



PRAISEWORLD RADIO

www.praiseworldradio.com
Africa's #1 Online Gospel Radio Station

RATE CARD

**Rates are in Nigerian Naira (N)*

AIRTIME (Independent Programs)	60'	45'	30'	15'	5'
8am – 6pm	10,500	7,320	6,100	3,500	1,250
6pm – 8am	10,000	7,150	5,700	3,000	1,100

SPOTS (Jingles)	60"	45"	30"	15"
8am – 6pm	2,650	2,060	1,500	1,000
6pm – 8am	2,500	2,000	1,300	900

RADIO SHOW SPONSORSHIP	13 WEEKS
GOLD	640,000
SILVER	400,000
BRONZE	160,000

**Please contact us to send you a full breakdown of the features for each package*

SOCIAL MEDIA CAMPAIGN	7days	3 weeks
GOLD (Full promotional campaign, 10 tweets per day, one post on instagram and Facebook per day, with hashtag buzz/retweets and full social media support for your brand/event)	35,000	100,000
SILVER (Full promotional campaign, 5 tweets per day, one post on instagram and Facebook every 2 days, with hashtag buzz/retweets and social media support for your brand/event)	27,500	80,000
BRONZE (3 tweets per day, 2 posts on instagram and Facebook in a week, with hashtag buzz and retweets)	20,000	50,000

LIVE BROADCAST (ON AIR)	3 HOURS (MAX)
Outdoor Broadcasting (within Lagos)	90,000
Outdoor Broadcasting (Outside Lagos)	150,000

**live broadcast comes with additional social media feeds on our social media platforms*

IMAGE ADVERTS	
Home page (Top)	12,500 per week
Home page (middle)	10,000 per week
Service page (Below)	7,500 per week
News Article (pinned on home page)	12,500 per week

**Images must be high resolution and of top quality*

...all round gospel entertainment

JINGLE/AUDIO PRODUCTION	
Studio Booking	8,000 per hour
Voicing and Mixing/Production of jingle	20,000
Complete Jingle package	35,000

WE CAN PROVIDE EXACTLY WHAT YOU NEED
Our billing team can work along with the Programs and IT department to provide you a media campaign that will fit your budget and achieve your desired result of your brand. Please contact us today. Thank you.

SURCHARGES	
Fixed Time Spot (FTS)	50%
Intra Program Spots	50%
Mid News Spot	50%
Program Displacement	100%

ABOUT PRAISEWORLD RADIO
Praiseworld Radio is Africa's #1 Online Gospel Radio Station based in Lagos , Nigeria broadcasting pure urban and contemporary gospel content round the clock for Inspiration, edification and entertainment of young adults across the globe featuring news , music, articles , interviews , talk shows ,and so much more.

TARGET AUDIENCE	
Demographics	General male female. Young adults within age 16-35
Technographics	Internet and technology savvy , interactive and adaptive
Psychographics	Trendy , social , intelligent and hip

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