES ATTRACT 5% VAT AND 2.5% NBC SURCHARGES.**

**For Sponsorship and Advert Placement contact:**



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