



KONFAM 89.5 FM

Advert Rates

(April, 2025)



TIME CATEGORY – LAGOS

Monday – Sunday

Time Slot	Time Range
Konfam Mornin Jollof	5am – 12pm
Konfam Lounge	12pm – 4pm
Evening Totori	4pm – 10pm
Night Mata	10pm – 5am



SPOT (₦)

(For Alcoholic Brands, 4pm – 10pm rates apply)

Duration	5am – 12pm	12pm – 4pm	4pm – 10pm	10pm – 5am
15 Secs	8,900	7,900	8,900	5,650
30 Secs	15,150	13,150	15,150	10,150
45 Secs	19,400	17,650	19,400	12,963
60 Secs	26,400	23,150	26,400	17,900

Time Check	₦40,000
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HYPE (2 Minutes)



Time Slot	Rate (₦)
5am – 12pm	70,000
12pm – 4pm	61,500
4pm - 10pm	70,000
10pm – 5am	53,000

PRE-RECORDED PROGRAM

Duration	Rate (₦)
5 Mins	135,500
10 Mins	271,000
15 Mins	406,500
LIVE APPEARANCE	₦450,000



PROGRAM SPONSORSHIP

Time Slot	15 Mins (₦)	30 Mins (₦)	45 Mins (₦)	60 Mins (₦)	Note
5am – 12pm	280,000	530,000	780,000	1,030,000	Plus 50% for guests
12pm – 4pm	245,000	460,000	675,000	890,000	
4pm – 10pm	280,000	530,000	780,000	1,030,000	
10pm – 5am	190,000	350,000	510,000	670,000	

NEWS



Type	Rate (₦)
News Mention	150,000
News Coverage	240,000
Outdoor Broadcast	2,500,000

ANNOUNCEMENT (per word range)

Word Count	5am – 12pm	12pm – 4pm	4pm – 10pm	10pm – 5am
1 – 50 Words	17,263	14,763	17,263	13,513
51 – 75 Words	27,575	23,825	27,575	22,200
76 – 100 Words	31,325	27,200	31,325	25,325



EXTRA SERVICES

Service	Rate (₦)
Jingle Production (1 Voice)	140,000
Jingle Production (Extra Voice)	40,000
Jingle Script Writing	27,000
Jingle Script Translation	17,000

ADVERTISING POLICY



- All media bookings and broadcast materials must be submitted before the scheduled
airtime.
- Requests for specific fixed time slots are subject to availability.
- Alcoholic beverage advertisements are permitted for airing from 8:00 PM onwards (charges
within the 4:00 PM – 10:00 PM rate bracket will apply).
- The management retains the discretion to modify, suspend, or decline any advertisement.
- All listed rates exclude the mandatory 7.5% Value Added Tax (VAT).

SURCHARGES

FIXED RANGE (ONE HOUR AND ABOVE)	100%
PROGRAM DISPLACEMENT / ADS DISPLACEMENT	100%
ALL POLITICAL CONTENT	100%
NEWS CONTENT	100%
RELIGIOUS CONTENT	100%