



# LAGOS STATE GOVERNMENT

## LAGOS STATE SIGNAGE AND ADVERTISEMENT AGENCY

Effective Jul. 2018

### 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   | 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                    |
| <b>Rooftop (Static)</b>              | <b>0 - 36.0</b>                             | <b>560,000.00</b>   | <b>840,000.00</b>   | <b>1,120,000.00</b> | <b>2,800,000.00</b>             |
|                                      | 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                    |
| <b>ROOFTOP (Ultrawave)</b>           | <b>0 - 36.0</b>                             | <b>840,000.00</b>   | <b>1,260,000.00</b> | <b>1,680,000.00</b> | <b>4,200,000.00</b>             |
|                                      | 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                    |
| <b>UNIPOLE</b>                       | <b>108.0</b>                                | <b>1,400,000.00</b> | <b>1,680,000.00</b> | <b>2,240,000.00</b> | <b>5,600,000.00</b>             |
| <b>ALL FRONT/BACK LIT STRUCTURES</b> | <b>18.0</b>                                 | <b>560,000.00</b>   | <b>840,000.00</b>   | <b>1,120,000.00</b> | <b>2,800,000.00</b>             |
| 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                    |

| STREET LAMP POLES                               | Square metres             | Normal Zone N    | Restrictive Zone N | High Street N     | SPECIAL (N)       |
|---|---------------------------|------------------|--------------------|-------------------|-------------------|
| Permit Fee                                      |                           | 25,000.00        | 50,000.00          | 100,000.00        | 100,000.00        |
| Administrative Fee                              |                           | 50,000.00        | 50,000.00          | 50,000.00         | 80,000.00         |
| Permit Fee (Less than 6 Months)                 |                           | 5,000/Month/Pole | 10,000/Month/Pole  | 15,000/Month/Pole | 18,600/Month/Pole |
| Administrative Fee (0 - 6 Months)               |                           | 25,000.00        | 25,000.00          | 25,000.00         | 30,000.00         |
| Administrative Fee (7 - 12 Months)              |                           | 50,000.00        | 50,000.00          | 50,000.00         | 80,000.00         |
| Administrative Fee (Business Directional Signs) | Inner Streets - 20,000.00 |                  |                    |                   |                   |

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

| 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 |

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

**LASAA**

| DESIGNATION   |                                   | RATE (N)      | RATE (N)<br>LED/ULTRAWAVE | LOCAL &<br>INTERNATIONAL<br>AIRPORT RATE (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  |                           | 504/Sqm/Week                                 |
| Tank Farm   |                                   | 70,000.00     |                           |  |
| Blimp   |                                   | 2,800,000.00  |                           |  |
| Inflatable (Size Sqm)                                   |                                   | Per Annum     |                           |  |
| up to 45sqm   |                                   | 1,433,600.00  |                           |  |
| up to 70sqm   |                                   | 1,792,000.00  |                           |  |
| up to 100sqm  |                                   | 2,240,000.00  |                           |  |
| Above 100sqm  |                                   | 2,800,000.00  |                           |  |
| Water Advertisement                                     |                                   | Charges       |                           |  |
| Weekly  |                                   | 31,360.00     |                           |  |
| Yearly  |                                   | 1,630,720.00  |                           |  |
| Overhead Gantries/Directional Signs (category A)        |                                   | 280,000.00    | 420,000.00                | 700,000.00                                   |
| Overhead Gantries/Directional Signs (category B)        |                                   | 840,000.00    | 1,260,000.00              | 2,100,000.00                                 |
| Overhead Gantries/Directional Signs (category C)        |                                   | 5,600,000.00  | 7,000,000.00              | 14,000,000.00                                |
| Bridge Panel (Pedestrian/vehicular)                     |                                   | 1,120,000.00  | 1,680,000.00              | 2,800,000.00                                 |
| 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 (Maximum 3 floors) |                   |            |             |              |            |
| 1 Side                               | 200,000 per annum |            |             |              |            |
| 2 Sides                              | 300,000 per annum |            |             |              |            |
| 3 sides and above                    | 500,000 per annum |            |             |              |            |
| Adverts on Kiosks (Kiosk Branding)   |                   |            |             |              |            |
| Up to 5sqm                           | 80,000 per annum  |            |             |              |            |
| Up to 10sqm                          | 150,000 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 |

| 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    |

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