2026 Top outdoor advertising agency in Nigeria – cost of billboards in Lagos, Abuja and other parts of Nigeria

Outdoor advertising agency in Nigeria and the cost of static billboard printing and regulatory fees. Access over 5,000 billboards in Lagos, Abuja, Port Harcourt, and all 36 states and the FCT.

Access to about 1,000 BRT buses, 200 TV Stations, and 500 Radio stations nationwide.

Call us today for Free consultations on 08140806869, 07014039333.

See the cost of outdoor advertising billboards in Nigeria

Indoor and outdoor billboard advertising in Nigeria is a traditional medium of advertising goods and services that is readily available throughout Nigeria; the channel has proven to be a very effective medium of advertising to date.

When running an Indoor and outdoor billboard campaign in Nigeria, we recommend a combination of traditional and non-traditional advertising options like digital marketing.

Choosing Indoor or outdoor billboard advertising is a no-brainer for most brands, and it is most often the first choice for most marketing agencies in Lagos; the reason is that it has been established to help increase the reach and the frequency of the brand's overall campaign for a product or service.

Billboard advertising costs in Lagos, Abuja, Ogun State, etc.

When it comes to Billboard advertising costs, Lagos is the most expensive of them all followed by billboard advertising costs in Abuja and Ogun State.

The reason is that those three cities are the most experiential marketing city in Nigeria due to their population density, dynamic companies (e.g. banks, tech startups, retail, fashion, media, manufacturing, real estate, etc.), and the millions of consumers that take public transportation on a daily basis.

The cost is usually between N350,000 and N650,000 per month for static billboards, while digital (LED) billboards are from N1,000,000 to N2,500,000 per month.

We are committed to ensuring that Billboard advertising costs in Nigeria is as affordable as possible, and we work with businesses of all sizes, from top industries to SMEs, to design, print, and install Indoor and outdoor billboards in Lagos, Abuja, and virtually all states in Nigeria.

Types of billboards

There are several types of billboards, but we will concentrate on just 3 for the sake of the article

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

Bulletin Billboards

The bulletin billboards are the classic boards you see here and there. They’re the traditional billboards you see very often. They’re usually 48 feet wide and 14 feet high, so that consumers driving and walking by can easily read them. And they are typically found on:

- Expressways
- Roads with heavy, dense traffic
- Highways

The average cost of bulletin billboards can range from N250,000 to N700,000 per month, depending on the location and production cost. These kinds of boards are comparatively more affordable than electronic billboard prices (LED).

Digital Billboards

On busy roads in Lagos, Abuja, and the central parts of other cities in Nigeria, you can find digital billboards displaying everything from personal care products to services from telecom providers, banks, etc.

Because they're impossible to look away from, most times they are placed in crowded areas so that the maximum number of people can see them.

They bring a lot of exposure to brands and can easily be customized, which is why they can also be expensive.

The cost to have a digital billboard ad can be anywhere from N1,000,000 to N2,500,000 monthly, but the average tends to be a little over N2,000,000. If you consider other factors such as location and demographics, the price could go even higher.

Mobile Billboard

Mobile billboards are of two types: flex and LED, and they are what the name suggests: an advertisement on wheels.

The Mobile billboards can easily get around, which is why they're perfect for bigger events. They follow the target audience around and can cover lots of ground.

The static (Flex printing) like most billboards, can cost N50,000 to N100,000, while the LED can cost between N250,000 to N700,000 depending on the state, how many vehicles are

involved and for how long.

The advantages of Mobile Billboards (Flex and LED)

- Access places that static billboards can’t
- Low competition from other billboards
- Targets a wider audience i.e. pedestrians, drivers, highways, and suburban streets

Our Billboard Advertising Services in Nigeria

The Billboard Advertising Services in Nigeria we offer is quite different from others because on our platform www.alternativeadverts.com, you will have access to over 5,000 billboards in Nigeria that include but are not limited to the following

1. Unipole Billboards
2. Gantry
3. Super 48sheet
4. 48 sheet
5. Backlit
6. Wall mount Boards
7. 96 sheets
8. Bridge panel
9. Bulletin boards
10. Eye Catcher
11. Waldrip etc.
12. LED Billboards

We have billboards in every location in Nigeria; our goal is to ensure that you reach your target customers/clients wherever they are, both in the city and the villages.

We cover all 36 states in Nigeria, including the FCT (Abuja), Abia State, Adamawa State, Akwa Ibom State, Anambra State, Bauchi State, Bayelsa State, Benue State, Borno, Cross River State, Delta State, Ebonyi State,

Other states include Edo state, Ekiti state, Enugu State, Gombe state, Imo state, Jigawa state, Kaduna state, Kano state, Katsina State, Kebbi state, Kogi state, Kwara state, Lagos state, Nasarawa state, Niger state, Ogun state, Ondo State, Osun state, Oyo state, Plateau state, Rivers state, Sokoto state, Taraba state, Yobe state to Zamfara state.

Billboards Installation

We understand that time is money, and we go the extra mile to take care of everything regarding your advertising need.

So you can focus on what you know how to do best while taking care of all the related auxiliary services like fast-tracking signage permits with LASAA and APCON and other relevant regulatory agencies in Nigeria.

We are experts in the installation of billboards all over Nigeria within the shortest possible time.

Billboard Design

We offer to do your Billboard creatives at no extra cost, in line with our mission to save you costs and ensure that outdoor billboard advertising in Nigeria is simple and affordable.

In designing your billboard creatives, we pay attention to details and ensure that the design is appealing and your message is delivered without any ambiguity

Static Billboards Printing Cost

The cost of billboards above excludes the billboard printing cost and the ARCON vetting fee.

We can handle your billboard printing to ensure it is out in record time and also looks clean and appealing to your audience

The printing cost depends on the size of the particular billboard boards, e. g

A. Unipole Billboards Size: 16.5m/5.5m = ₦399,571.2198
B. Gantry billboard Size: 24.85m X4.85m = ₦553,782.
C. Portrait Size: 11.85m x 8.85m = ₦487,977
D. Bulletin Board Size: 11.96m x 2.96m = ₦171,476
E. Eye-catcher Size: 50 ft x 10 ft = ₦205,000
F. Wall mount billbaord Size: 15m x 4m = ₦270,625

The above samples are based on 550 grams, which is recommended for large-format printing, and the costs are estimated; they could be more or less depending on when you want to start the campaign

To check the cost of printing various board sizes, visit the link below

Billboard Printing Cost Calculator online in Nigeria

Regulatory Fees

Advertising Regulatory Council of Nigeria (ARCON)
The ARCON Vetting Fee varies as below:
A. Regular N38, 000 – duration: two weeks
B. 16 working hours accelerated fee: N260, 000
C. 8 working hours accelerated fee: N400.000
D. 4 working hours accelerated fee: N600.000

N38, 000 is the regular vetting fee, and it takes 10 working days, that is, two weeks, for the approval certificate to be issued; but if you want the approval issued sooner, you can pay the additional accelerated fees above.

VAT

Besides the printing cost for static billboards and the Arcon vetting fee, there is also VAT

VAT is 7.5% of the total cost

You need to factor that into your overall cost

Customers review below

Alternative Adverts Ltd | Digital Marketing Agency and Outdoor advertising agency in Lagos Nigeria
4.4
powered by
review us on



Adudu Isaiah
4 years ago
so far so good its a good ready to learn and they deliver well



Valentine Tv
5 years ago
Good clear advert service



Orji Daniel
5 years ago
the team had a deep understanding of what we wanted to achieve

Chidinma Obi
5 years ago
I worked as an intern at Alternative Advert Nigeria Limited. I must commend them for their good works. I salute them for their tenacity of service. I love the management team, co-workers and the job itself. It was really a wonderful experience working with Alternative Advert Nigeria Limited.Their relationship with their customers and how they deliver great results to their clients is mind-blowing.I would recommend Alternative Advert Nigeria Limited to anyone

who wants great results when they advertise their products online.Thank you Alternative Advert for tutoring me in the right way.



OBATAYO PROMISE
5 years ago
I must admit that it was really an awesome experience working as an intern at Alternative Adverts Ltd for six months. Aside from the fact that I learnt a lot of things, I must commend their level of professionalism when it comes to service rendering. The way they attend to their clients and help them to achieve their marketing and advertising goals. Little wonder why they are regarded as the best advertising agency and digital marketing company in Nigeria. If you want mind-blowing results as regards marketing and advertising of your brands, products or service then choose Alternative Adverts Ltd.

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