

ADVERT RATE CARD
OMALICHA FM 91.1... the voice for development
info@omalichamedia.com; omnetwork14@gmail.com

PRIME TIME – 6.00AM – 12Noon AND 4.00PM – 7.00PM
(INCLUSIVE OF 7.5% VALUE ADDED TAX (VAT))

	15 Seconds	30 Seconds	45 Seconds	60 Seconds
PRIME TIME	N5,043	N6,777	N7,950	N10,500
REGULAR	N4600	N3900	N5943	N7200
POLITICAL & NEWS SPOT JINGLES				
NEWS (within & Mid)	N6651	N8, 9012	N8,055	N8,990
POLITICAL	N8918	N9136	N13,900	N10, 989
NGOs & CSOs attract 5% discounts				

SPOT ADVERT (JINGLE)

ANNOUNCEMENT

1-60 words..... N5,968
 61 – 80 words N6500
 81 – 100 words N8982
 100 words & above ... Pro Rata

POLITICAL ANNOUNCEMENT

N8088
 N11051
 N13344
 100 words & above ... Pro Rata

NEWS

News Insert	Standard	N40, 448	Political	N79428
Press release	Standard	N40, 600	Political	N79900
News commentary	Standard	N75,498	Political	N165,473

POLITICAL NEWS COVERAGE OUTSIDE OWERRI N348,420 INSIDE OWERRI: N230,198
NEWS COVERAGE OUTSIDE IMO N490, 119 WITHIN IMO: N110, 921

OUTSIDE BROADCAST

1	Community events (1) - launching, cultural activities	N140,209
2	Development events – Sports, Scholarship programmes, skills acquisition programmes, etc	N143,899
3	Social events – housewarming wedding, birthdays, burials	N500, 638
4	Religious programme- crusades, conferences,	N260,175

ADDRESS:

Owerri: Omalicha FM, Omalicha Bus stop, K/M 13 Owerri-Umuahia Road, Azaraegbelu
 Abuja: Suite 9B, Alphacell Plaza, 12 Ebitu Ukiwe Street, Beside NIPCO Gas Station, Jabi
 Email: omnetwork@gmail.com; info@omalichamedia.com; +2349085289246; Twitter:
 @omalicharadio; Facebook/Instagram: omalicharadio

EXCLUSIVE OF 7.5% VALUE ADDED TAX (VAT)

RECORDED/LIVE AIRTIME

TIME BELT	5 MINS	10 MINS	15 MINS	30 MINS	45 MINS	60 MINS
Prime time	N14263	N21,255	N28,425	N38000	N48,475	N64,225
Regular	N11,963	N12,353	N19,470	N28,070	N32,025	N54,475
Political	N52, 725	N57,625	N59,225	N64,350	N107,275	N109,425

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STUDIO CHARGES

	ITEMS	NAIRA
1	Jingle Production (Excluding APCON Approval)	35,000.00
2	Jingle Production (Excluding Materials)	24,000.00
3	Voice Over Only	14,600.00
4	Transfer to CD	15,000.00
5	Record to DAT	15,000.00
6	Studio Hire on Weekdays: Per Hour	30,000.00
7	Studio Hire on Weekends: Per Hour	50,000.00
8	Effects	9,500.00

OTHERS

S/N		5 Mins (N)	10 Mins (N)	15 Mins (N)
1	Live Appearance on programme	26, 999	36, 999	46, 999
2	On Air Hype	38, 000	N/A	N/A
3	Mentions	2000	Not bound by time but for any mention	

PERCENTAGE DISCOUNTS

VOLUME	PERCENT
3 months with no break	1%
6 months with no break	2%
9 months with no break	3%
12 months with no break	5%

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COMMISSION	
Agencies registered with APCON	15%
Others	10%

PLEASE NOTE:

- 1. Value Added Tax (VAT) of 7.5% IS COMPULSORY**
2. Advertisers (including political advertisers) bear full responsibility for the contents of their adverts.
3. Adverts to be produced in our studio attract a surcharge of 20%
4. Materials must be submitted 24 hours before airtime.
5. All financial transactions with Omalicha 91.1FM shall be carried out through its Bank Account: **First Bank of Nigeria Plc, Account Number: 2027114696**
6. We do not accept cash for advert payments and will not be held responsible for any transactions carried out through any private account.
7. All political adverts must be cleared of any libellous contents by our lawyers for it to be aired on our Station. They shall also indemnify our station against any legal action that may result from airing such adverts.

Contact Person : **Mr. Peter Egwuatu**, Marketing Consultant (08035798587 ; 08157050235)

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91.1
FM

Management

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