



CCM PRICE LIST FOR ADVERTISERS AND AGENCIES

wef 01 July 2016

Item	Customer Type	Price (N'000)			Comments
		per Week	per Month	per Annum	
CCM Compliance Report per Brand*	Advertisers**				* As per agreed format for media plan/schedule unless report is required as a mere log ** For use by own Agency
: All Radio Stations (National)			230	2760	181 Radio Stations across 31 States nationwide
: All Television Stations (National)			230	2760	85 Television Stations across 31 States nationwide
: All Radio and TV Stations (National)			400	4800	264 Radio and Television States across 31 States nationwide
: per Radio Station			20	240	
: per Television Station			25	300	
: per Satellite Channel			15	180	16 DSTV channels & 8 Startimes channels
: Press			115	1380	45+ Publications
: Billboard			230	2760	
<i>* available on request per Zone/Region for Radio & Television</i>					
<i>*50% Discount on Historical Compliance Logs</i>					
					Advert Logs only
AdCluster Analyses	Advertisers				
: All Radio Stations (National)			300	3600	
: All Television Stations (National)			300	3600	
: All Radio and TV Stations (National)			500	6000	
: per Radio Station			15	180	
: per Television Station			15	180	
Hypes Monitoring Report per Brand	Advertisers				
: All Radio Stations (National)			280	3360	
: All Television Stations (National)			280	3360	
: All Radio and TV Stations (National)			450	5400	
: per Radio Station			20	240	
: per Television Station			25	300	
CCM Competitive Intelligence Report per Category (National)***	Advertisers				
CCM Share of Expenditure (SOE)					
: SOE for all Radio Stations			170	2040	
: SOE for all Television Stations			170	2040	
: SOE for all Radio & Television Stations			280	3360	
: SOE for Billboard			133.33	1600	Delivered Quarterly
: SOE for Press			170	2040	
CCM Share of Voice (SOV)	Advertisers				
: SOV for all Radio Stations			230	2760	
: SOV for all Television Stations			230	2760	
: SOV for all Radio & Television Stations			350	4200	
CCM Share of Expenditure & Share of Voice	Advertisers (for use by own Agency)				
: SOE & SOV for all Radio Stations			350	4200	
: SOE & SOV for all Television Stations			350	4200	
: SOE & SOV for all Radio & Television Stations			500	6000	
CCM Share of Market (SOM)	Media Houses				
: SOM for all Radio Stations (National)			400	4800	
: SOM for all Television Stations (National)			400	4800	

: SOM for all Radio & Television Stations			600	7200	
CCM Share of Segment (SOS)	Advertisers				
: SOS for all Radio Stations (National)			400	4800	
: SOS for all Television Stations (National)			400	4800	
: SOS for all Radio & Television Stations			600	7200	
***50% Discount on Historical Data					
*** available on request per Zone/Region for Radio & Television					
CCM Back-Up Recording of Adverts Flighted (Off-Air Dubs)	Advertisers & Agencies				
: Per Program episode weekly			10		
: Per Station (Random Day Parts)			25		
CCM Program Back-Up Recording (Off-Air Dubs)					
: Audio (Radio & Televisions)			45		
: Video (Satellite)			50		Video storage available for 3 months only
CCM Full Program Monitoring (max. 2hours)					
(Multiple of 5 Stations)					
: Weekly Logs			35		
<i>Program content monitoring available on request</i>					
Cinema Monitoring available on request					
Political Campaign Monitoring on request					