

afia



CHANNEL **254**



CHANNEL **17**



CHANNEL **748**

Rate Card

www.afiaticv.net

2025

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EXECUTIVE SUMMARY

Afia TV, Southeastern Nigeria's first regional television channel on DSTV & GOTV. We are dedicated to telling and promoting the business, good governance, lifestyle and cultural stories of the southeasterners across the world. We aspire to go above and beyond stereotypes in order to honor what it means to be Igbo.

- ✓ First Southeastern Nigerian television channel on DSTV, GOTV and FreeTV
- ✓ Promoting the Igbo culture, business, good governance and lifestyle.



Standard Rates

Advert	6am-10am	10am-1pm	1pm-5pm	5pm-7pm	7pm-10pm	10pm-night
60 secs	36,000	45,000	42,000	39,000	75,000	54,000
45 secs	33,000	39,000	36,000	33,000	69,000	51,000
30 secs	27,000	33,000	30,000	30,000	63,000	48,000
15 secs	18,000	24,000	27,000	24,000	60,000	45,000

Standard rates refer to fixed pricing rates for advertising airtime on regular programs. Each cost is per slot

Airtime (Programme Sponsorship)

Advert	6am-10am	10am-1pm	1pm-5pm	5pm-7pm	7pm-10pm	10pm-night
60 mins	696,000	696,000	744,000	744,000	960,000	840,000
45 mins	684,000	684,000	672,000	672,000	864,000	792,000
30 mins	528,000	528,000	600,000	600,000	768,000	624,000
15 mins	432,000	432,000	528,000	528,000	720,000	576,000

This option allows businesses to sponsor specific TV programs, gaining brand exposure through commercials, product placements, and mentions within the show.

Airtime (Independent Programmes)

Advert	6am-10am	10am-1pm	1pm-5pm	5pm-7pm	7pm-10pm	10pm-night
60 mins	870,000	870,000	930,000	930,000	1,200,000	1,050,000
45 mins	810,000	810,000	840,000	840,000	1,080,000	990,000
30 mins	660,000	660,000	750,000	750,000	960,000	780,000
15 mins	540,000	540,000	660,000	660,000	900,000	720,000

Dedicated time slots for independently produced shows, for businesses to reach their target audience through our broadcasting platform.

SHOW PROMOTION

Show Promotion	Product Placement	Backdrop	Guest Appearance
60 mins	75,000	150,000	600,000
45 mins	52,500	105,000	450,000
30 mins	45,000	90,000	375,000
15 mins	30,000	60,000	225,000

Customized advertising packages to boost the visibility and reach of your TV or radio show.

NEWS

NEWS	NEWS TODAY	NEWS TONIGHT	NEWS UPDATE
News Mention (Under 1 min)	150,000	150,000	150,000
Special Report (1-5mins)	525,000	525,000	N/A
Live Apperance (25mins)	450,000	450,000	N/A
News Mention & Coverage	250,000	250,000	250,000

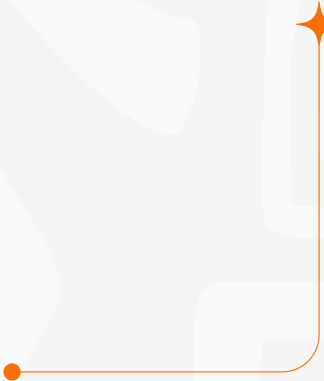
Timely and reliable news segments covering local, national, and international events, providing businesses a platform for high-impact brand exposure.



SCROLL MESSAGE

WORDS	25-150	150-100	100-50	50-1
RATE	135,000	112,500	72,000	43,500

Continuous text ads displayed at the bottom of the screen, ideal for short, impactful messages like announcements, promotions, or contact details.



PUBLIC ANNOUNCEMENT

DURATION	60 secs	45 secs	30 secs	15 secs
RATE	195,000	172,500	144,000	127,500

Official messages broadcast to inform, educate, or alert the public about important information, events, or safety updates.

ONSCREEN ASSETS

	DURATION	COST (Per impression)	DESIGN COST	
SQUEEZEBACKS	15 secs	15,000	STATIC	15,000
SIDE BAR	15 secs	10,000	ANIMATED	40,000
LOWER THIRDS	15 secs	5,000		

Graphic elements like logos, watermarks, and lower thirds displayed during programs to reinforce brand visibility and recognition.

SPECIAL RATES

Advert	AM Show/ NKA	Business Morning/ Eastern Eye	Lunch break/ AM Show weekend	Enugu/ Nigeria Kwenu	Afia Cinema
60 secs	75,000	54,000	54,000	75,000	150,000
45 secs	69,000	51,000	51,000	69,000	120,000
30 secs	63,000	48,000	48,000	63,000	105,000
15 secs	60,000	45,000	45,000	60,000	82,500

Exclusive, discounted pricing for select airtime packages, sponsorships, or seasonal campaigns, tailored to maximize your advertising budget.

AIRTIME SPONSORSHIP

Advert	AM Show/ NKA	Business Morning/ Eastern Eye	Lunch break/ AM Show weekend	Enugu/ Nigeria Kwenu	Afia Cinema
60 mins	7,500,000	5,250,000	3,750,000	3,750,000	9,750,000
45 "	5,250,000	3,750,000	2,250,000	2,250,000	7,500,000
30 "	3,750,000	2,250,000	1,125,000	1,125,000	5,250,000
15 "	2,250,000	1,125,000	750,000	750,000	3,750,000
10 "	1,125,000	750,000	525,000	525,000	2,250,000
5 "	750,000	375,000	150,000	150,000	1,125,000

Branded support for specific programs, offering businesses prominent exposure through mentions, logo placements, and customized ad slots during the show.

PRODUCT PLACEMENT

Advert	AM Show/ NKA	Business Morning/ Eastern Eye	Lunch break/ AM Show weekend	Enugu/ Nigeria Kwenu	Afia Cinema
60 mins	375,000	N/A	150,000	75,000	N/A
30 "	150,000	90,000	75,000	N/A	375,000
15 "	112,500	75,000	52,500	N/A	150,000
10 "	90,000	52,500	37,500	N/A	112,500
5 "	75,000	37,500	15,000	N/A	75,000

Seamless integration of your brand or products into TV programs, providing subtle yet impactful exposure to engaged audiences.

GUEST APPEARANCE

Advert	AM Show/ NKA	Business Morning/ Eastern Eye	Lunch break/ AM Show weekend	Enugu/ Nigeria Kwenu	Afia Cinema
60 mins	N/A	N/A	300,000	450,000	N/A
30 "	750,000	N/A	150,000	N/A	750,000
15 "	375,000	150,000	150,000	N/A	375,000
Special Report					
10 mins	375,000	225,000	N/A	N/A	N/A
5 mins	225,000	150,000	N/A	N/A	N/A

Opportunities for individuals or brand representatives to feature in live or pre-recorded programs, enhancing credibility and audience connection.

SURCHARGES

RELIGIOUS	50%	BARTER	100%
POLITICAL	200%	INTRA PROGRAMME	50%

Additional fees applied to standard rates for special requests or premium services.

YOUTUBE

TIME	VIDEO	PICTURES	STORY	PRODUCT PLACEMENT	PRODUCT MENTION
30-59 secs	70,000	50,000	35,000	15,000	25,000
1 - 5 mins	90,000	N/A	N/A	18,000	30,000
5 - 10 mins	150,000	N/A	N/A	25,000	48,000
10 - 20 mins	200,000	N/A	N/A	29,000	56,000
20+	300,000	N/A	N/A	35,000	65,000

Content distribution through the company's YouTube channel, offering video exposure to a global audience, with opportunities for sponsorship and targeted ads.

OTHER PLATFORMS

PLATFORM	PICTURE/SLIDES	VIDEO	REELS	STORY
Facebook	40,000	10,000	60,000	20,000
Instagram	60,000	70,000	70,000	20,000
Twitter	40,000	40,000	N/A	N/A
Tik-Tok	40,000	90,000	70,000	15,000

Promotion and content distribution across various social media channels, including Facebook, Instagram, and Twitter, to expand brand reach and engagement with a wider audience.

PRODUCTION

PRODUCTION	60 mins	45 mins	30 mins	15 mins	5 mins
V/O or Narration	200,000	150,000	100,000	75,000	50,000
Shooting	400,000	300,000	200,000	150,000	100,000
Editing	200,000	150,000	100,000	75,000	50,000
Script & Copy	200,000	150,000	100,000	75,000	50,000

Comprehensive services for creating high-quality content, including filming, editing, and post-production, tailored to meet your brand's messaging and broadcast requirements. (Cost exludes actors as that is subject to client's wish.)

COVERAGE

(Base cost)

**Shoot
To
Cover**

300,000

**Shoot
To
Air**

500,000

**Live
Coverage
(2hrs)**

3,500,000

Live or recorded broadcast services for events, including on-location reporting, interviews, and comprehensive event coverage to maximize visibility and audience reach.

OTHER COSTS

Cameras	1	2	3
Mic	1	1	1
Pin mics	10,000	10,000	YES
Video mixer	50,000	50,000	YES
Lights	30,000	YES	YES
Sound mixer	30,000	YES	YES
Drone	50,000	50,000	YES
Livestream	150,000	150,000	YES
Live broadcast	NO	NO	YES
Delayed broadcast	FROM RATECARD	1	2

EXTRAS

(Out of town per day)

**Shoot
To
Cover**

100,000

**Shoot
To
Air**

120,000

**Live
Coverage
(2hrs)**

150,000

Additional charges for services provided outside the station's primary location, covering travel, accommodation, and logistics for on-location shoots or events.

TERMS OF CONTRACT

(Payment/Enquiries/Credit Facilities/Commission)

- ☒ All orders for broadcast must be pre-paid.
- ☒ Payments with credit facilities must be made within 30 days of receipt of invoice.
- ☒ All payments must be accompanied with payment invoice
- ☒ Claims of unaired spots should be raised within three (3) months of receipt of invoices



TERMS OF CONTRACT

(Payment/Enquiries/Credit Facilities/Commission)



Debit note not sent to the station within three (3) months of receipt of invoice will not be honoured



Any cancellation due to no fault of ours, attracts a 10% forfeiture Terms of commercial announcements and sponsored programmes are liable to alteration without notice to permit programme changes which are necessary



The station has the right to reject commercial materials



TERMS OF CONTRACT

(Payment/Enquiries/Credit Facilities/Commission)



Political appearances will attract 100% surcharge



Only adverts brought in by Agencies duly registered with AAPN shall attract 15% Agency Commission.



There will be no commission on public announcement slots



All payments attracts 7.5% VAT.



Contact us

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A decorative line starts with a small black dot in the top left, extends horizontally to the right, then turns 90 degrees down to end with a four-pointed star.

**Let's
Collaborate!**

A decorative line starts with a small black dot in the bottom right, extends horizontally to the left, then turns 90 degrees up to end with a four-pointed star.