

TVC
COMMUNICATIONS®

TELEVISION RATE CARD

ANY SPOT ADVERT PLACEMENT RUNS ON BOTH

TVC NEWS
FIRST WITH BREAKING NEWS

TVC
PURE ENTERTAINMENT

Television Rate Card

RUN OF SPOT

	60secs	45secs	30secs	15secs
5am-4pm	100,000.00	80,000.00	60,000.00	35,000.00
4pm-7pm	120,000.00	100,000.00	70,000.00	40,000.00
7pm-12am	150,000.00	120,000.00	80,000.00	50,000.00

ADVERT SPOT

	WV	TM	YOUR VIEW	esplash	JH	BEYOND THE HEADLINES	BUSINESS NIGERIA
60secs	300,000.00	375,000.00	300,000.00	459,203.87	300,000.00	300,000.00	300,000.00
45secs	250,000.00	312,500.00	250,000.00	426,403.60	200,000.00	250,000.00	250,000.00
30secs	150,000.00	187,500.00	150,000.00	328,002.77	150,000.00	200,000.00	200,000.00
15secs	100,000.00	125,000.00	100,000.00	229,601.94	100,000.00	100,000.00	100,000.00

	12PM NEWS	4PM NEWS	7PM NEWS	10PM NEWS
60secs	180,000.00	250,000.00	400,000.00	665,512.85
45secs	120,000.00	180,000.00	300,000.00	617,976.22
30secs	80,000.00	120,000.00	250,000.00	400,000.00
15secs	52,500.00	80,000.00	150,000.00	250,000.00

INDEPENDENT PROGRAMME

	6:00am- 5:30pm	6:00pm- 12:00am
TVC E (Independent Programmes)	9,900,000.00	11,000,000.00
TVC NEWS (Independent Programmes)	13,500,000.00	15,000,000.00

INDEPENDENT PROGRAMME (FAITH BASED OR RELIGIOUS PROGRAMME)

6:00pm- 12:00am	6:00am- 5:30pm	
9,000,000.00	7,600,000.00	TVC E (Faith-based or Religious Programme)
11,000,000.00	9,000,000.00	TVC NEWS (Faith-based or Religious Programme)

SPOTLIGHT - DOCUMENTARY (30 MINUTES)

Corporate (6:00am - 6:00pm)	2,700,000.00
Corporate (6:30pm - 9:30pm)	3,500,000.00
Corporate documentary production fee/cost	4,000,000.00
Government (6:00am - 6:00pm)	3,150,000.00
Government (6:30pm - 9:30pm)	3,800,000.00
Government documentary production fee/cost	4,500,000.00

Continental Broadcasting Service Limited (which trades under the name and style of TVC Communications), owners of TVC News, TVCE, Yanga 89.9FM, amongst others, its affiliates, directors, officers, shareholders, its successors in title and assigns referred to herein as 'TVC'

INDEMNITY

TVC hereby reserves the right not to air any content/paid programmes due to perceived slander/defamation/libel of a 3rd party within the programme and other reasons pertaining to the business practice of the company. The Client hereby indemnifies TVC against any damages, liabilities and/or lawsuits arising from such. TVC shall refund all monies received within fifteen (15) working days.

SPECIAL NEWS / EVENTS COVERAGE & MENTION (3 MINUTES)

	10PM	7PM	4PM	12noon
Corporate News Mention (3 MINUTES)	3,100,000.00	2,500,000.00	2,000,000.00	1,700,000.00
Government News Mention (3 MINUTES)	3,500,000.00	3,000,000.00		

LIVE COVERAGE / TRANSMISSION

Live Coverage (Outside Lagos/Abuja)	6,500,000.00
Live Coverage (Within Lagos/Abuja)	6,000,000.00
Live Coverage if you are displacing YV/ JH/ TM/ BYD 100DAYS	7,500,000.00

GUEST APPEARANCE WITHIN LIVE PROGRAMME 15MIN

Your view /JH/BFS	3,750,000.00
Wake up Nigeria / Business Nigeria	3,000,000.00
Corporate focus (Any other programme)	3,000,000.00
Politics/ Government focus (Any show)	4,000,000.00

SPECIAL POSITION COST

TVC NEWS People in the News (8 Minutes)	3,000,000.00
Segment Sponsorship (10 Minutes)	3,500,000.00
Squeezebacks on a live programme: 5 secs	300,000.00
Logo flash on a live programme: 5 secs	250,000.00

Note:

- Across all platforms
- All contracts attract the prevailing VAT rate
- Minimum booking of 13 episodes for Sponsorship
- Minimum booking of 13 slots for Sponsorship
- All materials/content must be air worthy
- All advert materials must be ARCON certified, except government/religious approved exemptions.
- The station has the right to reject broadcast materials that are not air worthy (i.e NBC, Production Quality, timing, etc).
- All material for broadcast must be received atleast 24 hours before broadcast.
- Poor quality productions will be rejected
- Alcoholic beverage shall be aired from 10pm

20% applies to all barter deals.

SURCHARGE(S)

Political Advert	100%
Fixed Time	100%
Intra Programme	100%
Programmes/News Adjacency	60%
Programmes/Spot Displacement	50%

FOR ADS OR PROGRAMME RESCHEDULING

TVC hereby reserves the right to reschedule the time agreed for the client's adverts or programmes due to live event coverages, breaking news, or programmes of national importance.

FOR LIVE COVERAGES

TVC hereby reserves the right to playback the live coverage at a later time and date if the clients fails to adhere to the allotted/agreed time and time period, and/or the client fails to book for the live coverage at least 48hours prior to the time of the coverage. The Client hereby indemnifies TVC against any damages, liabilities and/or lawsuits arising from such. The client shall pay to TVC all agreed sums prior to the live coverage.

AVAILABLE ON:



Ch. 16



StarTimes

Ch. 121



Ch. 190

UHF

Ch. 49



Ch. 702



@tvccconnect



Ch.418



Ch. 45



Ch. 520



StarTimes

Ch. 307



Ch. 801



Ch. 703



@tvccnewsng

For Enquiries, Sponsorship and Advert Bookings;
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