



LAGOS STATE GOVERNMENT

S STATE SIGNAGE AND ADVERTISEMENT AGENCY

Effective Jan. 2019

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	22,400.00	44,800.00	56,000.00	140,000.00
48 Sheet	18.0	84,000.00	196,000.00	280,000.00	700,000.00
96 Sheet	36.0	168,000.00	392,000.00	1,120,000.00	2,800,000.00
Rooftop (Static)	0 - 36.0	560,000.00	840,000.00	1,120,000.00	2,800,000.00
	Above 36 - 73	784,000.00	1,134,000.00	1,414,000.00	3,094,000.00
	Above 73 - 109	1,008,000.00	1,288,000.00	1,568,000.00	3,248,000.00
	Above 109 - 145	1,232,000.00	1,512,000.00	1,792,000.00	3,472,000.00
	Above 145	1,456,000.00	1,736,000.00	2,016,000.00	3,696,000.00
ROOFTOP (Ultrawave)	0 - 36.0	840,000.00	1,260,000.00	1,680,000.00	4,200,000.00
	Above 36 - 73	1,134,000.00	1,554,000.00	1,974,000.00	4,494,000.00
	Above 73 - 109	1,428,000.00	1,848,000.00	2,268,000.00	4,788,000.00
	Above 109 - 145	1,722,000.00	2,142,000.00	2,562,000.00	5,082,000.00
	Above 145	2,016,000.00	2,422,000.00	2,856,000.00	5,376,000.00
UNIPOLE	108.0	1,400,000.00	1,680,000.00	2,240,000.00	5,600,000.00
ALL FRONT/BACK LIT STRUCTURES	18.0	560,000.00	840,000.00	1,120,000.00	2,800,000.00
48 Sheet Ultrawave	18.0	126,000.00	294,000.00	420,000.00	1,050,000.00
WALL PANEL Ultrawave	18.0	840,000.00	1,260,000.00	1,680,000.00	4,200,000.00
96 Sheet Ultrawave	36.0	252,000.00	588,000.00	1,680,000.00	4,200,000.00
UNIPOLE Ultrawave	108.0	1,820,000.00	2,184,000.00	2,912,000.00	7,280,000.00
Wall Drape		224/Sqm/Week	315/Sqm/Week	385/Sqm/Week	672/Sqm/Week
Wrap Around		175/Sqm/Week	245/Sqm/Week	315/Sqm/Week	546/Sqm/Week

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	70,000.00/Pole	120,000.00/Pole	120,000.00/Pole
Administrative Fee (6 Months Only)		30,000.00/Pole	35,000.00/Pole	60,000.00/Pole	60,000.00/Pole
Permit Fee (Less than 6 Months)		6,000/Month/Pole	8,000/Month/Pole	10,000/Month/Pole	13,600/Month/Pole
Administrative Fee (Less than 6 Months)		24,000.00/Pole	27,000.00/Pole	30,000.00/Pole	35,000.00/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/Month/Pole
Administrative Fee (Less than 6 Months)		48,000.00/Pole	54,000.00/Pole	60,000.00/Pole	70,000.00/Pole

LED 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)		45,000.00/Pole	90,000.00/Pole	90,000.00/Pole	180,000.00/Pole
Administrative Fee (Above 6 Months)		180,000.00/Pole	210,000.00/Pole	360,000.00/Pole	360,000.00/Pole
Administrative Fee (6 Months Only)		90,000.00/Pole	105,000.00/Pole	180,000.00/Pole	180,000.00/Pole
Permit Fee (Less than 6 Months)		18,000/Month/Pole	24,000/Month/Pole	30,000/Month/Pole	40,800/Month/Pole
Administrative Fee (Less than 6 Months)		72,000.00/Pole	81,000.00/Pole	90,000.00/Pole	105,000.00/Pole

LED STRUCTURES	Square metres	Normal N	Airport/Business (H) District N	Highways N	Encroachment Zone (N)
	0 - 40	2,600,000.00	3,250,000.00	3,900,000.00	7,800,000.00
	41 - 80	4,875,000.00	6,175,000.00	7,150,000.00	14,300,000.00
	81 - 100	6,825,000.00	8,775,000.00	10,400,000.00	20,800,000.00
	Above 100	10,400,000.00	13,000,000.00	15,600,000.00	31,200,000.00

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

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UNIPOLE (NEON) MAXIMUM SIZE 108sqm PER SIDE		
	ORDINARY	ULTRAWAVE
Rural	N350,000	N560,000
Normal	N560,000	N728,000
Restrictive	N672,000	N873,600
High	N896,000	N1,164,800
Local & International Airport	N2,240,000	N2,912,000

MILITARY & POLICE FORMATIONS (2014 - 2016)	
	CHARGES PER FACE
Billboard 16/48/98 Sheets	25% of 3rd Party Rates on Normal Routes
Ultrawave	25% of 3rd Party Rates on Normal Routes
Unipoles	25% of 3rd Party Rates on Normal Routes
LED	35% of 3rd Party Rates on Normal Routes
Any other 3rd Party Structure	25% of 3rd Party Rates on Normal Routes

SPECIAL ADVERTISEMENT STRUCTURES					
DESIGNATION		RATE (N)	RATE (N) LED/ULTRAWAVE	LOCAL & INTERNATIONAL AIRPORT RATE (N)	LOCAL & INTERNATIONAL AIRPORT RATE (ULTRAWAVE) (N)
Iconic Structure (Billboard)		14,000,000.00			
Wall Drape (Temporary)		525/Sqm/Week			
Water Tank (attracts 25% discount in water corporation)		336/Sqm/Week	420/Sqm/Week	504/Sqm/Week	630/Sqm/Week
Tank Farm		70,000.00			
Blimp		4,000,000.00			
Inflatable (Size Sqm)		Per Annum			
up to 45sqm		2,048,000.00			
up to 70sqm		2,560,000.00			
up to 100sqm		3,200,000.00			
Above 100sqm		4,000,000.00			
Water Advertisement		Charges			
Weekly		44,800.00			
Yearly		2,329,600.00			
Overhead Gantries/Directional Signs (category A)		280,000.00	420,000.00	700,000.00	1,050,000.00
Overhead Gantries/Directional Signs (category B)		840,000.00	1,260,000.00	2,100,000.00	3,150,000.00
Overhead Gantries/Directional Signs (category C)		5,600,000.00	7,000,000.00	14,000,000.00	17,500,000.00
Bridge Panel (Pedestrian/vehicular)		1,120,000.00	1,680,000.00	2,800,000.00	4,200,000.00
Advert on Bridge built on private sector Initiative		560,000.00	840,000.00	1,400,000.00	
Arts Theatre, TBS, National Stadium e.t.c	3rd Party Restrictive Rates apply				

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.

Small Format					
Composite Directional Sign	20,000 per annum				
Street Furniture		Normal	Restrictive	High	Iconic
0 - 5 Sqm		120,000.00	180,000.00	300,000.00	800,000.00
Above 5 - 10 Sqm		225,000.00	240,000.00	400,000.00	800,000.00
Small Format Iconic (Cube)	800,000 per annum				
Round About		Normal	Restrictive	High	
Small		259,200.00	432,000.00	720,000.00	
Medium		311,040.00	518,400.00	864,000.00	
Large		432,000.00	720,000.00	1,200,000.00	
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/face	50,000/face	65,000/face	80,000/face
Backlit static		45,000/face	60,000/face	75,000/face	90,000/face
LED		55,000/face	70,000/face	85,000/face	100,000/face
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

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) (Commercial Branding)			360,000 per annum
Tricycle (Commercial Branding)			25,000 per annum

LED SCREENS AT FILLING STATIONS (MAXIMUM OF 3 SCREENS PER FILLING STATION)				
SIZE		Normal	Restrictive	High
0 - 30 inches		25,000.00	50,000.00	100,000.00
31 - 60 inches		40,000.00	75,000.00	150,000.00

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

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