



Blaze


91.5 fm

The station that makes you happy!

Advert Rates

 0802-350-4952 | 0803-601-9387

 Blazefm@live.com

 www.Blaze915fm.com

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We are happy to introduce Blaze FM to you.

Located in Oraifite, Anambra State, Blaze FM is an independent commercial radio station which transmits 19 hours daily [5am to midnight] on 91.5 MHz on the frequency modulated band.

Equipped with a high powered digital transmitter and dipole antennae mounted on a 750-foot mast, the station has the unique advantage of using the first water-cooled transmitter installed for commercial broadcasting in Nigeria. This has given the radio station amazing range and reach; Blaze FM is received clearly in all of the South-East zone. Also, the antennae ensure a near-zero reduction in downtime at the station.

Founded with a vision of providing all-round entertainment, Blaze FM carries out the business of radio broadcasting primarily as a commercial FM station with a dynamic and interactive programming philosophy.

The station targets the interesting admixture of a conservative middle class of public servants and businessmen plus a youthful population of students, upwardly-mobile executives, and traders.

This audience consists of a teeming population of traders in the two large markets at Onitsha and Nnewi, and students at the various institutions of higher education in the zone plus the numerous staff of the various banks, telecommunications companies and other new businesses in the South-East who together wield enormous purchasing power and political influence as opinion leaders.

As an independent media organisation, Blaze FM strives to meet the needs of its mixed audiences through impartial presentation of news, events and programmes tailored to international standards. This commitment to quality and excellence, while ensuring professional independence at all times, informs all the station's other output.

Blaze FM is staffed by a youthful but very vibrant and dynamic team of professionals. The station has the unique distinction of having a seasoned Broadcast administrator and trainer as Chief Executive.

Goodluck Nnaji, Blaze FM's General Manager, is a renowned broadcast journalist with hands-on experience from several radio stations.

Blaze FM's long term goal is to be a leading radio station in Africa. For now, however, the station is consolidating a vibrant 19-hour commercial radio in Nigeria's rapidly growing independent broadcasting industry. There is tremendous scope for expansion and considerable opportunity for viable investment, partnership and cooperation.

Once again, we are delighted to welcome you to Blaze 91.5 FM.

CLASSIFICATION		TIME BELTS
AAA		5am - 11am
AA		11am - 4pm
AAA		4pm - 11pm
A		12am - 5am

A. ADVERT RATES PER MINUTE/SECOND (BELT SPECIFIC)

SECONDS	AAA	AA	A
60	N14,500	N12,500	N11,500
45	N13,500	N11,500	N10,500
30	N12,500	N9,500	N8,500
15	N8,000	N7,000	N6,000

B. ANNOUNCEMENTS RATES PER WORD (BELT SPECIFIC)

WORDS	AAA	AA	A
1 - 50	N9,000	N7,500	N6,500
51 - 75	N10,500	N8,000	N7,000
76 - 100	N12,000	N9,500	N8,500
Above 100	N16,000	N13,000	N12,000

C. BRANDED PROGRAMMES PER TIME SPOT (BELT SPECIFIC)

MINUTES	AAA	AA
60	N120,000	N100,000
45	N100,000	N80,000
30	N80,000	N65,000
15	N60,000	N50,000
5	N50,000	N40,000

D. BRANDED PROGRAMMES PER TIME SPOT (NON-BELT SPECIFIC)

MINUTES	AAA	AA
60	N120,000	N100,000
45	N100,000	N80,000
30	N80,000	N65,000
15	N60,000	N50,000
5	N50,000	N40,000

E. SPECIAL BROADCAST RATES ON SUNDRY ANNOUNCEMENT (NON-BELT SPECIFIC)

MINUTES	DETAILS	RECORDED	LIVE
	OBITUARY	N35,000	
5	CORPORATE SPOTLIGHT	N80,000	
	LET'S GET REAL	N300,000	
	PROMOTIONAL APPEARANCE		N150,000
	POLITICAL JUNGLES	N40,000	
2 - 5	ON AIR HYPE (Presenter's fee)	N45,000 N15,000	
5 Secs	TIME CHECK	N12,500	
	CONGRATULATORY	N15,000	
	EVENTS COVERAGE	N120,000	N180,000
	POLITICAL LIVE COVERAGE	N500,000	
	NEWS ADJACENCY	PLUS 75% OF RATE	
	FIXED TIME	PLUS 100% OF RATE	
	INTRA-NEWS	PLUS 100% OF RATE	

F. WEATHER (BELT SPECIFIC)

MINUTES			
3 (Max)		ONCE	TWICE
	DAILY	N4,500	N14,500
	WEEKLY	N98,000	N154,000
	MONTHLY	N320,000	N490,000
	QUARTERLY	N830,000	N1,650,000

G. STUDIO BOOKING

DETAILS	AMOUNT
JINGLE PROD. INCLUDING VOICE-MATERIAL	N50,000
JINGLE PROD. WITHOUT MATERIAL	N75,000
STUDIO TIME AFTER 5pm	N27,000
VOICE OVER	N30,000
TRANSFERRING OF CD	N20,000(per CD)

H. COMMISSIONS

APCON REGISTERED AGENCIES	15%
OTHERS	10%

Note: All orders attract 7.5% VAT

Adverts Rate done with consideration to NBC code and provisions of other regulatory bodies.