



Government of Benue State Radio Benue Corporation Advertisement Guidelines

In Accordance with the provisions of the Edict No.14 of 1978 empowering the Radio Benue Corporation to disseminate information aimed at informing, educating, uniting and entertaining the listeners, all individuals or organizations seeking to place radio advertisements in the State can apply through the following process.

Step 1: Application

Visit the office of the General Manager, Radio Benue Corporation, KM 4 Old Otukpo Road, Makurdi, Benue State to select advertisement slots.

Step 2: Choose Advertisement Type and Time Slot

You will be presented with a list of time slots and types of advertisement to choose from, choose your time slots and advertisement type by determining the type of advertisement and time slot that works best for your business.

Step 3: Submission of Recorded Draft Script

Once you have chosen your time slot and advertisement type, you can now put together your script, record it and submit for review.

Please note: advertisers can either record by themselves or contract a professional to do it for them.

Step 4: Script Review, Fees and Payment

Present your recorded script for review and approval. After review and approval by the General Manager, a commercial officer of the Benue State Internal Revenue Services (BIRS) will determine the cost in line with your choice of slot in accordance with the approved rates.

(Applicants can verify approved rate chart from appendix 1 below)

Timeline for the review and placement of adverts: 1 Day

Once your fee is determined, you can proceed to make payment via Government approved POS with the commercial officer of BIRS posted to Radio Benue (See address in step 1) and collect your transaction receipt. **No interaction with any other MDAs.**

Step 4: Radio Broadcast

Your advertisement is now broadcast on the radio for your targeted audience based on your time slot.

For more information, enquiry, or complaint visit Office of the General Manager, Radio Benue Corporation, KM 4 Old Otukpo Road, Makurdi, Benue State, Nigeria between 8:00AM to 4:00PM or call +234 803 590 3075.

Sign: General Manager, Radio Benue Corporation, Benue State | all right reserved 2023

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Appendix 1

GOVERNMENT OF BENUE STATE OF NIGERIA

RADIO BENUE
 KM 4, ALIADE ROAD, MAKURDI
 08054368852
 AM 918/ FM 95.0
 ADVERTISING AGENCIES AND MEDIA SHOPS'
 COMMERCIAL RATE CARD EFFECTIVE SEPTEMBER 2022
 'AAA' TIME: 6:00 am – 12:00 Noon
 4:00 pm – 10:00 pm

DURATION	AM	FM
15"	₦2,955.00	₦3,000.00
30"	₦4,077.00	₦5,300.00
45"	₦5,000.00	₦5,775.00
60"	₦6,000.00	₦7,420.00

LIVE (PHONE-IN PROGRAMME) AIRTIME ONLY:

DURATION	AM	FM
15 Min	₦40,000.00	₦50,000.00
30 Min	₦70,000.00	₦80,000.00
45 Min	₦80,000.00	₦95,000.00
60 Min	₦95,000.00	₦125,000.00

SPONSORED PROGRAMMES (NON-POLITICAL) AIRTIME ONLY:

DURATION	AM	FM
5 Min	₦17,250.00	₦23,825.00
10 Min	₦28,750.00	₦39,325.00
15 Min	₦34,500.00	₦50,250.00
30 Min	₦51,750.00	₦72,325.00
45 Min	₦57,500.00	₦83,250.00
60 Min	₦69,000.00	₦100,000.00

- 60 SECONDS POLITICAL JINGLES/ADVERT @ N13,500.00
- NEWS MENTION @ N45,000 PER BULLETIN
- MID-NEWS INSERTS ATTRACTS 100% SURCHARGE
- FIXED TIME ATTRACTS 50% SURCHARGE

Hypes:
 1 Min @ N7,500.00
 2 Mins @ N12,000.00
 3 Mins @ N15,000.00

VOLUME DISCOUNT @ 20%
AGENCY COMMISSION @ 15%

Join Us On:
www.live.radiobenue.com
 Twitter @ radiobenue
 Radio Garden
 Get it @ Google Play Store

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