How to Advertise on Billboards, TV and Radio in Nigeria with ADGPT



How to Advertise on Billboards, TV and Radio in Nigeria with ADGPT

A simple guide to finding media, understanding the real cost, preparing a quotation and planning a Nigerian campaign from anywhere in the world.

By Alternative Adverts Editorial Team | Researched and updated September 2026

Short answer: ADGPT is an AI-powered media planning and buying platform for Nigeria. Describe your campaign in ordinary language, review relevant billboard, TV or radio inventory, select what fits your budget, and generate a quotation that can include applicable ARCON fees and printing costs for static billboards and lamp poles.

Buying media in Nigeria can be slow and confusing. Rates vary. Inventory is scattered. Extra costs are not always clear. Overseas advertisers also need someone who understands local locations, stations, regulation and execution.

ADGPT brings the early planning and quotation stages into one guided platform. It helps businesses and agencies discover options faster, compare them more clearly and keep control of what enters the quotation.

The biggest problems advertisers face in Nigeria

1. The real campaign cost is unclear

A billboard rate may exclude printing or installation. A TV or radio rate may change by station, programme, daypart, spot length and frequency. Regulatory charges can also be missed.

How ADGPT helps: It builds a structured quotation from selected media and shows applicable cost components instead of leaving the buyer to combine several spreadsheets.

2. Inventory and rate cards are scattered

Buyers often call several media owners, agencies, stations and suppliers before they can compare options. By the time the information arrives, it may already need reconfirmation.

How ADGPT helps: It lets users search a catalogue by media type and location, then add preferred items to one quote.

3. Choosing the right location or station is difficult

A cheap billboard can waste money if it faces the wrong audience or traffic flow. A popular station may still be a poor fit if its programme, language, daypart or coverage does not match the customer.

How ADGPT helps: The buyer can state the audience, location, channel, budget and fixed requirements. The platform uses those facts to surface more relevant choices.

4. Regulation and extra charges create surprises

Advertising materials that fall within ARCON’s vetting requirements need approval before exposure. Outdoor campaigns can also involve a relevant state or local signage authority. These are different compliance layers.

How ADGPT helps: Its quotation can calculate and include the applicable ARCON fee. Final approval still comes from ARCON, and location-specific permits remain subject to the responsible authority and campaign details.

5. Availability and proof require local follow-up

A listed billboard, programme or airtime product is not automatically available for every campaign date. Buyers also want proof that a board was posted or a spot was aired.

How ADGPT helps: It shortens discovery and quotation. Alternative Adverts can then support availability confirmation, booking, production, deployment and proof of execution.

6. Overseas buyers need trusted local support

A company outside Nigeria may not know which Lagos corridor, Abuja district, TV programme or radio station fits its audience. Coordinating suppliers, naira pricing, printing and approvals remotely adds risk.

How ADGPT helps: The campaign can be planned online, while Alternative Adverts provides local support when human confirmation and execution are required.

What is ADGPT?

ADGPT is a media discovery, planning and quotation platform built for advertising in Nigeria. It uses AI mainly to understand a campaign request written in everyday language. Catalogue records and structured calculations support the inventory and quotation.

You remain in control. ADGPT suggests relevant options, but you decide what to add to the quote.

How does ADGPT work?

1. **Describe the campaign.** State what you are advertising, who you want to reach, your locations, budget, duration and preferred channels. A short brief is enough to start.
2. **Review the brief.** Check what ADGPT understood. Information you did not provide should remain clearly unspecified until needed.
3. **Search the inventory.** Ask for a specific medium and location, or request recommendations. A direct search such as “Show me LED billboards in Victoria Island”

should go straight to relevant options.

4. **Compare the options.** Review the media type, location, description, displayed price and fit with your audience and budget.
5. **Add items to your quote.** Choose only the placements or airtime products you want. Open View & Edit Quote to adjust the selection.
6. **Review the full cost.** Check duration, quantities, media cost, applicable ARCON fee, relevant printing and other displayed charges.
7. **Personalise and download.** Enter the required contact details, generate the quotation, download it and receive a copy by email.
8. **Confirm and execute.** Before payment, confirm date-specific availability, approvals, production requirements and the execution schedule.

What costs can ADGPT include in the quotation?

The quotation is designed to show the selected campaign cost more clearly. Depending on the media chosen, it can include:

- the selected billboard, lamp-pole, TV or radio media cost;
- the campaign duration and quantity;
- the applicable ARCON regulatory fee;
- printing for static billboards, where applicable;
- lamp-pole flex printing and board production, where applicable; and
- applicable taxes and other clearly displayed quotation items.

Important: ADGPT helps budget for applicable regulatory fees; it does not issue ARCON approval. Outdoor permit requirements can also vary by state, structure, size and location.

How much does billboard advertising cost in Nigeria?

There is no single billboard price for Nigeria. Cost depends on the city, exact location, traffic environment, size, format, number of faces, campaign duration and whether the board is static or digital.

Static billboards usually need printed material. Digital LED billboards normally do not need flex printing, but their display package and schedule affect the price. Use ADGPT to compare current catalogue options for the location and format you need.

How much does TV advertising cost in Nigeria?

TV cost varies by station, programme, time of day, spot length, number of insertions and whether the booking includes sponsorship, live content or production. Prime programmes generally cost more than less competitive periods.

ADGPT helps you find and compare listed TV options. Final schedules, availability and station terms should be confirmed before booking.

How much does radio advertising cost in Nigeria?

Radio cost depends on the station, city, programme, daypart, spot duration, language, number of plays and campaign length. One cheap spot is rarely a complete campaign; frequency matters.

ADGPT makes the starting point easier by helping you search listed radio inventory and build selected items into a quotation.

Is ADGPT affordable for small businesses?

ADGPT is designed to help businesses plan around the budget they actually have. You can state a spending limit, compare lower-cost and premium choices, and select only the inventory that makes sense.

Affordability does not mean every billboard, TV station or radio package will fit every budget. It means you can see the options more clearly, avoid unnecessary choices and understand the quotation before committing.

Benefits for businesses

- Start without media-buying knowledge or technical language.
- Find relevant options by location, channel and budget.
- See important quotation components in one place.
- Download a professional quote for approval or record-keeping.
- Move from online planning to local execution support.

Benefits for advertising and media agencies

- Turn a client brief into a shortlist more quickly.
- Search multiple Nigerian locations and media types from one platform.

- Keep professional control over the final recommendation.
- Prepare a client-ready quotation without rebuilding every line manually.
- Use the platform for early planning, then apply agency strategy and negotiation.

Benefits for overseas advertisers

- Explore Nigerian media without being physically present.
- Use ordinary language instead of unfamiliar local media terminology.
- Compare locations, formats and broadcast options more clearly.
- Receive a quotation in a format that is easier to share internally.
- Access local help for confirmation, regulation, printing and execution.

How to get better results from ADGPT

A useful request answers five questions: What are you advertising? Who should see or hear it? Where should it run? How long should it run? What is the budget?

Also state anything that must not change, such as “Lekki only,” “billboards and radio only,” or “do not exceed ₦5 million.”

Example requests

- “Show me LED billboards in Victoria Island.”
- “I want billboard and lamp-pole advertising in Lekki for

one month. My budget is ₦5 million."
- "Recommend TV and radio options for a consumer brand targeting families in Lagos and Abuja."
- "I am outside Nigeria. Help me prepare a billboard, TV and radio quotation for a three-month launch."

Can ADGPT guarantee availability or results?

No platform should promise a specific result without evidence. ADGPT helps with discovery, selection and quotation, but it does not guarantee sales, audience reach or date-specific availability.

Before booking, confirm inventory, schedules, approvals and execution requirements. After launch, request appropriate proof, such as dated posting photographs or broadcaster documentation where applicable.

Start planning your Nigerian campaign

You do not need to spend days searching scattered websites or building a quotation from scratch. Begin with the facts you already know and let ADGPT help you find the next practical step.

Ready to begin? Plan your Nigerian advertising campaign with ADGPT.

Need hands-on planning, buying or execution support? Visit **Alternative Adverts**.

Frequently asked questions

Does the ADGPT quotation include ARCON fees?

It can calculate and include the applicable ARCON fee in the quotation. The exact requirement and fee depend on the campaign and current regulatory process. ADGPT does not issue the approval.

Does ADGPT include billboard and lamp-pole printing costs?

Yes, where applicable. Printing can be included for static billboards and lamp poles. Digital LED billboard placements generally do not require flex printing.

Can I compare billboard, TV and radio options?

Yes. You can search the media types you need and add suitable items to one quotation, subject to current catalogue inventory.

Can I advertise in Nigeria from another country?

Yes. You can begin the planning and quotation process online. Alternative Adverts can support local confirmation, regulation, production and execution.

Can agencies use ADGPT for client campaigns?

Yes. Agencies can use it to speed up inventory discovery and quotation preparation while retaining control of strategy and client recommendations.

Can I download and email my quotation?

Yes. After reviewing and personalising the quote, you can generate and download it. A copy can also be sent to the email address supplied.

Does a catalogue listing mean the media is available?

Not always. Availability can depend on the campaign dates, so it should be confirmed before payment and final booking.

Who operates ADGPT?

ADGPT is operated by Alternative Adverts, a Nigerian leading advertising company providing media planning, buying, and campaign-execution support.

For more information, call or WhatsApp +2348140806869 or 07014039333

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Shenzhen Faya Technology: The Smartphone OEM Partner Helping African Brands Build Their Own Mobile Phones



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Building an African Smartphone Brand No Longer Has to Be Complicated

For many entrepreneurs, distributors and technology companies in Nigeria and across Africa, launching a smartphone brand can appear difficult and expensive.

Where will the phones be manufactured? How will the devices carry the company’s logo? Can the packaging, colours, software

appearance and accessories be customized? How can the finished products be positioned for the intended customers?

Shenzhen Faya Technology Co., Ltd. provides a practical answer to these questions.

Based in Shenzhen, China, Shenzhen Faya Technology is a mobile-phone manufacturer offering smartphone production, private-label customization and OEM services to businesses that want to launch or expand their own technology brands.

Instead of simply importing another company's products and competing as a reseller, businesses can work with Shenzhen Faya Technology to develop phones that reflect their own identity, market positioning and customer requirements.

What Does Shenzhen Faya Technology Do?

Shenzhen Faya Technology Co., Ltd. helps companies create and manufacture mobile phones under their own brand names.

Its services are suitable for:

- Technology entrepreneurs launching new smartphone brands
- Mobile-phone distributors seeking exclusive products
- Retail chains developing private-label devices
- Telecommunications companies requiring branded phones
- Corporate organisations purchasing customized staff devices
- Government and institutional technology projects
- Established phone brands expanding their product portfolios
- Importers serving Nigeria, Africa, the Middle East, Europe, Asia and other markets

Depending on the project requirements and technical

feasibility, customization may cover elements such as:

- Brand logo placement
- Device colours and external appearance
- Branded startup and shutdown screens
- Custom wallpapers and software presentation
- Retail box and packaging design
- User manuals and product inserts
- Chargers, cables and compatible accessories
- RAM and storage configurations
- Battery, camera and display requirements
- Product names, model names and identification
- Market-specific product positioning

This gives clients an opportunity to build a recognizable technology brand rather than sell an anonymous, generic device.

A Smartphone Designed Around Your Customers

Customers in different markets do not always want the same type of phone.

A smartphone intended for students may need to emphasize affordability, battery life and storage. A device created for professionals may focus on a stylish appearance, strong performance and dependable connectivity. A phone for field workers may require durability and extended battery life.

African businesses understand their customers better than a distant, mass-market brand does.

Shenzhen Faya Technology allows clients to begin with their intended customer, preferred price category and required features. The company can then help translate those commercial requirements into a realistic manufacturing project.

The result is not merely another imported phone. It is a

product developed around the brand’s market strategy.

Why OEM Manufacturing Is a Powerful Opportunity for African Businesses

OEM, meaning **Original Equipment Manufacturing**, allows a company to sell products manufactured by a specialist producer under the purchasing company’s own brand.

For African entrepreneurs, OEM manufacturing creates several important opportunities.

1. **Build a Brand You Own**

Resellers spend money promoting brands that belong to other companies. An OEM arrangement allows a business to invest in its own name, packaging, reputation and customer community.

Every phone sold can strengthen the company’s brand equity.

2. **Create Products for a Defined Market**

Rather than accepting whatever product is available in the wholesale market, a brand can discuss the features, appearance and price category it believes will appeal to its customers.

3. **Differentiate From Other Phone Sellers**

Many dealers sell the same models from the same popular brands. A customized product gives a distributor or retailer something distinctive to present to the market.

4. **Develop Better Long-Term Business Value**

A business built around its own branded products may create more lasting value than one that depends entirely on reselling products controlled by other manufacturers.

5. **Expand Beyond Smartphones**

Shenzhen Faya Technology also supports the customization of selected electronic gadgets, enabling qualified partners to develop a broader technology-product portfolio under a consistent brand identity.

From Product Idea to Finished Smartphone

A successful OEM phone project requires more than placing a logo on an existing device.

Shenzhen Faya Technology can work with clients through a structured product-development process.

Step 1: Market and Product Discussion

The client explains the intended country, customer category, price range, preferred specifications, expected quantity, and brand positioning.

Step 2: Product Configuration

Suitable product options are reviewed based on the project’s commercial and technical requirements.

Step 3: Branding and Customization

The client’s logo, colours, product name, packaging and other approved branding elements are incorporated into the product plan.

Step 4: Sample Evaluation

Where applicable, a sample or prototype is reviewed before mass production. This allows the client to assess the appearance, specifications, packaging and overall user experience.

Step 5: Production and Quality Checks

Once the approved specifications and commercial terms are confirmed, production can begin according to the agreed

requirements.

Step 6: Packaging and Export Preparation

The completed devices are prepared for shipment with the approved retail packaging, accessories, and documentation.

Regulatory approval remains an important part of entering any market. In Africa, mobile handsets must meet the applicable regulations of Africa, the Middle East, and other regulatory bodies. Brands and importers should confirm the required approval process for every intended model.

Why Work with a Shenzhen-Based Phone Manufacturer?

Shenzhen is closely associated with the global consumer-electronics supply chain. Working with a manufacturer located within this ecosystem can provide access to component suppliers, product-development resources, packaging services, and electronics expertise.

Shenzhen Faya Technology brings these capabilities together for businesses that need more than a standard wholesale transaction.

The objective is to help clients move from:

“We want to start a phone brand”

“This is our product, carrying our identity and created for our market.”

Built for Africa, the Middle East, and other International Markets

Shenzhen Faya Technology is positioned to support ambitious businesses across Africa, the Middle East, South America, and others that want to participate more actively in the technology industry.

Potential partners may include companies in:

- Nigeria
- Ghana
- Kenya
- South Africa
- Tanzania
- Uganda
- Rwanda
- Côte d’Ivoire
- Senegal
- Cameroon
- Zambia
- Zimbabwe
- The Middle East
- Europe
- North America
- Latin America
- Southeast Asia

Each market has different price expectations, network requirements, certification rules and customer preferences. These factors should be discussed during product planning so that the proposed device is aligned with its intended destination.

More Than Manufacturing: A Partnership for Brand Growth

The right OEM relationship should not begin and end with production.

A serious technology brand needs consistency across its phones, packaging, accessories, product names and customer experience. It may also need additional models as the business grows.

Shenzhen Faya Technology aims to become a long-term

manufacturing and customization partner for companies that want to build sustainable electronic-product brands.

Whether the client is developing an affordable entry-level phone, a stylish smartphone for young consumers, a business-focused device or a collection of branded electronic gadgets, the process begins with understanding the market and creating an appropriate product plan.

Frequently Asked Questions

Is Shenzhen Faya Technology a smartphone manufacturer in China?

Yes. Shenzhen Faya Technology Co., Ltd. is a China-based mobile-phone manufacturer offering phone production, customization, and OEM support for businesses and brands.

Can a Nigerian and other African Countries company manufacture its own phone brand in China?

Yes. African countries' businesses can work with a suitable OEM manufacturer to produce smartphones carrying their own brand name, logo, and approved customization.

Can Shenzhen Faya Technology put my logo on a smartphone?

Logo customization is one of the available private-label requirements that can be discussed. The final customization scope depends on the selected product, quantity, technical requirements and agreed production terms.

Can the phone box and packaging be customized?

Custom retail packaging, product names, manuals and approved branded inserts can form part of an OEM project, subject to the agreed specifications.

Does Shenzhen Faya Technology work only with African

companies?

No. The company’s manufacturing and customization services are suitable for qualified clients in Africa and other international markets.

Can the company customize other electronic gadgets?

Yes. Shenzhen Faya Technology also offers customization support for selected electronic gadgets. Clients should provide the required product category, specifications, quantity, and target market for assessment.

Start Building Your Own Technology Brand

Africa should not remain only a destination for finished technology products. African entrepreneurs and companies can also create, own and grow internationally competitive device brands.

Shenzhen Faya Technology Co., Ltd. provides the manufacturing and customization support required to begin that journey.

To discuss a smartphone OEM, private-label phone, or electronic-gadget customization project, contact:

Shenzhen Faya Technology—helping ambitious businesses transform technology ideas into market-ready products.

Call us on +8619501879940 or email in@********le.com**

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Hotway Smartphones Note 18 GT and Note 13 Max : Affordable Smartphones Competing with top brands in Nigeria and Beyond.



Hotway Smartphones Note 18 GT and Note 13 Max are the top two Hotway Affordable Smartphones competing with top brands in Nigeria and Beyond.

The smartphone market in Africa has expanded rapidly over the past year. Millions of people rely on mobile phones for communication, social media, entertainment, and even business

activities. Brands like Tecno and Infinix have dominated the smartphone market with budgets that seem affordable. I can assure you that newer brands are emerging to offer competitive alternatives.

One such brand is Hotway. They are known for producing affordable smartphones with practical features. Hotway is gradually gaining attention among users who want reliable devices without breaking the bank.

What Are Hotway Phones?

Hotway smartphones are designed in a way to provide important mobile features at affordable prices. The smartphone focuses on manufacturing devices that meet everyday needs such as calling, texting, internet browsing, social media use and video streaming.

The major target audience for Hotway phones is typically budget-conscious buyers, students and first-time smartphone users, individuals who want simple and reliable smartphones, and people looking for value for their money.

Why Hotway Phones Are Known for Affordability.

Affordability is one of the main reasons many people are interested in Hotway phones. Compared to other smartphone brands, Hotway focuses heavily on keeping its devices budget-friendly while still offering nice features.

Hotway Phones: Affordable Smartphones Competing with Tecno and Infinix

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Lower-end Hotway smartphones are priced from ₦120,000 to ₦150,000, while the ones with high feature models are priced from ₦150,000 to ₦180,000 bracket, depending on their specific features.

Key Features of Hotway Smartphones

Extended battery life: One important consideration is how long a phone can last. In order to address this, Hotway provides gadgets with large battery capacities that are designed to last all day.

Large Displays: Hotway smartphones often feature displays around 6 inches or larger, giving users a comfortable viewing experience.

Expandable Storage: Users can increase storage capacity for

photos, videos, apps, and documents because Hotway smartphones support micro SD cards.

A Comparison Of Hotway, Tecno, and Infinix

- **Price Comparison:** Hotway smartphones are positioned in the budget smartphone segment, because its' main goal is to create something more affordable than many competitors, so people don't have to overthink it.

Typical smartphone price ranges in Nigeria include:

Hotway: ₦100,000 – ₦180,000 Tecno: ₦115,000 – ₦800,000

Infinix: ₦120,000 – ₦400,000

- **Performance and Features:** Tecno and Infinix smartphones include more powerful hardware in their mid-range and premium models, while Hotway phones concentrate on offering necessary features for routine activities like messaging, social media browsing, internet browsing, streaming video, and simple gaming.

Who Should Consider Buying a Hotway Phone?

1. **First-Time Smartphone Users:** Hotway devices will definitely attract consumers who are buying their first smartphones because they offer important smartphone features at reasonable costs.
2. **Students:** Hotway phones have a reasonable price. It's literally one of the most affordable smartphones, so students who need smartphones for social media, online learning, and communication will definitely value them.

3. Budget-Conscious Buyers

People who don’t have enough but want a phone that can do basic things like internet browsing, gaming, texting, social media, and phone calls can benefit from the value offered by Hotway devices.

In conclusion

It’s obvious that many people have many options in the smartphone market, but I can tell you for a fact that cost is still one of the most crucial things to think about when someone wants to buy a phone. Hotway is progressively gaining traction in the African smartphone market by providing reasonably priced smartphones with useful features, while Tecno and Infinix continue to be the industry leaders.

Hotway Smartphones **Note 18 GT and Note 13 Max** phones can be a good choice for people who want affordable gadgets and basic smartphone features without draining their bank accounts. However, the wider selection of devices provided by Tecno and Infinix might be preferred by those looking for better performance, sophisticated cameras, or premium features.

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Next Naija Couple Reality TV

Show – Adverts and sponsorship opportunities

Next Naija Couple Reality TV Show – Adverts, sponsorship, and Partnership Opportunities.



They say opportunity comes but once, so here is an opportunity to save about 70% of your TV advertising budget and reach tens of millions in Nigeria and beyond if you advertise on the Next

Naija Couple reality show in 2024.

‘Next Naija Couple’ is not just a reality TV show; it is a celebration of African culture, a journey of self-discovery, and a quest for genuine connections. Over the course of 60 days, 24 individuals embark on this journey of romance, connection, and discovery, all under the watchful eyes of the audience.

Why Partner with Next Naija Couple?

Similar shows have garnered massive viewership, providing sponsors and partners with unparalleled exposure. With an estimated viewership of over 100 million people across TV channels and the Next Naija Couple mobile app, the show is poised to make a significant impact. By aligning your brand with reality TV shows, you can reach a diverse audience of youths aged 18-45 across Nigeria and beyond.

Partnering with Next Naija Couple allows your brand to make a lasting impact. Previous sponsors for similar reality TV shows have reported significant boosts in brand recognition and consumer engagement, translating into enhanced profitability and market influence.

Securing sponsorship or advertising spots early is crucial. Like other popular shows, Next Naija Couple’s opportunities are limited and allocated on a first-come, first-served basis. Early involvement ensures your brand stands out and maximizes its impact on viewers.

Next Naija Couple presents brands with the chance to engage with a vibrant and engaged audience. Whether you want to advertise your products/services or form strategic partnerships, this show offers a cost-effective way to reach your target market.

If your brand wishes to sponsor, partner, or advertise on Next Naija Couple Reality TV Show, call 08140806869 or 07014039333.

Don’t let this chance slip away, position your brand prominently with Next Naija Couple and reap the rewards of nationwide exposure and engagement.

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Outdoor Billboard Advertising in Nigeria



Outdoor billboard advertising in Nigeria is one of the

advertising strategies used by many firms. It consists of billboards, which are big outdoor advertising structures that display adverts to promote a brand or run a campaign. A visually appealing billboard advertisement attracts passers-by's attention. During traffic and go-slows, billboards on important routes keep people interested.

Billboards become tools for capturing the public's attention with a compelling message. Advertisements on busy roads are more likely to influence viewers' thoughts and consumers' judgments about a brand.

Outdoor billboard Advertising exposes your brand and increases awareness about your products and services to a larger audience, allowing you to establish credibility and trust, which are core factors influencing their purchase decision.

Types of Outdoor Billboard Advertising in Nigeria

Billboard advertisements vary depending on your marketing campaign requirements and other factors such as size, content format, and so on. This allows small and large businesses to choose the style of billboard advertisement that best suits their budget. We will explain 5 for the sake of this article;

1. **Digital Billboard**
2. **Portrait Billboard**
3. **Unipole Billboard**
4. **Eyecatcher Billboard**
5. **Bridge Panels**
6. **Gantry Billboard**
7. **Backlit Billboard**
8. **96-sheet Billboard**
9. **Bulletin Boards**
10. **Mobile Billboard**
11. **Wall drape and wall panel**

Digital Billboards



Digital billboards are computer-controlled LED displays that can display ads, text, numbers, characters, symbols and other content. They can also be adjusted remotely or automatically using electricity or digital technology. Every six to eight seconds, advertisements on digital billboards and signage rotate in a slide show style. Digital billboards are sometimes known as LED signs or digital signage. Top-tier advertisers are increasingly using digital billboards because they are visually appealing, always visible and recognizable from a distance. It allows advertisers to launch campaigns almost immediately.

Portrait Billboards

Portrait billboards provide cost-effective coverage for inner city and retail areas with high pedestrian or traffic activity. These portrait sites are normally available in three common sizes: 3m x 4.5m, 4m x 6m, and 6m × 10m. They are commonly referred to as Style Panels. These billboards are ideal for retail since the creative can easily be transferred from magazine advertisements to billboards.

Unipole Billboards

Unipole billboards are large boards erected on very tall poles because of their long-range visibility and utility. It has been shown to provide significant results. A unipole’s distinctive rectangular shape allows advertisers to be innovative in their message content.

Bulletin Billboards

Bulletin billboards are the most common, standing 48 feet wide

and 14 feet tall and capturing both vehicles and pedestrians. It is typically encountered on expressways, highways, and heavily trafficked roadways. They provide tremendous brand awareness in crucial locations.

Bridge panel Billboards

Bridge Panel Billboards are large advertising displays mounted on the sides or above roadways, specifically on bridges. Their size and location offer high visibility to commuters. Bridge panel advertising can be expensive compared to other OOH options due to their prime location and large format.

Difference between Static and LED Billboard Advertising in Nigeria

Static and LED are two display technologies that are most dominant in the competition for viewers' attention. However, how can you pick the best one for your requirements? Let's examine their advantages and disadvantages in more detail:

Static Billboards



Any printed signage that is not meant to be updated or modified frequently is referred to as static signage. This usually refers to billboards, advertising hoardings, directional signage, notice boards, fixed printed signs, banners or posters.

1. **Static billboards are easier and more Economical**: Static displays are the workhorses of the advertising industry. Compared to LED displays, they are typically less expensive to make and maintain. Static displays include signs like traffic lights, billboards and posters.2.

Crisp Image Quality: Static displays are excellent at displaying detailed and high-resolution images. Rigid content means that fine details can be displayed without worrying about flickering or blurring.3. **Robust and Weather proof**: Static displays are frequently constructed to resist inclement weather. For long-term outdoor applications where continuous messaging is crucial, they might be perfect.4. **Restricted Flexibility**: The main problem with static displays is that they are not very flexible. The content is set once it is printed or generated. Because of this, they are inappropriate in scenarios where dynamic information needs to be displayed or changes often.

LED Billboards



LED Billboards, also known as Digital Billboards, are digital displays composed of small light emitting diodes (LEDs). These small diodes come in three colours: red, green, and blue (RGB), and they combine to produce a pixel. LED billboard display images that are changed every few seconds by the computer.

- **Eye catching and dynamic:** LED displays are the superstars of the display industry; they are dynamic and eye-catching. Real-time text, images and colour changes which provides an engaging and dynamic experience. They are therefore ideal for drawing attention in busy places.
- **Versatility Unbound:** The size, resolution, and even shape of LED displays can be altered. They can be used for showcasing artwork and educational presentations, as well as for advertising and live sports results.
- **Remote Control and Scheduling**: Content updates are possible on the go with remote control of LED displays.

This offers amazing versatility when it comes to scheduling content changes or controlling different displays.

- **Increased Cost and Maintenance**: Compared to static displays, LED technology is more expensive because of its complexity. Furthermore, because LED displays incorporate electronic components, they require additional upkeep.

Benefit of Outdoor Billboard Advertising



1. Broad Reach: Unlike other advertising mediums, billboards offer constant visibility, reaching a large audience across multiple demographics. When strategically placed in high-traffic areas, they serve as constant reminders of your business, increasing awareness and visibility among potential customers.

2. Constant Visibility: Unlike other advertising mediums, billboards offer constant visibility. Rain or shine, day or night, your message will be prominently displayed, ensuring uninterrupted exposure to consumers.

3. Targeted Advertising: Companies can tailor billboard campaigns to specific demographics or geographic locations, maximizing the relevance and impact of the advertisement.

4. High influence: Properly designed and strategically positioned billboards may engage people and make a lasting influence. Their larger-than-life appearance stands out, beautifully breaking through the clutter of current advertising. A captivating billboard design combined with strategic placement can trigger emotions, pique curiosity, and

increase brand recall, resulting in more consumer engagement and loyalty.

5. Building Brand recognition: Effective billboard advertising not only promotes a product or service, but also increases brand recognition. Marketers can create consumer trust and credibility by tying the new item to an established brand. Even if customers aren't immediately interested in the new product, increasing brand awareness can lead to future sales and client loyalty.

6. Creating Buzz and Excitement: Strategic advertising can generate buzz and excitement about new products or services. Billboard advertisements can inspire anticipation and excitement from their intended audience by employing inventive narratives, appealing visuals, and compelling topics. This anticipation frequently leads to increased curiosity and interest, leading customers to seek more information or even make a purchase.

Best Practices for Outdoor billboard Advertising in Nigeria

Below are some best practices to consider for a successful billboard advertising campaign in Nigeria:

1. **Target audience:**
   - Identify your ideal customer. Before anything else, identify your target audience. Age, economic level, geography, and interests will all have an impact on where you place your billboard and what message you convey.
2. **Location:**
   - Prioritize high-traffic areas with clear sight from several lanes. Consider important highways, busy

intersections, and regions popular with your target demographic.
- Although Lagos has a vast audience, consider other major Nigerian cities or places related to your target market.

3. **Design for Impact:**

- Use simple, bold images to capture the attention of drivers with little time. Use clear, attention-grabbing graphics and succinct messaging with a strong call to action.
- Include cultural references or pictures that resonate with the Nigerian audience.
- Use color intelligently to stand out from billboard clutter and increase visibility.

4. **Static Vs Digital:**

Consider the pros and cons: Choose between static billboards (fixed message) and digital billboards (variable content). Static billboards are less expensive but provide less flexibility, whereas digital billboards are more expensive but support dynamic content and updates.

5. **Measure and Adjust:**

Monitor your outcome; although gauging the impact of billboards can be difficult, keep an eye on website traffic or mentions of the campaign on social media. You may want to A/B test a few different designs to determine which works best.

Conclusion:

Selecting the ideal outdoor billboard advertising for your company is very crucial. Before choosing the most effective billboard to raise awareness, businesses and brands must carry out their due research.
Customers are searching the market for goods and services that they can clearly see, thus the business must use the most effective billboards to reach their target audience in the

right location.
I have no doubt that the company's sales and profits would rise as a result of the marketing department's sound strategy and well-chosen outdoor billboard advertising. Investing in public relations will attract possible customers.

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The Power of Billboard Advertising in Kenya



The power of billboard advertising in Kenya stands tall, capturing the attention of millions. We'll delve into the dynamic world of billboard advertising in Kenya, exploring its impact on businesses, the evolving trends, and why it remains a potent force in the age of digital marketing.

Outdoor Advertising Billboards in Kenya: A Powerful Reach for Your Brand

Outdoor advertising remains a potent force in the Kenyan market, with billboards occupying a prominent place in the landscape. Whether lining Nairobi's bustling streets or gracing the scenic highways of Mombasa, outdoor billboards offer undeniable appeal for brands seeking to reach and engage their target audience.

Proven Effectiveness of outdoor Advertising Billboard in Kenya:

- **Widespread Reach**: Billboards extend your message to diverse audiences across urban, suburban, and even rural areas, ensuring it's readily accessible across the nation.
- **Frequent Exposure**: Strategic placements guarantee repeated viewing by motorists, pedestrians, and commuters, increasing brand recall and awareness.
- **Impactful Visibility**: Large-format visuals captivate attention and deliver impactful brand messages, leaving a lasting impression on viewers.

Advantages of Billboard Advertising in Kenya

- The Strategic Placement Advantage: One of the key elements that make billboard advertising thrive in Kenya is its strategic placement. From the busy streets of Nairobi to the picturesque landscapes along major highways, billboards strategically position brands in the line of sight of their target audience. This geographic precision ensures that businesses can reach

potential customers where they live, work, and travel, maximizing visibility and recall.

- Connecting with the Mobile-First Generation: Billboard advertising in Kenya complements the digital lifestyle by creating memorable visual experiences that seamlessly integrate with online campaigns. Kenya's population is increasingly tech-savvy, with a significant portion relying on smartphones for information and entertainment. Smart advertisers leverage QR codes and interactive elements on billboards to drive online engagement, creating a bridge between the physical and digital worlds.
- Diverse Content for Diverse Audiences: Billboard Advertising in Kenya serves as a canvas for brands to showcase their understanding of local nuances and values. Kenya's rich cultural tapestry calls for diverse and culturally relevant advertising. Advertisers in Kenya customize content to resonate with the diverse demographics, languages, and traditions, fostering a sense of connection that goes beyond generic messaging.

Billboards Advertising costs in Nairobi, Mombasa etc.

When it comes to billboards advertising costs, Nairobi and Mombasa lead the pack in Kenya, followed by cities like Kisumu, Nakuru, and Eldoret. This is because these urban centers are the country's most experiential marketing hubs, boasting dense populations, dynamic companies across various sectors like banks, tech startups, retail, fashion, media, and manufacturing, and millions of consumers who rely on public transportation daily.

As a result, billboard advertising costs in these Kenyan cities can range from KES 350,000 to KES 650,000 per month for static billboards and from KES 1,000,000 to KES 2,500,000 per

month for digital (LED) billboards.

We are dedicated to making billboard advertising in Kenya as accessible as possible, working with businesses of all sizes, from top industries to SMEs, to design, print, and install indoor and outdoor billboards across the country.

Types of Billboards in Kenya

While there are numerous types of billboards, let’s explore three popular options for the sake of the article

1. Bulletin Billboard (Link to the various categories)
2. Digital Billboard
3. Mobile Billboard

Bulletin Billboards:

These Bulletin billboards are the most widespread, towering at 48 feet wide and 14 feet high, captivating both drivers and pedestrians. Commonly found on:

- Expressways
- Highways
- Roads with heavy traffic, they offer excellent brand visibility at strategic locations.

Expect costs to range from KES 250,000 to KES 700,000 per month, making them a comparatively affordable option. The price depends on location, production expenses, and the specific site you choose.

Digital Billboards:

Dazzling the streets of Nairobi, Mombasa, and other bustling Kenyan cities, digital billboards showcase everything from telecom services to personal care products with dynamic displays. Strategically positioned in high-traffic areas, they captivate audiences and grab attention effortlessly.

The customizable nature and eye-catching visuals come at a premium. Monthly costs typically start at KES 1,000,000 and can easily climb to KES 2,500,000 or even higher based on factors like location, demographics, and the specific billboard features.

Mobile Billboards:

Mobile Billboards are of two types; “flex” (printed) and LED. As the name suggests, they deliver your message directly to your target audience, effortlessly navigating busy streets and major events.

Static (flex) mobile billboards offer cost-effective exposure, ranging from KES 50,000 to KES 100,000 per month. For the vibrant impact of LED mobile billboards, anticipate a range of KES 250,000 to KES 700,000, influenced by state, duration, and the number of vehicles involved.

Advantages of Mobile Billboards (Flex and LED) in Kenya:

- **Reaching Untapped Locations:** Unlike static billboards confined to specific sites, mobile units go where the action is. They can navigate bustling market streets, traverse rural areas, and even reach remote destinations, exposing your brand to audiences inaccessible through traditional billboards.
- **Reduced Competition:** With fewer mobile billboards compared to static options, your message stands out against less saturated media environments. This reduces “visual clutter” and increases the likelihood of capturing attention amidst busy Kenyan streets.
- **Broader Audience Targeting:** Mobile billboards act as roving ambassadors, captivating everyone from pedestrians in Nairobi’s vibrant city center to motorists on Mombasa’s coastal highways. This

flexibility allows you to target diverse audiences across urban, suburban, and even rural locations, broadening your campaign’s reach beyond traditional billboard limitations.

Our Billboard Advertising Services in Kenya

At Alternative Adverts, we offer a unique approach to billboard advertising in Kenya. Through our platform, “website link”, you get access to an extensive network of over 5,000 billboards nationwide, from bustling cities to rural areas.

Unmatched Variety:

Choose from an array of options like:

- Unipoles
- Gantries
- Super 48-sheets
- Backlit
- Wall-mounted boards
- 96-sheets
- Bridge panels
- Bulletin boards
- Eye catchers,
- Wall drips etc.
- LED Billboards

Reaching Every Corner of Kenya:

We have strategic placements across all 47 counties, ensuring your message reaches your target audience, whether in Nairobi’s vibrant streets or Kakamega’s scenic countryside.

Billboard Installation:

Focus on your business while we handle the paperwork: fast-

tracking permits with KEBS and other relevant regulatory bodies. Our expert teams efficiently install billboards nationwide within optimal timeframes.

Billboard Design

We offer no-cost billboard creative design, saving you resources and ensuring high-impact visuals that deliver your message clearly.

We also handle printing with meticulous attention to detail and quality, ensuring your brand shines.

Your Success is Our Priority:

At Alternative Adverts, we're passionate about helping businesses thrive through impactful billboard advertising in Kenya. Our comprehensive solutions, combined with local expertise and a commitment to affordability, make us your perfect partner for success.

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2023 Nigeria Social Media Awards: Celebrating Excellence



Celebrating Excellence: Recap of the Just-Concluded 2023 Nigeria Social Media Awards

The curtains have fallen on the spectacular maiden edition of the Social Media Awards, leaving a trail of excitement and inspiration in its wake. The event, which serves as a tribute to the movers and shakers of social media has highlighted the outstanding achievements and innovations within the social media sphere.

The 2023 Social Media Awards, hosted with fervor and enthusiasm, gathered social media enthusiasts, influencers, content creators and industry leaders under one roof. The event celebrated the outstanding contributions made by individuals, brands, and organizations in harnessing the power of social media to connect, engage, and create a meaningful impact on society.

The highlight of the evening, aside from the award presentations, was the showcase of exceptional talent.

Performers who have risen to fame through their online presence graced the stage, reminding us of the entertainment potential that social media platforms offer.

Inclusivity and diversity were at the forefront of the event, emphasizing that social media is a unifying force that transcends boundaries and connects people from all walks of life.

As we reflect on the just-concluded 2023 Nigeria Social Media Awards, we can’t help but feel inspired by the exceptional talent and creativity showcased. The Social Media Award not only celebrates excellence but also serves as a reminder of the boundless possibilities that social media holds for fostering connections, sparking innovation, and effecting positive change in our society.



The Winners

The 2023 Nigeria Social Media Awards celebrated the following

notable winners across different categories:

1. **Best Audience Engagement Campaign**: Tecno Camon 20 | Steady Night Portrait Master Tecnomobilenigeria
2. **Most Engaging TV Station On Social Media**: Arise News
3. **Best Use of Social Media E-Commerce Company:** Jumia Nigeria
4. **Most Engaging Beauty Brand on Social Media:** Lush Hair Nigeria
5. **Most Engaging Radio Station on Social Media:** Cool FM Nigeria 96.9
6. 6**. Most Engaging TV Presenter on Social Media:** Morayo Afolabi-Brown
7. 7**. Most Responsive FMCG Brand on Social Media:** Indomie
8. **Best Use of Social Media in A Crisis:** Falz The Bahdguy
9. **Viral Slang Maker of the Year:** Shank Comics – Mapa'mi Naaaa'
10. **Social Media Influencer of the Year:** Simply Tacha
11. **Most Engaging On Air-Personality on Social Media:** Daddy Freeze
12. **Most Engaging Journalist on Social Media**: Rufai Oseni
13. 13**. Fashion Influencer of the Year:** Jeremiah Ogbodo
14. **Food Influencer of The Year:** Ify Mogekwu kitchen
15. **Most Responsive Security Agency In Nigeria:** Nigerian Navy
16. **Most Responsive Telecom Company In Nigeria:** Mtn Nigeria
17. 17**. Best Dance Content Creator:** Teee Dollar
18. **Most Engaging Actor:** Stan Nze
19. **Most Engaging Actress**: Bimbo Ademoye
20. 21**. Blogger of the Year:** Yabaleft Online
21. **Best Use of Social Media-Sports And Betting Platform:** Betway
22. **Best Use of Social Media-Banking Sector:** Guaranty Trust Bank
23. **Best Use of Social Media-Fintech**: Palmpay
24. **Most Supportive Real Estate Company On Social Media:** Revolution Plus Property

25. **Best Social Media Influencer Campaign:** Martell × Davido – Be The Standout Swift
26. **Fast Uprising Social Media Content Creator:** Agbaje Oluwatimileyin "Portable Promises to Win The Next Grammy With "Ika Of Africa"
27. 28**. Most Innovative Use of Social Media**: Mr Macaroni
28. **Most Supportive Company on Social Media:** Innoson Vehicles
29. **Best Use of Social Media-NGO:** Nigeria Health Watch
30. **Overall Best Social Media Content Creator:** Odinaka Chukwueze
31. **Best Health Content Creator**: Pharmsavi – Choose Health Always
32. 33**. Viral Song Of The Year**: "Who Is Your Guy?" – Spyro
33. 34**. Best Entertaining Content Creator**: The Audition by Josh2funny "The Strongest Man In The World"
34. **Best Educative Content Creator:** Chrisland Schools | First Aid Specialist Training (Fast)
35. 36**. Best TikTok Content Creator:** Khloes_Gram (Leave Them Alone)
36. **Best Instagram Content Creator:** Taaooma @Taaooma| "E-Suli Has Suffered"
37. **Best Facebook Content Creator:** Mark Angel Comedy| "The Witch Mother-In-Law"
38. 39**. Best Youtube Content Creator:** Chukwuebuka Emmanuel Amuzia | @Brainjotter | "The Trapped Soul"
39. **Best Music Video on Youtube**: Blaqbonez & Perliks: Back In Uni By Blaqbonez & Perliks
40. **Best Twitter Content Creator:** Omotara @_theladymo

6 categories of honorary awards are listed below

42. 42**. Social Media Personality of the Year:** Emoney
43. **Most Loved Social Media Personality of the Year:** Obi Cubana
44. **Most Supportive Social Media influencer:** Don Jazzy
45. **Most followed Comedian on Social Media:** AY Comedian

46. **Most Engaging Governor on Social Media:** Dr Alex Otti of Abia state
47. **Most Engaging Senator:** Senator (Dr.) Prince Ned Nwoko, Delta North Senatorial District

Congratulations to all the winners and participants who continue to shape the narrative of social media. We eagerly await the next edition, brimming with anticipation for the continued evolution of the digital landscape and the exceptional talents it will bring to the forefront.

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Nigeria Social Media Awards 2023: Recognizing Excellence in Digital Engagement



The Social Media Awards Nigeria 2023, an esteemed event that celebrates exceptional individuals and organizations in the field of online engagement, will hold in a few months. As evidence of the power and influence of social media, the Nigeria Social Media Awards serves as a platform to honor outstanding achievements in content creation, influencer marketing, brand promotion, and digital innovation.

Get ready to dive into the world of social media excellence and learn what to expect from this year's event, which will undoubtedly leave a lasting impact on the Nigerian digital landscape.

Highlighting Nigeria Social Media Awards 2023

The Nigeria Social Media Awards 2023, which will be hosted by Alternative Adverts Ltd in conjunction with other brands, is set to captivate social media enthusiasts and industry professionals alike.

Taking place at the prestigious Eko Hotels and Suites, this highly anticipated event promises to bring together digital influencers, brands, marketers, and content creators under one roof.

Explore the impressive lineup of categories of influencers that will be recognized and commended for their efforts, and those who have made a significant impact in the online sphere, binding their position as trailblazers in Nigeria's social media space.

Nominees and Categories for the Social Media Awards 2023

The Social Media Awards 2023 features a diverse range of categories designed to showcase the dynamism and creativity of social media in Nigeria.

From Best Content Creator and Influencer of the Year to Best Social media influencer of the Year and Emerging Social Media Platform, these categories illuminate a spotlight on the contributions of individuals, brands, and organizations that have made a remarkable mark in the Digital World.

The nominees for the Social Media Awards 2023 would be carefully selected by industry experts and social media enthusiasts who have assessed the impact, engagement, and relevance of each candidate's online presence. The shortlisted nominees will represent the top-tier offering inspiration to aspiring social media stars.

Celebrating Social Media Impact and Innovation through the Nigeria Social Media Awards

Beyond individual achievements, the Nigeria Social Media Awards also recognizes the transformative power of social

media in driving positive change and fostering innovation.

Special categories such as Social Good Initiative and Digital Innovation Awards will pay homage to those who have harnessed the potential of social media to create a lasting impact, promote inclusivity, and drive forward-thinking solutions.

Conclusion

As the Nigeria Social Media Awards 2023 approaches, excitement builds for an unforgettable evening, celebrating the brilliance and influence of social media in Nigeria.

This event not only applauds individual achievements but also showcases the remarkable ways in which social media has reshaped communication, business strategies, and society as a whole.

Embrace the Social Media Awards Nigeria 2023 as a reminder that behind every viral post, engaging campaign, and influential online persona, passionate individuals and organizations are propelling the digital revolution in Nigeria.

Stay tuned for updates via www.sma.ng on this prestigious event and witness the power of social media in action.

For sponsorship or inquiry about Nigeria social media awards 2023 call 08140806869 or 07014039333

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TV Advertising Cost in Nigeria



TV Advertising Cost in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA)

Do you want to know the cost of advertising on TV in Nigeria? It's an important question for any business or brand today. After all, Nigerians love TV and spend an average of 3 hours a day watching it – so it has the potential to be very effective as an advertising medium.

For a free consultation about TV Advertising Costs in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA) Call 08140806869 or 07014039333

The cost of advertising on TV in Nigeria can vary greatly depending on the channel you choose. There are many major stations that offer their own rates and packages – such as Arise TV, Channels, AIT, TVC, NTA and more. To make it easier for you to get an understanding of what's involved, here we'll go over the different channels and their respective rates so that you can compare them and make a well-informed decision.

Arise TV Advertising Rates

If you're looking to get your message out on Nigerian television, Arise TV is a great option. Arise TV is one of Nigeria's most popular TV stations, and advertising on its channels can be quite cost-effective.

The rates for an advertisement on Arise TV typically range from ₦10,000 to ₦18,000 for a ten-second slot during primetime programs. Rates can also vary depending on the day of the week and time of day that your ad airs. For example, an ad airing during a weekend program can be up to 20% cheaper than an ad aired during a weekday program.

In addition to the cost of airtime, you'll need to factor in production costs which can range from ₦200,000 to ₦500,000 depending on the type of advertisement you'd like to create. With these rates in mind, it's easy to see why advertising on Arise TV can be an affordable option for businesses looking to make an impact in the Nigerian market.

Channels TV Advertising Rates

Advertising on Channels TV can be quite expensive and varies depending on the length of the commercial (15, 30 or 60-second spots). Generally, a 15-second spot costs around ₦100,000 per day. A 30-second spot will cost around ₦200,000 per day and a 60-second spot costs about ₦400,000 per day. You must also consider production costs of your commercial if you do not already have an ad ready to go.

It's worth noting that these prices are based on buying airtime on one particular station – so if you want to air your advertisement across multiple channels and networks, then you should expect your costs to increase accordingly.

AIT (Africa Independent Television) Advertising

Rates

AIT (Africa Independent Television) is one of the biggest TV stations in Nigeria. If you're looking for something that will reach a large audience, then AIT is a great option. But how much does advertising on AIT cost?

When it comes to TV advertising, there are a few factors that go into the overall cost. The first is the time slot you choose – typically, prime time slots (like those during big events or near holidays) will cost more than regular timeslots. Second, you'll need to consider the length of the commercial – this will affect pricing as well. And lastly, you'll also want to consider any extra costs like production or editing services.

The cost of advertising on AIT can range from ₦400,000 up to ₦2 million depending on your needs. Here are some examples of potential costs for 10-20 second spots:

- **10 seconds = ₦ 400k -₦ 750k**
- **20 seconds = ₦ 550k – ₦ 1 million**

For longer commercial spots (30 seconds or more), prices may range from ₦2 million and beyond depending on how many slots and when they air. So as you can see, there is quite a bit of room for flexibility when it comes to choosing an advertising package with AIT.

TVC Advertising Rates

When you're trying to decide which TV station to advertise on, one of the biggest decisions is cost. After all, you want to get the most bangs for your buck and don't want to spend too much on advertising.

So what should you expect to pay when advertising on TVC? Here's a quick breakdown:

30-second ad spots:

A 30-second advertisement on TVC ranges from ₦80,000-₦400,000. Prices may vary depending on the type and duration of ad spots you want.

Promo Spots:

You can also purchase promo spots from TVC that air from 1-3 times per day over a period of two weeks – these range from ₦200,000 – ₦300,000. All in all, you could expect an advertising campaign with TVC Nigeria to set you back at least half a million naira per month.

NTA Advertising Rates

When it comes to advertising your business in Nigeria, you'll definitely want to consider NTA as an option. After all, the network boasts an impressive reach, with millions of viewers tuning in every day for the latest news.

So what about cost? Here's what you can expect:

1. Gearing up for a single ad campaign can cost anywhere from ₦100,000 to ₦500,000 (or more!)
2. Weekly ad packages start at around ₦280,000 for single spot placement
3. Monthly ad campaigns range from ₦1.4 million to ₦7 million
4. For a full year's worth of ads, plan on investing around ₦18 million
5. Production fees vary based on media type (video vs. audio vs. graphics) and length of your campaign

Additionally, NTA offers discounts on certain packages and can help tailor an inexpensive package that meets your budget and advertising needs. All in all, NTA is an excellent choice when it comes to TV advertising in Nigeria and beyond!

Alternative Advertising Options besides TV: Billboards, Radio, Digital Ads

Another way of getting your message across Nigeria is through billboards. The rates can range from ₦5,000 to ₦500,000, depending on its location and size.

If you're looking for a more cost-effective option, radio advertising can also be a great choice. It costs approximately ₦8,500 to ₦40,000 for a 30-second slot on any radio station in the country.

As for digital advertising, rates start from as low as ₦ 1,000 per month – which makes it a great option if your target audience is tech-savvy. Additionally, you can be more precise with the targeting options available with digital ads like display ads or social media advertising.

Whether you're opting for TV advertising or any of the alternative options mentioned above, all of these involve an upfront payment and could require you to work with numerous vendors. Before committing to any type of advertising campaign in Nigeria, it's important to consider budget restrictions and overall goals in order to make the best decision possible.

TV Advertising Cost in Nigeria

Conclusion

While TV advertising might be a great way to reach a large audience, it's important to remember that it's not the only option. Other forms of alternative advertising, such as digital media, streaming services, and out-of-home advertising can also be used to reach people in Nigeria. Depending on your budget and target audience, you might want to consider these other options as well.

When it comes to TV advertising costs in Nigeria, there are various factors that come into play. Cost fluctuates based on things like the duration of the ad and the time of day it's aired. So, it's important to do your research and find out the exact cost of each station in order to get the best deal and

reach the most people.

For TV Advertising Costs in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA) Call 08140806869 or 07014039333

Visit the link for B[illboards advertising at the Lagos](https://alternativeadverts.com/billboard-advertising-at-the-airport-in-lagos-and-abuja/) airport and other airports in Nigeria

https://alternativeadverts.com/billboard-advertising-at-the-airport-in-lagos-and-abuja/

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Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state etc.



Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc.

Introduction:

Billboards have long been an effective medium for advertising, capturing the attention of passersby and leaving a lasting impression. In Nigeria, the bustling states of Lagos, Abuja, Kano, and Delta offer prime locations for billboard advertising. This article explores the immense potential and advantages of billboard advertising in these states, showcasing how brands can leverage this medium to maximize their reach and engage with a diverse audience.

For free consultation about Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333

Lagos State: Lagos Airport, also known as Murtala Muhammed International Airport, is Nigeria's busiest airport and a key gateway to the African continent. With millions of passengers passing through its terminals annually, advertising at Lagos Airport presents an exceptional opportunity for brands to capture the attention of a diverse and engaged audience. This

article delves into the advantages and strategies for successful billboard advertising campaigns at Lagos Airport, enabling brands to soar to new heights of visibility and impact.

Abuja State: Abuja, the capital city of Nigeria, is a bustling metropolis with a thriving economy and a hub for government, business, and tourism. The Nnamdi Azikiwe International Airport in Abuja serves as a gateway for both domestic and international travelers, presenting an exceptional opportunity for brands to leverage billboard advertising.

Kano State: Kano Airport, also known as Aminu Kano International Airport, serves as a crucial transport hub connecting the northern region of Nigeria to other parts of the country and beyond. With a steady increase in passenger traffic, Kano Airport presents an excellent opportunity for brands to leverage billboard advertising.

Delta State: Delta Airport, also known as Asaba International Airport, a major hub for domestic and international flights, offers a unique opportunity for advertisers to engage with millions of travelers each year. In Nigeria, airports in Lagos, Abuja, Kano, and Delta are bustling hubs for domestic and international travel, making them ideal locations for businesses to showcase their brands. In this article, we will explore the advantages of billboard advertising in these airports, highlighting the unique opportunities and considerations for advertisers.

Advantages of billboard advertising in Airport

1. **Extensive Reach and Footfall**: Lagos, Abuja, Kano, and Delta airports collectively witness millions of passengers annually. These airports serve as major transportation hubs for domestic and international travelers, providing a vast audience for advertisers to engage with. Billboards strategically placed in high-

traffic areas within these airports offer an unparalleled opportunity to capture the attention of a diverse range of individuals, including business travelers, tourists, and locals.

2. **Targeted Audience Segmentation**: Each airport possesses unique characteristics and attracts different types of travelers. Advertisers can leverage this diversity to tailor their messaging and effectively target specific demographics. For example, Lagos Airport attracts a significant number of business travelers, making it an ideal location for corporate brands to showcase their services. Kano Airport, on the other hand, caters to a large number of tourists visiting historical and cultural sites, creating opportunities for travel agencies and hospitality businesses. By analyzing the airport's audience composition, advertisers can craft compelling messages that resonate with their target customers.
3. **Enhanced Brand Visibility and Recall**: Billboard advertising at airports provide a powerful platform to enhance brand visibility and recall. The bustling nature of airports ensures that passengers are often receptive to their surroundings, making them more likely to notice and remember impactful advertisements. By incorporating eye-catching visuals, concise messaging, and memorable branding elements, businesses can create a lasting impression on passengers. The repetitive exposure to these billboards during different stages of their journey also reinforces brand recall, potentially influencing purchasing decisions even after leaving the airport.
4. **Competitive Advantage**: Billboard advertising in Lagos, Abuja, Kano, and Delta airports offers a competitive advantage by positioning brands prominently within high-visibility spaces. This presence enables businesses to outshine their competitors and differentiate themselves in crowded markets. The airports' diverse passenger

profiles provide opportunities for brands of various industries, including tourism, hospitality, fashion, technology, and more, to showcase their unique offerings and gain a competitive edge.

Factors for Advertisers to Consider Billboard Advertising in Airport

While billboard advertising in these airports presents immense opportunities, advertisers should consider the following factors:

- **Compliance and Regulations**: Adhering to the guidelines and regulations set by airport authorities is crucial. Advertisers must understand the permitted dimensions, content restrictions, and placement guidelines for billboards within each airport.
- **Timing and Seasonality**: Considering the peak travel seasons and local events is essential for effective campaign planning. Advertisers should align their messaging with relevant occasions to maximize engagement and capitalize on the influx of travelers during specific periods.
- **Design and Visibility**: Creating visually appealing and attention-grabbing billboard designs is crucial for capturing the audience's attention amidst the airport's bustling environment. High-quality graphics, legible fonts, and compelling imagery are essential to ensure maximum visibility and impact.

Billboard advertising at the airport in Lagos

Billboard advertising at the airport in Lagos, Abuja, Kano, and Delta airports offers businesses a unique opportunity to amplify brand exposure and connect with a diverse and captive

audience. With extensive reach, targeted audience segmentation, enhanced visibility, and competitive advantage, these airports provide fertile ground for advertisers to drive brand awareness, generate leads, and boost sales. By carefully considering compliance, timing, and design, businesses can maximize the impact of their billboard campaigns and establish

For Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333

Follow the link for Lamp poles advertising in Lagos and other states in Nigeria

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