

PORT-HARCOURT

	Early Edition 6am - 12noon	Premium Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
50"	11,000.00	18,500.00	14,000.00	15,000.00	9,500.00
45"	9,500.00	15,000.00	12,500.00	13,500.00	8,500.00
30"	8,000.00	12,000.00	9,000.00	11,000.00	7,000.00
15"	6,500.00	10,500.00	7,500.00	9,500.00	5,000.00

AIRTIME For Quaterly bookings only.

	Early Edition 6am - 12noon	Premium Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
30"	66,000.00	100,000.00	113,000.00	360,000.00	64,000.00
30"	61,000.00	94,500.00	70,000.00	230,000.00	56,000.00
15"	55,000.00	85,000.00	65,500.00	195,000.00	25,500.00

BOX OFFICE RATE APPLIES TO SATURDAYS AND SUNDAYS

NEWS 10AM & 4PM

	10 AM & 4PM
30"	23,000.00
15"	19,500.00
30"	15,000.00
15"	13,000.00

D Announcement max 60" 50,000.00

E SPOTLIGHT ON STV

60 Mins	30 Mins	15 Mins	5 Mins
200,000.00	120,000.00	95,000.00	40,000.00

F CHURCH PROGRAMMES

30 Mins
80,000.00

G NEWS OF SPECIAL INTEREST(PACKAGED)

2 Mins(max)
195,000.00

SPECIAL COVERAGE/NEWS BROADCAST

MAXIMUM 2 MINS
300,000.00

I POLITICAL JINGLE/CAMPAIGN

60 Secs	45 Secs	30 Secs	15 Secs
75,000.00	65,000.00	56,000.00	40,000.00

J POLITICAL BROADCAST

60 Mins	30 Mins
265,000.00	180,000.00

K SCROLL MESSAGE

1- 25 Words	25 - 50 Words
5,000.00	10,000.00

OBITUARY ANNOUNCEMENT

50,000.00

ABUJA, AWKA, BAYELSA, BENIN, JOS

	Early Edition 6am - 12noon	Premium Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
60"	6,000.00	9000	8,000.00	9,500.00	5,000.00
45"	5,000.00	7500	7,000.00	7,500.00	4,000.00
30"	4,500.00	6750	6,000.00	6,500.00	3,500.00
15"	3,500.00	5500	5,000.00	5,500.00	2,500.00

AIRTIME For Quaterly bookings only.

	Early Edition 6am - 12noon	Premium Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
60"	47,000.00	75,000.00	56,000.00	75,000.00	46,000.00
30"	31,000.00	68,000.00	33,000.00	40,000.00	34,000.00
15"	28,000.00	52,000.00	25,000.00	28,000.00	26,000.00

NEWS 10AM & 4PM

	10 AM & 4PM
60"	17,000.00
45"	15,500.00
30"	14,000.00
15"	12,500.00

D Announcement max 60" 45,000.00

E SPOTLIGHT ON STV

60 Mins	30 Mins	15 Mins	5 Mins
200,000.00	120,000.00	95,000.00	40,000.00

F CHURCH PROGRAMMES

30 Mins
40,000.00

G NEWS OF SPECIAL INTEREST(PACKAGED)

2 Mins(max)
195,000.00

SPECIAL COVERAGE/NEWS BROADCAST

MAXIMUM 2 MINS
275,000.00

I POLITICAL JINGLE/CAMPAIGN

60 Secs	45 Secs	30 Secs	15 Secs
70,000.00	62,000.00	50,000.00	38,000.00

J POLITICAL BROADCAST

60 Mins	30 Mins
265,000.00	180,000.00

K SCROLL MESSAGE

1- 25 Words	25 - 50 Words
5,000.00	10,000.00

OBITUARY ANNOUNCEMENT

50,000.00

Stt

...its all about entertainment

RATE CARD

MAN OF THE YEAR AWARDS

MAN OF THE YEAR AWARDS

MAN OF THE YEAR AWARDS

MAN OF THE YEAR AWARDS

For enquiries and commercial bookings
 Contact Silverbird Communications
 Plot 133 Ahmadu Bello way, Victoria Island
 marketing@silverbirdgroup.com



its all about entertainment.

Website: www.silverbirdtv.com

www.silverbirdtv.com/live

Twitter: <https://twitter.com/silverbirdtv>

Facebook: www.facebook.com/SilverbirdTelevision

YouTube: <https://www.youtube.com/user/SilverbirdTelevision>

Google Plus: <https://plus.google.com/+Silverbirdtv/posts>

Terms and conditions

*48hrs deadline for program delivery.

Duration for half hour programs/55 mins for one hour programs.

Reserves right to displace programs during live events.

Reserves rights to change broadcast time quarterly.

* Programs must adhere to NBC codes.

* Upfront payment for rates in full.

Maximum 6 minutes of advert per half hour.

Client will be liable for content not delivered.



A	Early Edition 8am-12noon	Show Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
60"	30,000.00	45,000.00	35,000.00	90,000.00	12,000.00
45"	26,000.00	39,000.00	30,000.00	77,000.00	10,500.00
30"	22,500.00	34,000.00	26,000.00	64,000.00	9,500.00
15"	19,500.00	29,500.00	22,000.00	55,000.00	8,000.00

AIRTIME For Quaterly bookings only.

B	Early Edition 8am-12noon	Premium Time 12pm-4pm	Show Time 4pm-6pm	Box Office 11pm-12am	Red Eye 12am-6am
60"	133,000.00	195,000.00	143,000.00	410,000.00	55,000.00
30"	80,000.00	120,000.00	100,000.00	285,000.00	46,000.00
15"	60,000.00	100,000.00	85,000.00	190,000.00	35,500.00

BOX OFFICE RATE APPLIES TO SATURDAYS AND SUNDAYS

NEWS 10AM & 4PM

C	10 AM & 4PM
60"	52,000.00
45"	43,000.00
30"	35,000.00
15"	28,000.00

Announcement max 60" 110,000.00

SPOTLIGHT ON STV

D	60 Mins	30 Mins	15 Mins	5 Mins
E	550,000.00	285,000.00	185,000.00	95,000.00

CHURCH PROGRAMMES

F	30 Mins
G	255,000.00

NEWS OF SPECIAL INTEREST(PACKAGED)

H	2 Mins(max)
I	300,000.00

SPECIAL COVERAGE/NEWS BROADCAST

J	MAXIMUM 2 MINS
K	420,000.00

POLITICAL JINGLE/CAMPAIGN

L	60 Secs	45 Secs	30 Secs	15 Secs
M	115,000.00	95,000.00	80,000.00	70,000.00

POLITICAL BROADCAST

N	60 Mins	30 Mins
O	520,000.00	350,000.00

PRODUCTION:Coverage/editing including 2 personnel

P	WITHIN LAGOS	OUTSIDE LAGOS
Q	500,000.00	900,000.00

SCROLL MESSAGE

R	1- 25 Words	25 - 50 Words
S	25,000.00	50,000.00

O	DREAM NETWORK TV	
P	TV COMMERCIALS(ADVERTS)	
Q	7AM - 9AM	6PM - 11PM
R	89,250.00	115,500.00
S	73,500.00	97,650.00
T	68,250.00	78,750.00
U	52,500.00	63,000.00

AIRTIME RATES

V	60 Mins	30 Mins	15 Mins	5 Mins
W	1,575,000.00	887,250.00	420,000.00	351,750.00

Announcement max 60" 297,150.00

NEWS OF SPECIAL INTEREST(PACKAGED)

X	2 Mins(max)
Y	320,250.00

NETWORK NEWS COVERAGE/BROADCAST

Z	441,000.00
AA	

NETWORK SPOTLIGHT RATE

AB	60 Mins	30 Mins	15 Mins	5 Mins
AC	895,650.00	540,750.00	346,500.00	178,900.00

NETWORK RATE FOR MIDNEWS

AD	7AM	7PM	10PM
AE	115,500.00	183,750.00	520,800.00
AF	96,600.00	168,000.00	441,000.00
AG	68,250.00	126,000.00	372,750.00
AH	63,000.00	110,250.00	315,000.00

LIVE BROADCAST -3,675,000 Per hour

SCROLL MESSAGE

AI	MAX 20 WORDS	104,000
AJ		

E-WEEKLY ON NETWORK SPOTLIGHT(AIRTIME ONLY)

AK	60"	45"	30"	15"	30 Mins	15 Mins	5 Mins	2 Mins
AL	185,250.00	158,925.00	132,600.00	115,050.00	497,000	312,000	175,000	97,500.00
AM					TODAY ON STV			
AN					15 Mins	10 Mins	5 Mins	
AO					295,425.00	246,500	137,865.00	

SPONSORSHIP

5 minutes Business News Segment of 10pm News. Max 2 spots only. N1,354,000.

5 minutes Business News Segment of 7pm News (Max of 2 spots). N477,750.



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