

KADUNA STATE MEDIA CORPORATION ADVERT RATE 2016

SELECTED POSITIONS

Fixed Time Spots -	35 %
News Adjency -	45 %
Time - Check Spot -	80 %
Mid News Spots -	60 %
Intra-Programmes -	40 %

COMMERCIAL INSERTS WITHIN SPONSORED PROGRAMMES

60 Minutes -	5 x 60"
45 Minutes -	4 x 60"
30 Minutes -	3 x 60"
15 Minutes -	2 x 60"

Notes:

- All expenditure attracts 5% VAT
- AAPN Agencies are entitled to 15% Agency Commission
- Public Holidays are 'AAA' Segment
- Live Coverages are NEGOTIABLE from N350,000.00
- Phone in Programmes are negotiable from N80,000.00

Coverage

The 90.9 FM Service covers the entire Kaduna State and parts of our neighbouring States of Kano, Katsina, Zamfara, Plateau, Nassarawa, Benue, Niger and the FCT Abuja.

AM Service:

The AM Service covers the entire northern States of the Country including parts of the Southern States as well as some of our neighbouring Countries of Chad, Niger, Benin and Cameroun.

KADA FM 89.9

This is purely a Hausa FM Station. It covers most parts of the State, Its Programme content is youths focused. Its coverage area is Kaduna and its environs.

Contacts:

The Director Marketing,
KSMC Radio, Wurno/Rabah
Road, Kaduna
Tel: 08037868696, 08052505237
or 080287342385

The Area Manager,
KSHC Lagos Office
Tel: 08033030549
08057795479

KADUNA STATE MEDIA CORPORATION



CAPITAL SOUNDS FM/AM/KADA FM
E-mail: ksmcradio@yahoo.com

FM STEREO: *The Pride of Kaduna*

AM RADIO: *Grassroots Station*

KADA FM: *Taurarowan Zamani*

Advertisement Rates

Effective March, 2012

CAPITAL SOUNDS 90.9 FM KADA 89.9 FM AM 639 KHZ

VISION STATEMENT

To be a pace-setter in providing impartial and excellent broadcasting, Promoting Unity, peace and development of the people and being the pride of Kaduna State and Nigeria

MISSION

- ★ To produce Programmes and news that are professionally and intellectually appealing to the audience in order to widen their knowledge and enlarge their ideas and opinions.
- ★ To mirror the society and give adequate expressions to its customs, traditions and other peculiarities by way of well researched and produced programmes.
- ★ To provide the people with meaningful relaxation through well produced and presented entertainment programmes.

SPOT ADVERTISEMENT "AAA"

TIME SEGMENT	15 SECS	30 SECS	45 SECS	60 SECS
6:00am-12noon FM 90.9	N2,500.00	N3,350.00	N4,900.00	N6,500.00
3:00pm-Closedown FM 90.9				
6:00pm-12:00 noon AMKADA FM	N1,650.00	N2,600.00	N3,520.00	N4,200.00
3:00pm-Closedown AMKADA FM				

SPOT ADVERTISEMENT "AA"

TIME SEGMENT	15 SECS	30 SECS	45 SECS	60 SECS
5:00am - 6:00am FM 90.9	N 1,850.00	N 2,950.00	N 3,915.00	N 4,950.00
12:00noon - 3:00pm FM 90.9				
5:00am - 6:00am AMKADA	N 1,500.00	N 1,900.00	N 2,700.00	N 3,520.00
12:00noon - 3:00pm AMKADA				

SPONSORED PROGRAMMES 'AAA'

TIME SEGMENT	15 MINS	30 MINS	45 MINS	60 MINS
5:00-6:00am FM 90.9	N 22,520.00	N 33,320.00	N 43,510.00	N 58,530.00
12:00-3:00pm FM 90.9				
5:00am - 6:00am AMKADA	N 18,000.00	N 26,700.00	N 34,820.00	N 46,820.00
12:00noon - 3:00pm AMKADA				

SPONSORED PROGRAMMES 'AA'

TIME SEGMENT	15 MINS	30 MINS	45 MINS	60 MINS
5:00-6:00am FM 90.9	N 16,510.00	N 23,430.00	N 33,330.00	N 43,330.00
12:00-3:00pm FM 90.9				
5:00am - 6:00am AMKADA	N 13,200.00	N 18,740.00	N 26,635.00	N 36,200.00
12:00noon - 3:00pm AMKADA				

SPONSORED POLITICAL PROGRAMMES

CHANNEL	15 MINS	30 MINS	45 MINS	60 MINS
90.9 FM	33,800.00	60,000.00	86,950.00	112,950.00
KADA / AM	30,000.00	55,000.00	80,000.00	100,000.00

COMMERCIAL NEWS (PER 2 MINUTES)

CATEGORY A Quoted Companies, Banks, Financial Institution -	N 60,000.00
CATEGORY B Government Ministries, Departments, Parastatals -	N 50,000.00
CATEGORY C Charity and Non- Profit Organizations -	N 20,000.00

POLITICAL JINGLES

CHANNEL	15 SECS	30 SECS	45 SECS	60 SECS
90.9 FM	4,000.00	5,000.00	7,000.00	8,000.00
KADA / AM	3,000.00	4,000.00	6,000.00	7,000.00

VOLUME DISCOUNTS

VOLUME OF EXPENDITURE	PERCENTAGE DISCOUNT
N 250,001 - N 500,000	3 %
N 500,001 - N 1,000,000	5 %
N 1,000,001 - N 2,000,000	10 %
N 2,000,001 - Above	15 %