

XPI PREMIUM CONTENT OUTLOOK – TELEVISION -- LOCAL

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS	10 MINS	15 MINS	5 MINS	5 MINS	10 MINS
	MAX	MAX	MAX	MAX	MAX	MAX
M Cost	N60,000.00	N60,000.00	N90,000.00	N30,000.00	N30,000.00	N60,000.00

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N30,000.00	N90,000.00

XPI PREMIUM CONTENT OUTLOOK – RADIO -- LOCAL

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE – OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS	10 MINS	15 MINS	5 MINS	5 MINS	10 MINS
	MAX	MAX	MAX	MAX	MAX	MAX
M Cost	N10,000.00	N10,000.00	N15,000.00	N6,000.00	N6,000.00	N10,000.00

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N6,000.00	N15,000.00

XPI PREMIUM CONTENT OUTLOOK – RADIO PLUS TELEVISION -- LOCAL

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS	10 MINS	15 MINS	5 MINS	5 MINS	10 MINS
	MAX	MAX	MAX	MAX	MAX	MAX
Media Cost	N65,000.00	N65,000.00	N100,000.00	N30,000.00	N30,000.00	N65,000.00

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N30,000.00	N100,000.00

PLS. NB:

Outstation services attract additional charges.

Media Cost for Programme Transmission/Broadcast in Lagos irrespective of the segment is @150% UP.

Production Cost for each story is at N20, 000.00.

All rates attract the statutory 5% VAT.

XPI PREMIUM CONTENT OUTLOOK – TELEVISION -- NETWORK

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS MAX	10 MINS MAX	15 MINS MAX	5 MINS MAX	5 MINS MAX	10 MINS MAX
M Cost	N650,000.00	N650,000.00	N970,000.00	N330,000.00	N330,000.00	N650,000

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N330,000.00	N970,000.00

XPI PREMIUM CONTENT OUTLOOK – RADIO -- NETWORK

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE – OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS MAX	10 MINS MAX	15 MINS MAX	5 MINS MAX	5 MINS MAX	10 MINS MAX
M Cost	N70,000.00	N70,000.00	N105,000.00	N40,000.00	N40,000.00	N70,000.00

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N40,000.00	N105,000.00

XPI PREMIUM CONTENT OUTLOOK – RADIO PLUS TELEVISION -- NETWORK

	CORPORATE	PROD/SERV	PERSONALITY	PRE - EVENT	EVENT	SPOT INTERVIEW
Frequency	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF	ONE - OFF
Duration	10 MINS MAX	10 MINS MAX	15 MINS MAX	5 MINS MAX	5 MINS MAX	10 MINS MAX
Media Cost	N715,000.00	N715,000.00	N1,070,000	N365,000.00	N365,000	N715,000

	TRADE FAIR	CRUSADE
Frequency	ONE - OFF	ONE - OFF
Duration	5 MINS MAX	15 MINS
Media Cost	N365,000.00	N1,070,000.00

PLS. NB:

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Production Cost for each story is at N20, 000.00.

All rates attract the statutory 5% VAT.