



LAGOS STATE GOVERNMENT
LAGOS STATE SIGNAGE AND ADVERTISEMENT AGENCY

Effective Jan.2025

ANNUAL PERMIT FEES FOR THE THIRD PARTY SIGNS CHARGES PER SIDE/PANEL/STREET LAMP POLE

BILLBOARDS					
DESIGNATION	Maximum Advertisement Area in Square meters	Normal Zone N	Restrictive Zone N	High Street N	Local & International Airport N
16 Sheet	6.0	29,120.00	58,240.00	72,800.00	182,000.00
48 Sheet	18.0	109,200.00	254,800.00	364,000.00	910,000.00
96 Sheet	36.0	218,400.00	509,600.00	1,456,000.00	3,640,000.00
		-	-	-	-
Rooftop [Static]	0 - 36.0	728,000.00	1,092,000.00	1,456,000.00	3,640,000.00
	Above 36 - 73	1,019,200.00	1,474,200.00	1,838,200.00	4,022,200.00
	Above 73 - 109	1,310,400.00	1,674,400.00	2,038,400.00	4,222,400.00
	Above 109 - 145	1,601,600.00	1,965,600.00	2,329,600.00	4,513,600.00
	Above 145	1,892,800.00	2,256,800.00	2,620,800.00	4,804,800.00
		-	-	-	-
ROOFTOP (Ultrawave)	0 - 36.0	1,092,000.00	1,638,000.00	2,184,000.00	5,460,000.00
	Above 36 - 73	1,474,200.00	2,020,200.00	2,566,200.00	5,842,200.00
	Above 73 - 109	1,856,400.00	2,402,400.00	2,948,400.00	6,224,400.00
	Above 109 - 145	2,238,600.00	2,784,600.00	3,330,600.00	6,606,600.00
	Above 145	2,620,800.00	3,148,600.00	3,712,800.00	6,988,800.00
		-	-	-	-
UNIPOLE	0-54	1,274,000.00	1,528,800.00	2,038,400.00	5,096,000.00
	55-108	1,820,000.00	2,184,000.00	2,912,000.00	7,280,000.00
		-	-	-	-
ALL FRONT/BACK LIT STRUCTURES	18.0	728,000.00	1,092,000.00	1,456,000.00	3,640,000.00
48 Sheet Ultrawave	18.0	163,800.00	382,200.00	546,000.00	1,365,000.00
WALL PANEL Ultrawave	18.0	1,092,000.00	1,638,000.00	2,184,000.00	5,460,000.00
96 Sheet Ultrawave	36.0	327,600.00	764,400.00	2,184,000.00	5,460,000.00
UNIPOLE Ultrawave	108.0	2,366,000.00	2,839,200.00	3,785,600.00	9,464,000.00
Wall Drape		291/Sqm/Week	410/Sqm/Week	501/Sqm/Week	874/Sqm/Week
Wrap Around		228/Sqm/Week	319/Sqm/Week	410/Sqm/Week	710/Sqm/Week

LED STRUCTURES	Square metres	Normal N	Airport/Business (H) District N	Highways N	Encroachment Zone (N)
	0 - 40	3,380,000.00	4,225,000.00	5,070,000.00	10,140,000.00
	41 - 80	6,337,500.00	8,027,500.00	9,295,000.00	18,590,000.00
	81 - 100	8,872,500.00	11,407,500.00	13,520,000.00	27,040,000.00
	Above 100	13,520,000.00	16,900,000.00	20,280,000.00	40,560,000.00

OVER HEAD GANTRIES/DIRECTIONAL SIGNS			
Maximum Advertisement Area in Square meters	Overhead Gantries/Directional Signs (category A)	Overhead Gantries/Directional Signs (category B)	Overhead Gantries/Directional Signs (category C)
0-30	364,000.00	507,000.00	650,000.00
31-60	988,000.00	1,550,250.00	2,112,500.00
61-90	1,612,000.00	2,593,500.00	3,575,000.00
91-120	2,236,000.00	3,636,750.00	5,037,500.00
Above 120	2,860,000.00	4,680,000.00	6,500,000.00
ULTRAWAVE	546,000.00	1,638,000.00	9,100,000.00
LOCAL & INTERNATIONAL AIRPORT	910,000.00	2,730,000.00	18,200,000.00
LOCAL & INTERNATIONAL AIRPORT (ULTRAWAVE)	1,365,000.00	4,095,000.00	22,750,000.00

G.A: Overhead Gantries/Directional Signs built on Private Sector Initiatives.

G.B: Overhead Gantries/Directional Signs built by the Government.

G.C: Overhead Gantries/Directional Signs which span across the road.

SPECIAL ADVERTISEMENT STRUCTURES					
DESIGNATION		RATE (N)	RATE (N)	ULTRAWAVE	LOCAL & INTERNATIONAL AIRPORT RATE (N)
Iconic Structure (Billboard)		18,200,000.00			
Wall Drape (Temporary)		725/Sqm/Week			
Water Tank (attracts 25% discount in water corporation)		336/Sqm/Week	420/Sqm/Week	504/Sqm/Week	630/Sqm/Week
Tank Farm		91,000.00			
Blimp		5,200,000.00			
Inflatable (Size Sqm)		Per Annum			
up to 45sqm		2,600,000.00			
up to 70sqm		3,328,000.00			
up to 100sqm		4,160,000.00			
Above 100sqm		5,200,000.00			
Water Advertisement		Charges			
Weekly		58,240.00			
Yearly		3,028,480.00			
Bridge Panel (Pedestrain/vehicular)		1,456,000.00	2,184,000.00		3,640,000.00
Advert on Bridge built on private sector Initiative		728,000.00	1,092,000.00		1,820,000.00
Arts Theatre, TBS, National Stadium e.t.c	3rd Party Restrictive Rates apply				

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UNIPOLE (NEON) MAXIMUM SIZE 108sqm		
PER SIDE	ORDINARY	ULTRAWAVE
Rural	455,000	728,000
Normal	728,000	946,400
Restrictive	873,600	1,135,680
High	1,164,800	1,514,240
Local & International Airport	2,912,000	3,785,600

STREET LAMP POLES

STATIC/NON-ILLUMINATED STREET LAMP POLES					
STREET LAMP POLES	Square metres	Normal Zone N	Restrictive Zone N	High Street N	SPECIAL (N)
Permit Fee (Fee to be prorated based on the no. of days for 6 Months and above)		15,000.00/Pole	30,000.00/Pole	30,000.00/Pole	60,000.00/Pole
Administrative Fee (Above 6 Months)		60,000.00/Pole	120,000.00/Pole	150,000.00/Pole	190,000.00/Pole
Administrative Fee (6 Months Only)		30,000.00/Pole	60,000.00/Pole	75,000.00/Pole	80,000.00/Pole
Permit Fee (Less than 6 Months)		6,000/Month/Pole	8,000/Month/Pole	10,000/Month/Pole	12,000/Month/Pole
Administrative Fee (Less than 6 Months)		24,000.00/Pole	32,000.00/Pole	40,000.00/Pole	48,000.00/Pole
Administrative Fee (Business Directional Signs)	Inner Streets - 20,000.00				

STATIC/NON-ILLUMINATED STREET LAMP POLES WITH 50% DISCOUNT FOR UNTAPPED AREAS					
STREET LAMP POLES	Square metres	Normal Zone N	Restrictive Zone N	High Street N	SPECIAL (N)
Permit Fee (Fee to be prorated based on the no. of days for 6 Months and above)		7,500.00/Pole	15,000.00/Pole	15,000.00/Pole	30,000.00/Pole
Administrative Fee (Above 6 Months)		30,000.00/Pole	35,000.00/Pole	60,000.00/Pole	60,000.00/Pole
Administrative Fee (6 Months Only)		15,000.00/Pole	17,500.00/Pole	30,000.00/Pole	30,000.00/Pole
Permit Fee (Less than 6 Months)		3,000/Month/Pole	4,000/Month/Pole	5,000/Month/Pole	6,800/Month/Pole
Administrative Fee (Less than 6 Months)		12,000.00/Pole	13,500.00/Pole	15,000.00/Pole	17,500.00/Pole
Permit Fee (Weekly)		1,500/Month/Pole	2,000/Month/Pole	2,500/Month/Pole	3,400/Month/Pole
Administrative Fee (Weekly)		6,000/Pole	6,750/Pole	7,500/Pole	8,750/Pole
Administrative Fee (Business Directional Signs)	Inner Streets - 20,000.00				

FRONT/BACKLIT STREET LAMP POLES					
STREET LAMP POLES	Square metres	Normal Zone N	Restrictive Zone N	High Street N	SPECIAL (N)
Permit Fee (Fee to be prorated based on the no. of days for 6 Months and above)		30,000.00/Pole	60,000.00/Pole	60,000.00/Pole	120,000.00/Pole
Administrative Fee (Above 6 Months)		120,000.00/Pole	140,000.00/Pole	240,000.00/Pole	240,000.00/Pole
Administrative Fee (6 Months Only)		60,000.00/Pole	70,000.00/Pole	120,000.00/Pole	120,000.00/Pole
Permit Fee (Less than 6 Months)		12,000/Month/Pole	16,000/Month/Pole	20,000/Month/Pole	27,200.00/Month/Pole
Administrative Fee (Less than 6 Months)		48,000.00/Pole	54,000.00/Pole	60,000.00/Pole	70,000.00/Pole

**** Please take note: signs that exceed maximum sizes shall have the excess dimensions prorated and added accordingly

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ANNUAL PERMIT FEES FOR FIRST PARTY SIGNS

WALL/CANOPY/ROOF SIGNS				
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	4,960.00	12,560.00	19,280.00	28,400.00
Up to 3.0	6,544.00	16,784.00	26,192.00	35,960.00
Up to 5.0	7,320.00	18,320.00	28,880.00	42,800.00
Up to 7.0	10,180.00	26,480.00	42,320.00	63,200.00
Up to 10.0	14,440.00	28,880.00	47,120.00	69,200.00
Up to 13.0	21,160.00	42,320.00	69,680.00	102,800.00
Up to 15.0	27,400.00	44,240.00	73,040.00	107,600.00
Up to 25.0	61,000.00	122,000.00	282,000.00	402,000.00
Above 25.0	416/sqm/week	416/sqm/week	585/sqm/week	715/sqm/week

WALL DRAPE			
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N
	416/sqm/week	416/sqm/week	585/sqm/week
			715/sqm/week

PROJECTING SIGNS/SNAPPER FRAME/LOLLIPOP			
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N
Up to 1.0	3,800.00	7,200.00	10,200.00
Up to 5.0	14,040.00	21,200.00	46,080.00

*** Projecting sign applications above 5sqm should be converted to freestanding signs.

WINDOW SIGNS				
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	2,480.00	6,280.00	9,640.00	14,200.00
Up to 3.0	3,272.00	8,392.00	13,096.00	17,980.00
Up to 5.0	3,560.00	9,160.00	14,440.00	21,400.00
Up to 7.0	5,090.00	13,240.00	21,160.00	31,600.00
Up to 10.0	7,220.00	14,440.00	23,560.00	34,600.00
Up to 13.0	10,580.00	21,160.00	34,840.00	51,400.00
Up to 15.0	13,700.00	22,120.00	36,520.00	53,800.00
Up to 25.0	30,500.00	61,000.00	141,000.00	201,000.00
Above 25.0	208/sqm/week	208/sqm/week	293/sqm/week	358/sqm/week

FREESTANDING SIGNS/CUBE SIGNS					
Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	22,840.00	30,080.00	48,800.00	66,800.00	92,000.00
Up to 3.0	27,208.00	35,696.00	58,160.00	79,760.00	110,000.00
Up to 5.0	34,670.00	45,290.00	74,540.00	101,900.00	137,000.00
Up to 7.0	41,404.00	53,948.00	89,048.00	121,880.00	164,000.00
Up to 10.0	52,870.00	68,690.00	114,320.00	155,900.00	182,000.00
Up to 13.0	68,431.00	88,697.00	148,016.00	202,070.00	218,000.00
Up to 15.0	81,080.00	104,690.00	176,330.00	239,600.00	227,000.00
Up to 20.0	122,940.00	158,780.00	267,590.00	363,080.00	272,000.00
Above 20.0 to 36.0	501,000.00	802,000.00	1,202,000.00	1,602,000.00	407,000.00

SKY SIGNS					
Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	22,840.00	30,080.00	48,800.00	66,800.00	92,000.00
Up to 3.0	27,208.00	35,696.00	58,160.00	79,760.00	110,000.00
Up to 5.0	34,670.00	45,290.00	74,540.00	101,900.00	137,000.00
Up to 7.0	41,404.00	53,948.00	89,048.00	121,880.00	164,000.00
Up to 10.0	52,870.00	68,690.00	114,320.00	155,900.00	182,000.00
Up to 13.0	68,431.00	88,697.00	148,016.00	202,070.00	218,000.00
Up to 15.0	81,080.00	104,690.00	176,330.00	239,600.00	227,000.00
Above 15.0 to 20.0 (cumulative per side)	842,000.00	842,000.00	1,262,000.00	1,682,000.00	
Above 20.0 to 36.0 (cumulative per side)	1,136,000.00	1,136,000.00	1,556,000.00	1,976,000.00	

CUMMULATIVE ABOVE 15SQM (SKY SIGNS ONLY): SKY SIGNS DIVIDED INTO SMALLER UNITS AND ARE

CUMMULATIVELY ABOVE 15SQM ON THE SAME SIDE OF A BUILDING

BANKS, BETTING COMPANIES, EATRIES, OIL & GAS AND FIVE MAJOR TELECOMMS

WALL/CANOPY/ROOF SIGNS				
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	5,544.00	14,784.00	24,192.00	36,960.00
Up to 3.0	7,761.60	20,697.60	33,868.80	47,544.00
Up to 5.0	8,558.00	22,848.00	37,632.00	57,120.00
Up to 7.0	12,852.00	34,272.00	56,448.00	85,680.00
Up to 10.0	18,816.00	37,632.00	63,168.00	94,080.00
Up to 13.0	28,224.00	56,448.00	94,752.00	141,120.00
Up to 15.0	36,960.00	59,136.00	99,456.00	147,840.00
Up to 25.0	84,000.00	168,000.00	392,000.00	560,000.00
Above 25.0	448/sqm/week	448/sqm/week	630/sqm/week	770/sqm/week

Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	3,800.00	7,200.00	10,200.00	19,200.00
Up to 5.0	14,040.00	21,200.00	46,080.00	57,600.00

*** Projecting sign applications above 5sqm should be converted to freestanding signs.

Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	2,772.00	7,392.00	12,096.00	18,480.00
Up to 3.0	3,880.80	10,348.80	16,934.40	23,772.00
Up to 5.0	4,284.00	11,424.00	18,816.00	28,560.00
Up to 7.0	6,426.00	17,136.00	28,224.00	42,840.00
Up to 10.0	9,408.00	18,816.00	31,584.00	47,040.00
Up to 13.0	14,112.00	28,224.00	47,376.00	70,560.00
Up to 15.0	18,480.00	29,568.00	49,728.00	73,920.00
Up to 25.0	42,000.00	84,000.00	196,000.00	280,000.00
Above 25.0	224/sqm/week	224/sqm/week	315/sqm/week	385/sqm/week

Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	30,576.00	39,312.00	65,520.00	90,720.00	126,000.00
Up to 3.0	36,691.20	47,174.40	78,624.00	108,864.00	151,200.00
Up to 5.0	47,138.00	60,606.00	101,556.00	139,860.00	189,000.00
Up to 7.0	56,556.60	72,727.20	121,867.20	167,832.00	226,800.00
Up to 10.0	72,618.00	93,366.00	157,248.00	215,460.00	252,000.00
Up to 13.0	94,403.40	121,375.80	204,422.40	280,998.00	302,400.00
Up to 15.0	112,112.00	143,766.00	244,062.00	332,640.00	315,000.00

EXISTING FREESTANDING RATE APPLIES FOR SIZE ABOVE 15SQM

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FREESTANDING SIGNS/CUBE SIGN					
Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	30,576.00	39,312.00	65,520.00	90,720.00	126,000.00
Up to 3.0	36,691.20	47,174.40	78,624.00	108,864.00	151,200.00
Up to 5.0	47,138.00	60,606.00	101,556.00	139,860.00	189,000.00
Up to 7.0	56,565.60	72,727.20	121,867.20	167,832.00	226,800.00
Up to 10.0	72,618.00	93,366.00	157,248.00	215,460.00	252,000.00
Up to 13.0	94,403.40	121,375.80	204,422.40	280,098.00	302,400.00
Up to 15.0	112,112.00	143,766.00	244,062.00	332,640.00	315,000.00

SKY SIGNS					
Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	30,576.00	39,312.00	65,520.00	90,720.00	126,000.00
Up to 3.0	36,691.20	47,174.40	78,624.00	108,864.00	151,200.00
Up to 5.0	47,138.00	60,606.00	101,556.00	139,860.00	189,000.00
Up to 7.0	56,565.60	72,727.20	121,867.20	167,832.00	226,800.00
Up to 10.0	72,618.00	93,366.00	157,248.00	215,460.00	252,000.00
Up to 13.0	94,403.40	121,375.80	204,422.40	280,098.00	302,400.00
Up to 15.0	112,112.00	143,766.00	244,062.00	332,640.00	315,000.00
Above 15.0 to 20.0 (cumulative per side)	842,000.00	842,000.00	1,262,000.00	1,682,000.00	
Above 20.0 to 36.0 (cumulative per side)	1,136,000.00	1,136,000.00	1,556,000.00	1,976,000.00	

CUMMULATIVE ABOVE 155QM (SKY SIGNS ONLY): SKY SIGNS DIVIDED INTO SMALLER UNITS AND ARE

CUMMULATIVELY ABOVE 155QM ON THE SAME SIDE OF A BUILDING

BANI ANNUAL PERMIT FEES FOR FIRST PARTY SIGNS-3D ADVERTS

3D WALL/CANOPY/ROOF SIGNS				
Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	10,900.00	28,400.00	45,200.00	68,000.00
Up to 3.0	14,860.00	38,960.00	62,480.00	86,900.00
Up to 5.0	16,300.00	42,800.00	69,200.00	104,000.00
Up to 7.0	23,950.00	63,200.00	102,800.00	155,000.00
Up to 10.0	34,600.00	69,200.00	114,800.00	170,000.00
Up to 13.0	51,400.00	102,800.00	171,200.00	254,000.00
Up to 15.0	67,000.00	107,600.00	179,600.00	266,000.00
Up to 25.0	151,000.00	302,000.00	702,000.00	1,002,000.00

3D PROJECTING SIGNS/SNAPPER FRAME/LOLLIPOP

Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	5,500.00	8,000.00	16,000.00	50,000.00
Up to 5.0	12,700.00	17,600.00	21,200.00	146,000.00
Up to 10.0	23,140.00	31,520.00	42,800.00	222,000.00
Up to 15.0	31,600.00	42,800.00	69,200.00	344,000.00
Up to 20.0	51,400.00	69,200.00	110,000.00	530,000.00

3D FREESTANDING SIGNS/CUBE SIGN

Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	66,520.00	72,200.00	119,000.00	164,000.00	128,000.00
Up to 3.0	79,624.00	86,240.00	142,400.00	196,400.00	153,200.00
Up to 5.0	102,010.00	110,225.00	183,350.00	251,750.00	191,000.00
Up to 7.0	122,212.00	131,870.00	219,620.00	301,700.00	228,800.00
Up to 10.0	156,610.00	168,725.00	282,800.00	386,750.00	254,000.00
Up to 13.0	203,293.00	218,742.50	367,040.00	502,175.00	304,400.00
Up to 15.0	241,240.00	258,725.00	437,825.00	596,000.00	317,000.00
Up to 20.0	366,820.00	393,950.00	665,975.00	904,700.00	
Up to 25.0	1,501,000.00	2,002,000.00	3,002,000.00	4,002,000.00	

3D SKY SIGNS

Maximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
Up to 1.0	66,520.00	72,200.00	119,000.00	164,000.00	128,000.00
Up to 3.0	79,624.00	86,240.00	142,400.00	196,400.00	153,200.00
Up to 5.0	102,010.00	110,225.00	183,350.00	251,750.00	191,000.00
Up to 7.0	122,212.00	131,870.00	219,620.00	301,700.00	228,800.00
Up to 10.0	156,610.00	168,725.00	282,800.00	386,750.00	254,000.00
Up to 13.0	203,293.00	218,742.50	367,040.00	502,175.00	304,400.00
Up to 15.0	241,240.00	258,725.00	437,825.00	596,000.00	317,000.00
Above 15.0 to 20.0 (cumulative per side)	2,102,000.00	2,102,000.00	3,152,000.00	4,202,000.00	
Above 20.0 to 36.0 (cumulative per side)	2,837,000.00	2,837,000.00	3,887,000.00	4,937,000.00	

CUMMULATIVE ABOVE 155QM (SKY SIGNS ONLY): SKY SIGNS DIVIDED INTO SMALLER UNITS AND ARE

CUMMULATIVELY ABOVE 155QM ON THE SAME SIDE OF A BUILDING

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The Agency shall review from time to time the permit fees and charges contained in this Schedule.

LED SCREENS AT FILLING STATIONS (MAXIMUM OF 3 SCREENS PER FILLING STATION)			
SIZE	Normal	Restrictive	High
0 - 30 inches	27,000.00	52,000.00	102,000.00
31 - 60 inches	42,000.00	77,000.00	152,000.00

NEON SIGNS					
WALL/CANOPY/ROOF SIGNS	Maximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	6,940.00	17,840.00	27,920.00	41,600.00	
Up to 3.0	9,316.00	24,176.00	38,288.00	52,940.00	
Up to 5.0	10,180.00	26,480.00	42,320.00	63,200.00	
Up to 7.0	14,770.00	38,720.00	62,480.00	93,800.00	
Up to 10.0	21,160.00	42,320.00	69,680.00	102,800.00	
Up to 15.0	40,600.00	65,360.00	108,560.00	160,400.00	

Neon signs above 15sqm would be billed as LED structures

LED SIGN /NEON LED- ON PREMISE (FLAT RATE FOR ALL ZONES)

0-5 Sqm	ABOVE 5 -10 Sqm	ABOVE 10 -15 Sqm	ABOVE 15 Sqm
N1,002,000.00	N2,502,000.00	N3,502,000.00	(SIZE/15SQM)*N3,502,000

Note:

1. An application fee of N500, 000 (Five Hundred Thousand Naira) / Per Application and Site Inspection fee of N10, 000 (Ten Thousand Naira) must accompany the filled application.

SPECIAL ADVERTISEMENT RATES

Description/Max Area in Square meters	N
Product Display Advertisement	Attracts additional 50% of the 1st Party listed fees
On-premise 3rd Party signs	Attracts additional 15% of the 1st Party listed fees
Flags	N42,000 per annum
Small shops (Frontal area only)	N22,000 per annum
Bunting	N7,200 per annum
STREET DIRECTIONAL SIGN	
Business directional sign	N62,000/slot/annum
Street lamp poles (max 3 poles per street)	N22,000/pole/annum

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ANNUAL PERMIT FEES FOR TEMPORARY SIGNS

TEMPORARY SIGNS (WEEKDAY RATE)				
	Per Week	Above 4.5sqm	Road Show	3D ADVERT
Wall Drapes / Banners		7,500 N1,250 per sqm/week	N7,500 Daily per side of vehicle	
Parasols		7,500		
Flags		5,000		
Kiosks		7,500		
Gazebos		10,000		
Table & chair		7,500		
Banner on the rig		7,500		
Umbrella advert		7,500		
Feathers		7,500		
T-Shirts			N1,000/Day	
City Walker		N3,500 per Day		N7,500 per Day
Floor Mat/Wall mural	N1,250 per sqm per week			
Mascot		50,000		
Trolley/Push cart		7,500		N10,000 per Day
Roadshows (Bulk Applications)	N5m/annum/N1.5m/quarter			
Roadshows (Bulk Applications + POS)	N10m/annum/N3m per quarter			

TEMPORARY SIGNS (WEEKEND RATE)				
	Per Week	Above 4.5sqm	Road Show	
Wall Drapes / Banners		5,000 N1,250 per sqm/week	N5,000 Daily per side of vehicle	
Parasols		5,000		
Flags		5,000		
Kiosks		7,500		
Gazebos		6,000		
Banner on the rig		5,000		
Feathers		5,000		
T-Shirts			N750/Day	
City Walker		N2,000 per Day		
Floor Mat		N1,050 per sqm per week		
Trolley	5,000			
Roadshows (Bulk Applications)	N5m/annum/N1.5m/quarter			
Roadshows (Bulk Applications + POS)	N10m/annum/N3m per quarter			
Wall Mural	Normal	Restrictive	High	
1 Year	224/sqm/week	315/sqm/week	385/sqm/week	
6 Months	424/sqm/week	515/sqm/week	585/sqm/week	
3 Months	624/sqm/week	715/sqm/week	785/sqm/week	

SPECIAL ADVERTISEMENT (MOBILE)	
DESIGNATION	RATE (N)
Light Box Cab (Commercial Branding)	100,000 per annum
Light Box Plus Doors Cab (Commercial Branding)	150,000 per annum
Promotional Advert Vehicles (PAV) (Commercial Branding) Static	1,250,000 per annum
Promotional Advert Vehicles (PAV) (Commercial Branding) Ultrawave & LED	1,500,000 per annum
Intra-State Luxurious Bus Advertising (LAGBUS/LAMATA/LAWMA) (Commercial Branding)	360,000 per annum
Tricycle (Commercial Branding)	25,000 per annum
Transporters (Mini Buses, Korope, Keke Marwa & Danfo)	5,000 per month

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ANNUAL PERMIT FEES FOR MOBILE ADVERTS AND TEMPORARY SIGNS

MOBILE ADVERTS (VEHICLE BRANDING)

Vehicle category	Full	Wrap around	Partial
Trailer/Truck	49,900	19,900	9,900
Coaster/Civilian/Luxurious	49,900	19,900	9,900
Bus/Pick-up	39,900	12,900	7,900
SUV (Jeep)	39,900	12,900	7,900
Car	19,900	7,900	3,900
Tricycle	19,000	7,000	1,900
Motorcycle	19,000	4,900	1,900
Bicycle	19,000	4,900	1,900
Push cart	19,000	4,900	1,900

TEMPORARY BLANKET

SALES ACTIVATION/ROAD SHOW

BLANKET CATEGORY	CAMPAIGN MATERIAL	Per month	Per quarter	Per half year	Per annum
STANDARD CATEGORY	Branded T-shirts, Banners on rig/vehicle, Feather Signs and City Walkers (STATIC)	1,500,000	3,000,000	5,000,000	9,000,000
INTERMEDIATE CATEGORY	Branded T-shirts, Banners on rig/vehicle, Feather Signs, City Walkers (STATIC), Point of Sale and Push Carts	3,000,000	5,000,000.00	8,000,000.00	12,000,000.00
PREMIUM CATEGORY	Branded T-shirts, Banners on rig/vehicle, Feather Signs, City Walkers (STATIC), Point of Sale, Push Carts and Character Balloons	4,500,000	6,500,000	9,000,000	15,000,000

STATIC SALES ACTIVATION/ROAD SHOW

VEHICLE CATEGORY	Tricycle	Car	Bus	Truck
Per Day		3,000	5,000	7,000
Per Week		16,000	28,000	40,000
Per Month	5,000	62,000	110,000	158,000
Quarterly	15,000	180,000	320,000	464,000
Bi-annual	30,000	353,000	645,000	933,300
Annual	60,000	716,000	1,300,000	1,876,000

3D SALES ACTIVATION/ROAD SHOW

VEHICLE CATEGORY	Tricycle	Car	Bus	Truck
Per Day		10,500	17,500	25,000
Per Week		48,000	84,000	120,000
Per Month	8,500	155,000	275,000	395,000
Quarterly	25,000	360,000	640,000	928,000
Bi-annual	50,000	529,500	967,000	1,399,950
Annual	100,000	895,000	1,625,000	2,931,250

SALES ACTIVATION/ROAD SHOW RATES

CAMPAIGN MATERIALS	Per Day	Per Week	Per Quarter	Per Annum	3D Advert Per Day
Branded t-shirt	1,000				
City Walker/Skater	3,500				7,500
Banner on a vehicle (Bus)	6,000				
Banner on the truck	8,000				
Branded bus for activation	8,000				
Branded truck for activation	10,000				
Banner on a rig (0-6sqm)		7,500			
Feather signs, flag poles, roll up banners (0-6sqm), trolleys, table and chair/display stand, parasols		7,500			
Walldrap (Above 6sqm)		1,250/sqm			
Gazebos		10,000			
Kiosks		15,000			
Inflatable (0-45sqm)		50,000		2,600,000	
Mascot		50,000		2,600,000	
Transporters (mini bus/korope, keke marwa, danfo)			5,000		

WATERBODY ADVERTISEMENT BLANKET RATES

BLANKET CATEGORY	CAMPAIGN MATERIAL	Per month	Per quarter	Per half year	Per annum
STANDARD CATEGORY	Branded T-shirts and Banners on Boats/Ferries	500,000	1,500,000	3,000,000	6,000,000
INTERMEDIATE CATEGORY	Branded T-shirts, Branded Boats, Banners on Boats/Ferries, Feather Signs and Flags	750,000	2,250,000	4,500,000	9,000,000
PREMIUM CATEGORY	Branded T-shirts, Banners on rig/vehicle, Feather Signs, City Walkers (STATIC), Point of Sale, Push Carts and Character Balloons	1,500,000	4,500,000	9,000,000	18,000,000

LAMATA FMLM (KOROPE) ADVERTISEMENT BLANKET RATES

BLANKET CATEGORY	CAMPAIGN MATERIAL	Per month	Per quarter	Per half year	Per annum
STANDARD CATEGORY	Branded LAMATA FMLM Bus	625,000	1,875,000	3,750,000	7,500,000
INTERMEDIATE CATEGORY	Branded LAMATA FMLM with product display/images on 2 sides	875,000	2,625,000	5,250,000	10,000,000
PREMIUM CATEGORY	Branded LAMATA FMLM with product display/images on all sides	1,250,000	3,750,000	7,500,000	15,000,000

LAMATA STANDARD BUS ADVERTISEMENT BLANKET RATES

BLANKET CATEGORY	CAMPAIGN MATERIAL	Per month	Per quarter	Per half year	Per annum
STANDARD CATEGORY	Branded LAMATA standard Bus	850,000	2,550,000	5,100,000	10,000,000
INTERMEDIATE CATEGORY	Branded LAMATA standard Bus with product display on 2 sides	1,350,000	4,050,000	8,100,000	16,000,000
PREMIUM CATEGORY	Branded LAMATA standard Bus with product display on all sides	1,750,000	5,250,000	10,500,000	20,000,000

LAMATA BRT BUS ADVERTISEMENT BLANKET RATES

BLANKET CATEGORY	CAMPAIGN MATERIAL	Per month	Per quarter	Per half year	Per annum
STANDARD CATEGORY	Branded LAMATA standard Bus	1,000,000	3,000,000	6,000,000	12,000,000
INTERMEDIATE CATEGORY	Branded LAMATA standard Bus with product display on 2 sides	1,500,000	4,500,000	9,000,000	16,000,000
PREMIUM CATEGORY	Branded LAMATA standard Bus with product display on all sides	2,000,000	6,000,000	12,000,000	24,000,000

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ANNUAL PERMIT FEES FOR SMALL FORMAT SIGNS					
Small Format		Normal	Restrictive	High	Kwik Tower
Street Furniture					
0 - 5 Sqm		120,000.00	180,000.00	300,000.00	
Above 5 - 10 Sqm		225,000.00	240,000.00	400,000.00	
Mupi Boards	300,000 per annum				
Small Format Iconic (Cube)					
Up to 5sqm	500,000/face/annum				
Up to 10sqm	750,000/face/annum				
Above 10sqm-15sqm	Unipole rate/face, dependent on street classification				

No small format iconic (cube) should exceed 15sqm

Any application above 15sqm should go through third party application

Round About	Normal	Restrictive	High	
	500,000.00		1,000,000.00	1,500,000.00
Building Branding	200,000/face/floor			
Adverts on Kiosks (Kiosk Branding)				
Up to 5sqm	80,000 per annum			
Up to 10sqm	150,000 per annum			
Street directional poles	Normal	Restrictive	High	local/int'l airport
Static	35,000/structure	50,000/structure	65,000/structure	80,000/structure
Backlit static	45,000/structure	60,000/structure	75,000/structure	90,000/structure
LED	55,000/structure	70,000/structure	85,000/structure	100,000/structure
3rd party Kiosks	Normal	Restrictive	High	local/int'l airport
Up to 5sqm	60,000/quarter	80,000/quarter	100,000/quarter	120,000/quarter
SME kiosk	Normal	Restrictive	High	
	5,000/annum	7,500/annum	10,000/annum	
A-Frame boards	Sponsorship	Normal	Restrictive	High
	20,000/board/week	10,000/board/week	25,000/ board/week	50,000/board/week
Wrap Around (for construction sites only)	N5,000,000/face/annum			
Containers	N200,000 per annum			
Containers - Multiple Applications - 50 & above)	10% discount on standard rate			
Traffic Warden Booth	N60,000 per annum			
Traffic Light Branding	N25,000 per annum			
Kiosks (Multiple applications - 100 & above)	10% discount on standard rate			
Entrance Arcade	1,000,000 per annum for up to 27sqm	Above 27sqm shall henceforth be considered a Gantry C and shall go through 3rd party application process		
LED SCREENS AT FILLING STATIONS (3RD PARTY)				
0 - 60 inches	300,000/face			
Above 60inches-1sqm	750,000/face			

BUS SHELTER RATE		
Duration	Non-Rural/Amount N	
1 Year	200,000.00	

DEVELOPMENT BOARDS:	GOVERNMENT CONTRACTORS		OTHERS
	ONLY	N	
Maximum Area in Square Meters			
Up to 5.0	350,000.00	100,000.00	
Up to 10.0	500,000.00	150,000.00	
Up to 15.0	650,000.00	200,000.00	
Up to 20.0	800,000.00	300,000.00	
Up to 25.0	950,000.00	600,000.00	

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**** Please take note: signs that exceed maximum sizes shall have the excess dimensions prorated and added accordingly

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