

XL106.9FM offers an exciting mix of music, news, talk, sports, entertainment and a healthy dose of other lifestyle programmes from the heart of Uyo, Akwa Ibom State. Our listeners are young and youthful, very interactive, avant garde and heavy consumers of technology and We play the best and the most music. Our signals cover the entire state with bonus spread to Abia, Cross River and Rivers States. Our primary target is the youth, young adults and the young at heart. We are strategically located in the heart of Uyo so we can serve you better. Our mission is to inspire excellence and greatness through innovative and highest quality broadcast programming.

In addition to carrying your ads; our business development team can develop and deliver bespoke multimedia solutions that fit your budget and deliver on your brand objectives. Feel free to reach us my phone or email on how we can work together to advance your business objectives.

SO
URBANO
LIFESTYLE
YOUNG
MUSIC
+ TALK
REAL



R A T E G A R D



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Email: business@xl1069.fm
Website: www.xl1069.fm

THE
RADIO
FOR
AKWA
IBOM



SPOT PLACEMENT

| LENGTH | PREMIUM 5.00am - 12Noon 4.00pm - 10.00pm | REGULAR 12Noon - 4.00pm 10.00pm - Midnight |
|--------|--|--|
| 60 Sec | N7,500.00 | N6,500.00 |
| 45 sec | N6,500.00 | N5,500.00 |
| 30 sec | N4,500.00 | N3,900.00 |
| 15 sec | N3,000.00 | N2,500.00 |

PAID ANNOUNCEMENT

| LENGTH | PREMIUM | REGULAR |
|---------------|-----------|-----------|
| 76 -100 words | N5,000.00 | N4,000.00 |
| 51 -75 words | N3,500.00 | N3,000.00 |
| 1 -50 words | N3,000.00 | N2,500.00 |

PROGRAMME SPONSORSHIP

STATION'S PROGRAMMES

| LENGTH | PREMIUM | REGULAR |
|------------|-------------|-------------|
| 60 Minutes | N250,000.00 | N200,000.00 |
| 45 Minutes | N200,000.00 | N175,000.00 |
| 30 Minutes | N175,000.00 | N150,000.00 |
| 15 Minutes | N90,000.00 | N75,000.00 |

INDEPENDENT (PRE-RECORDED)

| LENGTH | PREMIUM | REGULAR |
|------------|-------------|-------------|
| 60 Minutes | N150,000.00 | N100,000.00 |
| 45 Minutes | N100,000.00 | N80,000.00 |
| 30 Minutes | N75,000.00 | N50,000.00 |
| 15 Minutes | N50,000.00 | N30,000.00 |

LIVE PROGRAMME

| LENGTH | PREMIUM | REGULAR |
|------------|-------------|-------------|
| 60 Minutes | N200,000.00 | N150,000.00 |
| 45 Minutes | N150,000.00 | N100,000.00 |
| 30 Minutes | N100,000.00 | N75,000.00 |
| 15 Minutes | N50,000.00 | N30,000.00 |

OTHERS

| | |
|------------------------------|-------------|
| Time Check (5 seconds) | N15,000.00 |
| On - Air - Hype (3 mins max) | N35,000.00 |
| Live Reports (5 mins max)* | N45,000.00 |
| Guest Appearance (15 mins) | N50,000.00 |
| Guest Appearance (30 mins) | N85,000.00 |
| Outside Broadcast (1 hour) | N250,000.00 |
| Studio Booking / hour | N20,000.00 |
| Jingles (Voicing+Studio +CD) | N35,000.00 |
| Transfer to CD | N10,000.00 |
| Compere Services | Contact Us |

* Additional logistics cost apply

SURCHARGES

| | |
|-------------------------|------|
| Intra - Programme Spots | 100% |
| Programme Displacement | 100% |
| News Adjacency | 100% |
| Mid News Spots | 100% |
| Fixed Time Spots | 100% |

VOLUME DISCOUNTS

| | |
|-------------------------|------|
| 100, 000 - 400, 000 | 2% |
| 400, 000 - 1 Million | 4% |
| 1 Million - 2.5 Million | 6.5% |
| Above 2.5 Million | 10% |

NOTE

- All rates are exclusive of VAT.
- Rates and terms are subject to change.
- XL Communications reserves the right to refuse any advert.
- All materials for broadcast must be in Mp3 format on CD.
- All materials for broadcast must be received at least 24 hours before broadcast.