

## LAGOS STATE GOVERNMENT

LAGOS STATE SIGNAGE AND ADVERTISEMENT AGENCY

Effective Mar. 2022

BLOOM C		
HOUR .	PERMIT FEES FOR THE THIRD PARTY SIGNS CHARGES PER SIDE/PANEL/STREET LAMP POLE	

		BILLBOARDS			
	Maximum Advertisement Area				
DESIGNATION	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
Roontop (Static)	0 - 36.0 Above 36 - 73			, .,	,,
	Above 36 - 73 Above 73 - 109	784,000.00	1,134,000.00	1,414,000.00	3,094,000.00
		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	0-54	980,000.00	1,176,000.00	1,568,000.00	3,920,000.00
	55-108	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 Ultrawaye	18.0	126.000.00	294.000.00	420.000.00	1,050,000.0
WALL PANEL Ultrawave	18.0	840.000.00	1,260,000.00	1,680,000.00	4,200,000.0
96 Sheet Ultrawaye	36.0	252.000.00	588.000.00	1,680,000.00	4,200,000.0
UNIPOLE Ultrawave	108.0	1.820.000.00	2.184.000.00	2.912.000.00	7.280.000.0
Wall Drape		224/Sgm/Week	, , ,	1. 1	672/Sgm/Week
Wrap Around		175/Sgm/Week			546/Sgm/Week

			Airport/Business (H) District		
LED STRUCTURES	Square metres	Normal N	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

		OVER HEAD GANTRIES/DIRECTIONAL SIGNS			
		Overhead	Overhead		
Maximum Advertisement Area in Square	<b>Overhead Gantries/Directional</b>	Gantries/Directional Signs	Gantries/Directional Signs		
meters	Signs (category A)	(category B)	(category C)		
0-30	280,000.00	390,000.00	500,000.00		
31-60	760,000.00	1,192,500.00	1,625,000.00		
61-90	1,240,000.00	1,995,000.00	2,750,000.00		
91-120	1,720,000.00	2,797,500.00	3,875,000.00		
Above 120	2,200,000.00	3,600,000.00	5,000,000.00		
ULTRAWAVE	420,000.00	1,260,000.00	7,000,000.00		
LOCAL & INTERNATIONAL AIRPORT	700,000.00	2,100,000.00	14,000,000.00		
LOCAL & INTERNATIONAL AIRPORT					
(ULTRAWAVE)	1,050,000.00	3,150,000.00	17,500,000.00		

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				
				LOCAL & INTERNATIONAL	LOCAL & INTERNATIONAL AIRPORT RATE (ULTRAWAVE)
DESIGNATION		RATE (N)	RATE (N) ULTRAWAVE	AIRPORT RATE (N)	(N)
Iconic Structure (Billboard)		14,000,000.00			
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		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			
Bridge Panel (Pedestrain/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	
	3rd Party Restrictive Rates				
Arts Theatre, TBS, National Stadium e.t.c	apply				LASAA
	-	-			www.lasaa.com

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

## 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	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					
	STATIC/NON ULUMAINATED STR			A.C.		

	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		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		

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		

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

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## LAGOS STATE GOVERNMENT LAGOS STATE SIGNAGE AND ADVERTISEMENT AGENCY

p to 15.0 KISTING FREESTANDING RATE APPLIES	FOR SIZE ABOVE 15SQM				LASAA www.lasaa.com
					T 1 0 1 1
	112,112.00	143,766.00	244,062.00	332,640.00	315,000
p to 13.0	94,403.40				302,400
p to 7.0 p to 10.0	56,565.60				226,800
p to 5.0	47,138.00	60,606.00	101,556.00	139,860.00	189,000
p to 1.0 p to 3.0	30,576.00 36,691.20			90,720.00 108,864.00	126,000 151,200
aximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N		Encroachment Fee N
	FREESTANDING OR SKY SIGNS				
p to 20.0	28,224.00	37,632.00	60,480.00	295,680.00	I.
p to 15.0	17,136.00		· · · · · ·	· · · · · ·	
p to 10.0	12,398.40				
p to 5.0	6,552.00			-,	
aximum Area in Square meters p to 1.0	Rural zone N 2,520.00	Normal zone N 3,360.00	Restrictive zone N 7,840.00	High street N 26.880.00	
	PROJECTING SIGNS				
		0/3411/ WCCK	1000 Juli Week		
p to 25.0 pove 25.0	84,000.00 448/sqm/week	168,000.00 448/sqm/week	392,000.00 630/sqm/week	560,000.00 770/sgm/week	
p to 15.0	36,960.00			147,840.00	
p to 13.0	28,224.00			141,120.00	
p to 7.0 p to 10.0	12,852.00 18,816.00				
p to 5.0	8,568.00				
p to 3.0	7,761.60	20,697.60	33,868.80	47,544.00	
p to 1.0	5,544.00				
aximum Area in Square meters	WALL/CANOPY/ROOF SIGNS Rural zone N	Normal zone N	Restrictive zone N	High street N	
	BANKS AND FIVE MAJOR TELECO	ммѕ			
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bove 20.0 to 36.0 (cumulative per side) sy signs above 36sqm would require a	1,134,000.00 registered outdoor advertising p		1,974,000.00	1	
pove 15.0 to 20.0 (cumulative per side)	840,000.00	1,260,000.00		-	
aximum Area in Square metres	Normal Zone N	Restrictive Zone N	High Street N	1	
	SKY SIGNS			1	
JMMULATIVELY ABOVE 15SQM ON TH	E SAME SIDE OF A BUILDING				
JMMULATIVE ABOVE 15SQM (SKY SIG	NS ONLY): SKY SIGNS DIVIDED IN			,,	
prove 20.0 to 36.0	500,000.00				405,000
p to 15.0 p to 20.0	80,080.00				225,000 270,000
p to 13.0	67,431.00				216,000
p to 10.0	51,870.00	66,690.00	112,320.00	153,900.00	180,000
p to 7.0	40,404.00	-,	/	· · · · ·	162,00
p to 3.0 p to 5.0	26,208.00 33,670.00			77,760.00 99,900.00	108,00
p to 1.0	21,840.00	28,080.00	46,800.00	64,800.00	90,00
aximum Area in Square metres	Rural Zone N	Normal Zone N	Restrictive Zone N	High Street N	Encroachment Fee N
	FREESTANDING OR SKY SIGNS				
p to 20.0	20,160.00	26,880.00	43,200.00	211,200.00	l
p to 15.0	12,240.00	16,320.00	26,880.00	136,800.00	
p to 10.0	8,856.00		16,320.00	88,000.00	
	R NEW PROJECTING SIGN APPLIC m To Be Used For Previously Exist				
p to 5.0	4,680.00		7,680.00	57,600.00	I
p to 1.0	1,800.00	2,400.00	5,600.00	19,200.00	
aximum Area in Square meters	Rural zone N	Normal zone N	Restrictive zone N	High street N	
	PROJECTING SIGNS				1
	320/Sqm/week	320/Sqm/week	450/Sqm/week	550/Sqm/week	
	Rural zone N	Normal zone N	Restrictive zone N	High street N	
	WALL DRAPES				1
bove 25.0	320/sqm/week	320/sqm/week	450/sqm/week	550/sqm/week	l
p to 25.0	60,000.00				
p to 15.0	26,400.00				
p to 10.0 p to 13.0	13,440.00 20,160.00			· · · · ·	
p to 7.0	9,180.00			61,200.00	
p to 5.0	6,120.00				
p to 3.0	5,544.00			33,960.00	
	Rural zone N 3,960.00	Normal zone N 10,560.00	Restrictive zone N 17,280.00	High street N 26,400.00	
p to 1.0		Normal concept	Destaistive serve bl	I the base of bl	
ximum Area in Square meters	WALL/CANOPY/ROOF SIGNS				

NEON SIGNS						
	Maximum Area in Square					
WALL/CANOPY/ROOF SIGNS	meters	Rural zone N	Normal zone N	Restrictive zone N	High street N	
	Up to 1.0	5,940.00	15,840.00	25,920.00	39,600.00	
	Up to 3.0	8,316.00	22,176.00	36,288.00	50,940.00	
	Up to 5.0	9,180.00	24,480.00	40,320.00	61,200.00	
	Up to 7.0	13,770.00	36,720.00	60,480.00	91,800.00	
	Up to 10.0	20,160.00	40,320.00	67,680.00	100,800.00	
	Up to 15.0	39,600.00	63,360.00	106,560.00	158,400.00	

Maximun	n Area in Square			
FREESTANDING OR SKY SIGNS meters	Rural zone N	Normal zone N	Restrictive zone N	High street N
Up to 1.0	32,760.00	42,120.00	70,200.00	97,200.00
Up to 3.0	39,312.00	50,544.00	84,240.00	116,640.00
Up to 5.0	50,505.00	64,935.00	108,810.00	149,850.00
Up to 7.0	60,606.00	77,922.00	130,572.00	179,820.00
Up to 10.0	77,805.00	100,035.00	168,480.00	230,850.00
Up to 15.0	120,120.00	154,035.00	261,495.00	356,400.00

Neon signs above 15sqm would be billed as LED structures

LED SIGN – ON PREMISE (FLAT RATE FOR A	LL ZONES)	
0 -5 Sqm	ABOVE 5 -10 Sqm	ABOVE 10 -15 Sqm
N1,000,000.00	N2,500,000.00	N3,500,000.00

Note:

1. 2.

No first party LED sign should be above 15sqm. Any application above 15sqm should go through third party registration.

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. 3.

**C** 

N	
N N	
Attracts additional 50% of the	
1st Party listed fees	
Attracts additional 15% of the	
1st Party listed fees	
Free	
N2,400	
50% (of applicable 1st Party	
rate)	
N40,000 per annum	
N20,000 per annum	
N60,000 per annum	

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

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## ANNUAL PERMIT FEES FOR MOBILE ADVERTS AND TEMPORARY SIGNS

MOBILE ADVERTS	
Designation	RATE (N)
Full Branding	
Trailer/Truck/Coaster/Civillian	49,900.00 per annum
Full Branding Bus/Pickup/SUV	39,900.00 per annum
Full Branding Car	19,900.00 per annum
Full Branding: Motorcycle/Tricycle/Push	
Cart	19,000.00 per annum
Semi Branding Motorcycle/Tricycle/Push	
Cart	1,900.00 per annum
Semi Branding Car	3,900.00 per annum
Semi Branding Bus/Pickup/SUV	7,900.00 per annum
Semi Branding Trucks/Coaster/Civilian	9,900.00 per annum
Semi Branding Trailers	9,900 per annum
COMMERCIAL BRANDING	
Commercial Tricycle Branding	RATE (N)
Per Day	2,000.00
Per Week	10,000.00
Per Month	40,000.00
Quarterly	110,000.00
Bi-Annual	200,000.00
Annual	400,000.00

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/LAWMA) (Commerical	
Branding)	360,000 per annum
Tricycle (Commercial Branding)	25,000 per annum

TEMPORARY SIGNS			
	Per Week	Above 4.5sqm	Road Show
			N5,000 Daily per side of
Wall Drape:	5,000	N1,250 per sqm/week	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		
	N10m/annum/N3m per		
Roadshows (Bulk Applications + POS)	quarter		

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

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	PERMIT FEES FOR SMALL FORM	IAT SIGNS		
mall Format				r
omposite Directional Sign	20,000 per annum	N 1	D	115.1
Street Furniture		Normal	Restrictive	High
0 - 5 Sqm Above 5 - 10 Sqm	-	120,000.00 225,000.00	180,000.00 240,000.00	300,000.00 400,000.00
Small Format Iconic (Cube)		225,000.00	240,000.00	400,000.00
Up to 5sgm	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 exce			4	
Any application above 15sqm should go th				
Round About	Size	Normal	Restrictive	High
Small	10 - 40 Metres	259,200.00	432,000.00	720,000.00
Medium	Above 40 - 120 Metres	311,040.00	518,400.00	864,000.00
Large	Above 120 Metres	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/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	
A Francis beauda	5,000/annum	7,500/annum	10,000/annum	
A-Frame boards	Normal 10,000,000/A-frame board	Restrictive 25,000,000/A-frame board	High 40,000,000/A-frame board	
	10,000,000/A-frame board	25,000,000/A-frame board	40,000,000/A-frame board	
rap Around (for construction sites only)	N500,000/face/annum			
ontainers	N200,000 per annum			
ontainers - Multiple Applications - 50 &				
pove)	10% discount on standard rate			
raffic Warden Booth	N50,000 per annum			
affic Light Branding	N25,000 per annum			
iosks (Multiple applications - 100 & above)				
	10% discount on standard rate			
ntrance Arcade	500,000 per annum			
D SCREENS AT FILLING STATIONS (3RD PART				
0 - 60 inches	300,000/face			
Above 60inches-1sqm	750,000/face	l		
			1	
US SHELTER RATE	New Drevel / Arr	Dunal (Annan 1 di		
uration	Non-Rural/Amount N	Rural/Amount N		
Year	160,000.00	100,000.00		
Months (Bi-Annually)	100,000.00	60,000.00		
Months (Quarterly)	60,000.00	40,000.00		
. Month	20,000.00	15,000.00	l	
	GOVERNMENT			
EVELOPMENT BOARDS:	CONTRACTORS ONLY	OTHERS		
DEVELOPMENT BOARDS: Naximum Area in Square Meters	CONTRACTORS ONLY N	N		
p to 5.0	200,000.00 300,000.00	72,540.00 112,320.00		
Jp to 10.0		,		
Jp to 15.0	400,000.00 500,000.00	174,330.00		
Jp to 20.0 Jp to 25.0	600,000.00	265,590.00 500,000.00		

The Agency shall review from time to time the permit fees and charges contained in this schedule. \*\*\*\* Please take note: signs that exceed maximum sizes shall have the excess dimensions prorated and added accordingly

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