

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



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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.

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