

RADIO BUDGET FOR WEEKLY RADIO PROGRAMS 3 OR 6 TIMES A WEEK - 15 MIN

Lagos Nigeria Info						
15 minutes three times weekly				15 minutes six times per week		
S/N	Items	Frequency	Unit Cost	Total Cost (NAIRA)	Frequency	Unit Cost
1	Airtime (Premium belt 7) + VAT at 7.5% + 50% Surcharge for pre-recorded	39	188420.6	7348403.4	78	188420.6
2	Production and Research Fee	13	35000	455000	26	35000
3	Social Media and Podcast Dissemination	13	134000	1742000	13	134000
4	OAPs	13	65000	845000	26	65000
5	Logistics	13	22000	286000	26	22000
		Naira		10676403.4	Naira	

Lagos Inspiration FM						
15 minutes three times weekly				15 minutes six times per week		
S/N	Items	Frequency	Unit Cost	Total Cost (NAIRA)	Frequency	Unit Cost
1	Airtime (Premium belt 7) + VAT at 7.5% + 50% Surcharge for pre-recorded	39	90915.98	3545723.22	78	60610.65
2	Production and Research Fee	13	35000	455000	26	35000
3	Social Media and Podcast Dissemination	13	134000	1742000	13	134000
4	OAPs	13	65000	845000	26	65000
5	Logistics	13	22000	286000	26	22000
		Naira		6873723.22	Naira	

Abuja Nigeria Info FM						
15 minutes three times weekly				15 minutes six times per week		
S/N	Items	Frequency	Unit Cost	Total Cost (NAIRA)	Frequency	Unit Cost
1	Airtime (Premium belt 7) + VAT at 7.5% + 50% Surcharge for pre-recorded	39	56034.38	2185340.82	78	37356.25
2	Production and Research	13	35000	455000	26	35000
3	Social Media and Podcast Dissemination	13	206000	2678000	26	206000

4	OAP	13	65000	845000	13	65000
5	Logistics	13	22000	286000	26	22000
		Naira		6449340.82	Naira	

Port Harcourt Nigeria Info						
		15 minutes three times weekly			15 minutes six times per week	
S/N	Items	Frequency	Unit Cost	Total Cost (NAIRA)	Frequency	Unit Cost
1	Airtime (Premium belt 7) + VAT at 7.5% + 50% Surcharge for pre-recorded	39	85140	3320460	78	56760
2	Production and Research	13	35000	455000	26	35000
3	Social Media and Podcast Dissemination	13	72000	936000	13	72000
4	OAP	13	65000	845000	26	65000
5	Logistics	13	22000	286000	26	22000
		Naira		5842460	Naira	

	Jingle Production Items		Per Jingle	Frequency	Total
1	Jingle Production (2 Voices)		200000	4	800000
2	Jingle Script/Copy		35000	4	140000
3	Surcharges		10000	4	40000
					980000

TOTAL RADIO BUDGET PER SEASON (NIGERIA INFO FM IN LAGOS)			
	LOCATION / TARGET STATIONS	15 MINS 3CE WEEKLY	15 MINS 6CE WEEKLY
1	Lagos Nigeria Info FM	10676403.4	19610806.8
2	Abuja Nigeria Info FM	6449340.82	10596787.5
3	Port Harcourt Nigeria Info FM	5842460	8535280
4	Jingle Productions x 4 Products	980000	980000
	GRAND TOTAL	23948204.22	39722874.3

TOTAL RADIO BUDGET PER SEASON (INSPIRATION FM IN LAGOS)			
	LOCATION / TARGET STATIONS	15 MINS 3CE WEEKLY	15 MINS 6CE WEEKLY
1	Lagos Inspiration FM	6873723.22	9641630.7
2	Abuja Nigeria Info FM	6449340.82	10596787.5
3	Port Harcourt Nigeria Info FM	5842460	8535280
4	Jingle Productions x 4 Products	980000	980000
	GRAND TOTAL	20145524.04	21218418.2

Total Social Media Marketing and Podcast Dissemination Budget

1	Social Media and Podcast Dissemination - Lagos	13	134000	1742000	13	134000
2	Social Media and Podcast Dissemination - Abuja	13	72000	936000	13	72000
3	Social Media and Podcast Dissemination- PHC	13	72000	936000	13	72000
				3614000		

	CONTENT DEVELOPMENT AND DISSEMINATION TOTALS FOR LAGOS, ABUJA, RIVERS (COVERING 14 STATES IN	15 MINS 3CE WEEKLY	Annual Investment	15 MINS 6CE WEEKLY
A	Without Social Media Dissemination (Nigeria Info FM in Lagos)	20334204.22	81336816.9	36108874.3
B	Without Social Media Dissemination (Inspiration FM in Lagos)	16531524.04	66126096.2	17604418.2
C	With Social Media Dissemination (Nigeria Info FM in Lagos)	23948204.22	95792816.9	39722874.3
D	With Social Media Dissemination (Inspiration FM in Lagos)	20145524.04	80582096.2	21218418.2

JTES PER EPISODE

ek	
Total Cost (NAIRA)	Vendor
14696806.8	Nigeria Info FM
910000	Africulture GBC
1742000	Africulture GBC
1690000	Africulture GBC
572000	Africulture GBC
19610806.8	Naira

127710

ek	
Total Cost (NAIRA)	Vendor
4727630.7	Inspiration FM Lagos
910000	Africulture GBC
1742000	Africulture GBC
1690000	Africulture GBC
572000	Africulture GBC
9641630.7	Naira

ek	
Total Cost (NAIRA)	Vendor
2913787.5	Nigeria Info FM
910000	Africulture GBC
5356000	Africulture GBC

56034.38

845000	Africulture GBC
572000	Africulture GBC
10596787.5	Naira

ek	
Total Cost (NAIRA)	Vendor
4427280	Nigeria Info FM
910000	Africulture GBC
936000	Africulture GBC
1690000	Africulture GBC
572000	Africulture GBC
8535280	Naira

85140



1742000	Lagos
936000	Abuja
936000	Port Harcourt
<u>3614000</u>	

Annual Investment
144435497.2
70417672.8
158891497.2
84873672.8