



Rate Card

www.afia993.com

2025

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EXECUTIVE SUMMARY

Afia Radio is Enugu's number one radio station—broadcasting 24/7 without interruption and redefining the sound of Southeast Nigeria. Located at the heart of Enugu, Afia Radio delivers a seamless blend of talk, music, and news, crafted to reflect the voice and energy of the people.

Known as “The Voice of Enterprise,” Afia Radio champions businesses, grassroots development, and everyday conversations that matter. Our content is multilingual, connecting audiences through English, Igbo, and Pidgin to ensure inclusivity across age, class, and culture.



EXECUTIVE SUMMARY

With a strong commitment to accessibility and reach, Afia Radio streams live daily on our website www.afia993.com, complementing our terrestrial broadcast and making us a true hybrid station for the modern listener. Our programming reaches hundreds of thousands of loyal listeners every day, across Enugu and beyond.

In synergy with our sister platform, Afia TV, we also deliver simulcast programming, creating unmatched cross-platform storytelling that amplifies reach, engagement, and influence.

Stay in touch with us on all social media platforms @afia993enugu

SPOT RATES (Weekday)

Advert	5am-11am	11am-4pm	4pm-6pm	6pm-10pm	10pm-1am	1am-5am
60 secs	5,000.00	3,000.00	5,000.00	5,000.00	3,000.00	1,900.00
45 secs	4,100.00	2,800.00	4,100.00	4,100.00	2,800.00	1,500.00
30 secs	3,000.00	2,100.00	3,000.00	3,000.00	2,100.00	1,100.00
15 secs	1,800.00	1,300.00	1,800.00	1,800.00	1,300.00	750.00

NOTE: Spot rates refer to the fixed cost for a single advertisement slot.

SPOT RATES (Weekend)

Advert	5am-11am	11am-4pm	4pm-6pm	6pm-10pm	10pm-1am	1am-5am
60 secs	3,000.00	2,000.00	3,000.00	3,000.00	2,000.00	1,000.00
45 secs	2,500.00	1,700.00	2,500.00	2,500.00	1,700.00	900.00
30 secs	1,800.00	1,300.00	1,800.00	1,800.00	1,300.00	700.00
15 secs	1,100.00	800.00	1,100.00	1,100.00	800.00	500.00

NOTE: Spot rates refer to the fixed cost for a single advertisement slot.

ANNOUNCEMENTS

Advert	5am-11am	11am-4pm	4pm-6pm	6pm-10pm	10pm-1am	1am-5am
1-50 Words	4,000.00	3,000.00	4,000.00	4,000.00	3,000.00	1,200.00
51-75 Words	5,000.00	4,000.00	5,000.00	5,000.00	4,000.00	2,500.00
75-100 Words	6,000.00	5,000.00	6,000.00	6,000.00	5,000.00	3,500.00

NOTE: Announcements are short, pre-recorded or live audio messages that are aired to convey specific information to the audience.

HYPES

Advert	5am-11am	11am-4pm	4pm-6pm	6pm-10pm	10pm-1am	1am-5am
2 mins	22,000.00	19,000.00	22,000.00	80,000.00	16,000.00	7,000.00

NOTE: Hypes are short, high-impact promotional messages or announcements aired during a program to capture the attention of the audience.

SPONSORSED/ INDEPENDENT PROGRAMME RATES (Weekdays)

Advert	5am - 11am	11am - 4pm	4pm - 6pm	6pm - 10pm	10pm -1am	11pm - 5am
60 mins	48,000.00	32,000.00	48,000.00	48,000.00	32,000.00	9,500.00
45 "	38,000.00	27,000.00	38,000.00	38,000.00	27,000.00	8,000.00
30 "	29,000.00	21,000.00	29,000.00	29,000.00	21,000.00	5,800.00
15 "	21,000.00	16,500.00	21,000.00	21,000.00	16,500.00	2,500.00
5 "	8,900.00	7,000.00	8,900.00	8,900.00	7,000.00	1,700.00

NOTE: Sponsored and Independent Programs cover the rates for hosting third-party shows on Afia radio. The prices above are for a Slot each.

SPONSORSED/ INDEPENDENT PROGRAMME RATES (Weekend)

Advert	5am - 11am	11am - 4pm	4pm - 6pm	6pm - 10pm	10pm -1am	11pm - 5am
60 mins	45,000.00	30,000.00	45,000.00	45,000.00	30,000.00	7,500.00
45 "	35,000.00	25,000.00	35,000.00	35,000.00	25,000.00	5,700.00
30 "	27,000.00	20,000.00	27,000.00	27,000.00	20,000.00	4,500.00
15 "	20,000.00	15,000.00	20,000.00	20,000.00	15,000.00	2,900.00
5 "	8,000.00	6,000.00	8,000.00	8,000.00	6,000.00	1,500.00

NOTE: Sponsored and Independent Programs cover the rates for hosting third-party shows on Afia Radio. The prices above are for a Slot each.

LIVE APPEARANCES

Advert	5am - 11am	11am - 4pm	4pm - 6pm	6pm - 10pm	10pm -1am	11pm - 5am
60 mins	115,000.00	100,000.00	115,000.00	115,000.00	90,000.00	21,000.00
45 "	90,000.00	70,000.00	90,000.00	90,000.00	70,000.00	16,000.00
30 "	55,500.00	40,000.00	45,000.00	45,000.00	40,500.00	13,500.00
15 "	33,600.00	27,200.00	33,600.00	33,600.00	24,800.00	8,000.00
10 "	24,800.00	20,800.00	24,800.00	24,800.00	18,400.00	5,700.00
5 "	14,400.00	12,000.00	14,400.00	14,400.00	11,200.00	4,500.00

NOTE: Live appearances refer to real-time on-air engagements by guests or experts, typically for interviews or discussions. The prices above are for a Slot each.

NEWS

NETWORK

NON- NETWORK

	NETWORK	NON- NETWORK	
Press Release	55,000.00	18,000.00	30 secs max
Coverage & Mention	105,000.00	30,000.00	2 mins max

NOTE: News refers to regularly scheduled updates or reports that provide current, factual information on events. The prices above are for a Slot each.

ADDITIONAL NEWS

	NETWORK	NON- NETWORK
Time check	32,200.00	3,000.00
Voiceover		6,000.00

NOTE: News refers to regularly scheduled updates or reports that provide current, factual information on events. The prices above are for a Slot each.

SURCHARGES

Intra Programme Spots	50% Fixed Time
Mid news	100% Request for precise advert block
Programme Adjacency	50% Time range request (within 1hr - 2hrs)
Program Displacement	50% Time range request (from 2hrs+)
Political Jingles	X3

NOTE: Surcharges are additional fees added to the base cost of advertising. The charges above are for a Slot each.



DISCOUNTS

200,000	2%
500,000	4%
1,000,000	6%
1,600,000	8%
2,500,000	10%

NOTE: Discounts are reductions in the standard advertising rates offered to clients. The Discount above is per Slot



STUDIO BOOKINGS

(Per hour)

Jingle Production (including voice and material)	25,000.00
Production only (without material)	50,000.00
Voice over	10,000.00
Transfer to CD	6,000.00

NOTE: Studio bookings refer to reserving studio time for recording or broadcasting. The prices above are for a Slot each.

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

Victor Idiong

Sales Manager

Call: +2348034728509

Email: Vidiong@afiatv.net

Afia Business

Official line

Call: +2348115422594

Email: Business@afiatv.net



**Let's
Collaborate!**