

DOMINION BROADCAST GROUP ADVERTISEMENT RATE CARD

DOMINION BROADCAST GROUP IS A TRAILBLAZING MEDIA ORGANIZATION COMMITTED TO REDEFINING THE BROADCASTING LANDSCAPE IN NIGERIA. WITH ITS HEADQUARTERS STRATEGICALLY LOCATED IN IBADAN, THE MEDIA HUB OF NIGERIA, DOMINION BROADCAST GROUP OPERATES ACROSS THREE DYNAMIC PLATFORMS: DOMINION 106.1 FM, DOMINION TV, AND A THRIVING DIGITAL MEDIA PRESENCE.

OUR VISION IS TO INFORM, INSPIRE, AND ENTERTAIN AUDIENCES BY DELIVERING QUALITY CONTENT THAT RESONATES DEEPLY WITH DIVERSE DEMOGRAPHICS. WE ARE PASSIONATE ABOUT SHAPING NARRATIVES, FOSTERING CONNECTIONS, AND PROMOTING CULTURAL AND SOCIETAL ADVANCEMENT THROUGH THE POWER OF MEDIA.

FOR ADVERT PLACEMENT & SPONSORSHIP, CALL
0705-506-1061, 0916-101-1061
Email: marketing@dominion.org.ng

ACCOUNT DETAILS

ACCOUNT NAME: DOMINION BROADCASTING GLOBAL HOUSE LIMITED.
ACCOUNT NUMBER: 0113311812.
BANK: STERLING BANK

COMPILED BY: HEAD OF MARKETING, DOMINION BROADCAST
GROUP

ADDRESS: DOMINION HOUSE, NO 13, PALMS GROOVE, BESIDE
NUJ PRESS CENTRE, IYAGANJU, IBADAN.
WEBSITE: www.dominion.org.ng

Your all-in-one MEDIA HOME.



Follow us to stay updated

f @ dominionbroadcast X dominioncast

DOMINION FM

SPOT PLACEMENT				
PRODUCT/SERVICES	60sec	45sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	7,740.00	6,127.50	4,730.00	2,472.50
ARAKENGE [12:00PM - 04:00PM]	6,665.00	4,676.50	4,117.25	1,773.25
D-LOUNGE [4:00PM - 08:00PM]	7,740.00	6,127.50	4,730.00	2,472.50
NIGHT VILLE [8:00PM - 12:00AM]	4,300.00	3,708.75	2,311.25	1,236.25
RELIGIOUS	60sec	45sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	6,342.50	5,267.50	4,461.25	3,655.00
ARAKENGE [12:00PM - 04:00PM]	4,730.00	4,192.50	3,655.00	3,117.50
D-LOUNGE [4:00PM - 08:00PM]	6,342.50	5,267.50	4,461.25	3,655.00
NIGHT VILLE [8:00PM - 12:00AM]	3,117.50	2,848.75	2,580.00	1,773.75
P O L I T I C A L	6 0 s e c	4 5 sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	19,665.06	17,437.83	13,827.65	13,425.02
ARAKENGE [12:00PM - 04:00PM]	18,216.24	15,979.48	13,078.21	12,667.81
D-LOUNGE [4:00PM - 08:00PM]	18,743.62	16,147.83	12,906.22	12,135.02
NIGHT VILLE [8:00PM - 12:00AM]	16,117.25	13,415.16	11,506.63	10,727.65

PERSONAL PAID ANNOUNCEMENT	1- 50WO RDS	51-75WORDS	76-100WORDS	100-160WORDS	
PERSONAL	2,687.50	3,762.50	4,300.00	5,106.25	
CORPORATE	3,762.50	4,837.50	5,375.00	5,805.00	
POLITICAL	4,837.50	4,837.50	6,987.50	8,062.50	
RELIGIOUS	4,837.50	4,837.50	6,987.50	8,062.50	
OBITUARIES & IM M E M O R I A L S	4,300.00	4,300.00	6,987.50	8,062.50	
LIVE APPEARANCE	60mins	45mins	30mins	15mins	5mins
DAYBREAK [6:00 - 11:00AM]	117,175.00	94,600.00	73,100.00	44,075.00	22,575.00
ARAKENGE [11:00 A M - 04:00PM]	84,925.00	74,175.00	63,425.00	36,550.00	15,050.00
D-LOUNGE [4:00PM-08:00PM]	117,175.00	94,600.00	73,100.00	44,075.00	22,575.00
NIGHT VILLE [8 :00PM - 12:00AM]	52,675.00	37,162.00	31,175.00	16,931.25	8,331.25
LIVE COVERAGE	60mins				
POLITICAL	150,000.00				
CORPORATE	120,750.00				
SOCIAL	100,000.00				
RELIGIOUS	70,000.00				
PRODUCTION COST	1 HOUR	2 HOURS	3 HOURS		
STUDIO BOOKINGS	7,000.00	10,000.00	12,000.00		

SPONSORED PROGRAMMES						
INDEPENDENT PRODUCERS	6 0 m ins	4 5 m ins	3 0 m ins	1 5min s	1 0mins	5mins
DAYBREAK [5:30AM - 12:00AM]	102,125.00	82,775.00	63,425.00	43,000.00	29,025.00	19,350.00
ARAKENGE [12:00PM- 04:00PM]	79,550.00	64,500.00	48,375.00	33,325.00	17,200.00	9,675.00
D-LOUNGE [4:00PM-08:00PM]	90,300.00	73,100.00	55,900.00	38,700.00	25,800.00	19,350.00
NIGHT VILLE [8:00PM-12:00AM]	65,575.00	52,675.00	38,700.00	26,875.00	12,900.00	6,450.00
RELIGIOUS	6 0 m ins	4 5 m ins	3 0 m i ns	1 5 mins	1 0 mins	5mins
DAYBREAK [5:30AM - 12:00PM]	75,035.00	54,126.25	33,056.25	23,918.75	15,856.25	11,556.25
ARAKENGE [12:00PM- 04:00PM]	54,126.25	33,056.25	23,918.75	15,856.25	11,556.25	7,793.75
D-LOUNGE [4:00PM-08:00PM]	75,035.00	54,126.25	33,056.25	23,918.75	15,856.25	11,556.25
NIGHT VILLE [8:00PM- 12:00AM]	33,056.25	23,918.75	15,856.25	11,556.25	7,793.75	6,181.25

SPECIAL POSITION SURCHARGES		SPECIAL POSITION COST	
PROGRAM DISPLACEMENT	25%	ON-AIR HYPES	20,000.00
FIXED TIME	30%	PRESENTERS' FEE	15,000.00
FIXED RANGE (Within 2 Hours)	25%		
PROGRAM ADJACENCY/ADS DISPLACEMENT	30%	TIME CHECKS	5,750.00
INTRA PROGRAMME SPOTS	40%	GUEST APPEARANCES (15MINS NON-DISCOUNTED)	50,000.00
* Management reserves the right to refuse any advert.		NEWS MENTION	20,000.00
* All materials for broadcast must be in MP3 format and sent via E-mail.		NEWS COVERAGE IN IBADAN	50,000.00
* Agency Commission is 15% for AAPN registered agencies and 10% for non-registered agencies.			
* All materials for broadcast must be received at least 24 Hours before broadcast.			
* Effective Date - APRIL 2025			

DOMINION TV

SPOT PLACEMENT				
PRODUCT/SERVICES	60sec	45sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	30,000.00	24,750.00	20,750.00	15,750.00
MIDDAY PULSE [12:00PM - 04:00PM]	23,000.00	18,750.00	15,750.00	13,750.00
EVENING PRIME [4:00PM - 08:00PM]	27,750.00	21,750.00	18,750.00	14,750.00
THE NIGHTFALL [8:00PM - 12:00AM]	20,750.00	15,750.00	12,750.00	10,750.00
RELIGIOUS	60sec	45sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	28,000.00	23,750.00	19,750.00	14,750.00
MIDDAY PULSE [12:00PM - 04:00PM]	21,750.00	16,750.00	14,750.00	12,750.00
EVENING PRIME [4:00PM - 08:00PM]	25,750.00	19,750.00	16,750.00	13,750.00
THE NIGHTFALL [8:00PM - 12:00AM]	18,750.00	14,750.00	10,750.00	9,750.00
POLITICAL	6 0 s e c	4 5sec	30sec	15sec
DAYBREAK [5:30AM - 12:00PM]	35,000.00	25,750.00	22,750.00	16,750.00
MIDDAY PULSE [12:00PM - 04:00PM]	30,000.00	20,000.00	16,750.00	11,750.00
EVENING PRIME [4:00PM - 08:00PM]	32,000.00	22,750.00	19,750.00	14,750.00
THE NIGHTFALL [8:00PM - 12:00AM]	25,000.00	16,750.00	13,750.00	10,750.00

PERSONAL PAID ANNOUNCEMENT	1- 50WO RDS	51-75WORDS	76-100WORDS	100-160WORDS
PERSONAL	5,500.00	6,000.00	7,000.00	7,500.00
CORPORATE	6,500.00	7,000.00	7,750.00	8,000.00
POLITICAL	7,500.00	8,750.00	9,500.00	10,500.00
RELIGIOUS	7,500.00	8,750.00	9,500.00	10,500.00
OBITUARIES & IMMEMORIALS	7,000.00	8,750.00	9,500.00	10,500.00
LIVE APPEARANCE	BIG COMPANIES	MEDIUM	SMALL/INDIVIDUAL	
60 MINIUTES	350,000.00	250,000.00	150,000.00	
30 MINUTES	220,000.00	135,500.00	75,000.00	
15 MINUTES	115,000.00	75,000.00	45,000.00	
5 MINUTES	41,750.00	40,250.00	39,750.00	
LIVE COVERAGE	60mins			
POLITICAL	300,000.00			
CORPORATE	300,000.00			
SOCIAL RELIGIOUS	200,000.00			
OUTSIDE	200,000.00			
BROADCAST VAN	1,000,000.00			
PRODUCTION COST	1 HOUR	2 HOURS		
STUDIO BOOKINGS	50,000.00	95,000.00		

SPONSORED PROGRAMMES						
INDEPENDENT PRODUCERS	6 0 m ins	4 5 m ins	3 0 m ins	1 5min s	1 0mins	5mins
DAYBREAK [5:30AM - 12:00AM]	150,000.00	129,000.00	90,000.00	75,000.00	57,000.00	47,000.00
MIDDAY PULSE [12:00PM- 04:00PM]	125,000.00	105,750.00	75,000.00	52,750.00	42,000.00	35,000.00
EVENING PRIME [4:00PM-08:00PM]	139,500.00	115,000.00	82,750.00	61,000.00	49,000.00	39,750.00
THE NIGHTFALL [8:00PM-12:00AM]	105,000.00	92,000.00	59,750.00	41,750.00	37,750.00	27,000.00
RELIGIOUS	6 0 m ins	4 5 m ins	3 0 m i ns	1 5 mins	1 0 mins	5mins
DAYBREAK [5:30AM - 12:00PM]	120,000.00	100,000.00	65,000.00	52,750.00	35,000.00	29,000.00
MIDDAY PULSE [12:00PM- 04:00PM]	101,750.00	89,750.00	57,750.00	35,750.00	28,750.00	19,750.00
EVENING PRIME [4:00PM-08:00PM]	110,000.00	92,750.00	61,750.00	41,750.00	35,750.00	22,950.00
THE NIGHTFALL [8:00PM- 12:00AM]	80,750.00	76,750.00	51,750.00	29,950.00	25,750.00	16,750.00

SPECIAL POSITION SURCHARGES		SPECIAL POSITION COST	
PROGRAM DISPLACEMENT	25%	ON-AIR HYPES	30,000.00
FIXED TIME	30%	PRESENTERS' FEE	15,000.00
FIXED RANGE (Within 2 Hours)	25%	TIME CHECKS	7,750.00
PROGRAM ADJACENCY/ADS DISPLACEMENT	30%	GUEST APPEARANCES (15MINS NON-DISCOUNTED)	50,000.00
INTRA PROGRAMME SPOTS	40%	NEWS MENTION	35,000.00
* Management reserves the right to refuse any advert.		NEWS COVERAGE	80,000.00
* All materials for broadcast must be in MP4 format and sent via E-mail OR We Transfer.			
* Agency Commission is 15% for AAPN registered agencies and 10% for non-registered agencies.			
* All materials for broadcast must be received at least 24 Hours before broadcast.			
* All TV Prices are exclusive of Statutory 7.5% VAT.			
* Effective Date - APRIL 2025			