

OGUN STATE SIGNAGE AND ADVERTISING AGENCY

EFFECTIVE 1ST JULY, 2026

ANNUAL FEES FOR THIRD PARTY BILLBOARDS/SIGNS

BILLBOARDS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
STANDARDIZED BILLBOARDS (STATIC)			
16-SHEET	6sqm	45,240.00	67,080.00
48-SHEET	18sqm	135,720.00	201,240.00
96-SHEET	36sqm	271,440.00	402,480.00
ROOFTOP BILLBOARDS (STATIC)			
	0 - 36sqm	542,880.00	804,960.00
	37 - 73sqm	1,100,840.00	1,632,280.00
	74 - 110sqm	1,658,800.00	2,459,600.00
	111 - 146sqm	2,201,680.00	3,264,560.00
	Above 147sqm	290/Sqm/Week	430/Sqm/Week
UNIPOLE BILLBOARDS (STATIC)			
	0 - 64sqm	482,560.00	715,520.00
	65 - 108sqm	814,320.00	1,207,440.00
	Above 108sqm	260/Sqm/Week	360/Sqm/Week
EYE-CATCHER/FREESTANDING BULLETIN/BRIDGE PANEL			
	0 - 64sqm	567,840.00	786,240.00
	65 - 108sqm	865,280.00	1,198,080.00
	Above 108sqm	260/Sqm/Week	360/Sqm/Week
ULTRAWAVE BILLBOARDS			
ULTRAWAVE 48-SHEET	18sqm	135,720.00	201,240.00
ULTRAWAVE 96-SHEET	36sqm	271,440.00	402,480.00
ULTRAWAVE UNIPOLE	108sqm	814,320.00	1,207,440.00
ULTRAWAVE WALL PANEL	18sqm	243,360.00	336,960.00
ULTRAWAVE ROOFTOP	0 - 36sqm	542,880.00	804,960.00
	37 - 73sqm	1,100,840.00	1,632,280.00
	74 - 108sqm	1,628,640.00	2,414,880.00
	109 - 145sqm	2,186,600.00	3,242,200.00
	Above 146sqm	290/Sqm/Week	430/Sqm/Week
WALL DRAPE		290/Sqm/Week	430/Sqm/Week
WRAP AROUND		290/Sqm/Week	430/Sqm/Week

LED STRUCTURES			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
LED STRUCTURES	0 - 40sqm	2,545,920.00	3,172,000.00
LED STRUCTURES	41 - 80sqm	5,096,000.00	6,344,000.00
LED STRUCTURES	81 - 100sqm	6,370,000.00	7,930,000.00
LED STRUCTURES	Above 100sqm	1225/Sqm/Week	1525/Sqm/Week

OVERHEAD GANTRIES/DIRECTIONAL SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	Overhead Gantries /Directional Signs (Category A)	Overhead Gantries /Directional Signs (Category B)
OVERHEAD GANTRIES /DIRECTIONAL SIGNS	0 - 80sqm	1,560,000.00	2,392,000.00
OVERHEAD GANTRIES /DIRECTIONAL SIGNS	81 - 120sqm	2,340,000.00	3,588,000.00
OVERHEAD GANTRIES /DIRECTIONAL SIGNS	121 - 160sqm	3,120,000.00	4,784,000.00
OVERHEAD GANTRIES /DIRECTIONAL SIGNS	161 - 200sqm	3,900,000.00	5,980,000.00
OVERHEAD GANTRIES /DIRECTIONAL SIGNS	Above 200sqm	710/Sqm/Week	1010/Sqm/Week

****Category A: Overhead Gantries/Directional Signs on Government Structures.

****Category B: Overhead Gantries/Directional Signs on Private Structures

SPECIAL ADVERTISEMENT STRUCTURES			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	RATE (N) STATIC	RATE (N) ULTRAWAVE
ICONIC STRUCTURE (BILLBOARDS)		10,500,000.00	
WALL DRAPE (TEMPORARY)		395/sqm/week	
WATER TANK (ATTRACTS 25% DISCOUNT ON WATER CORPORATION TANKS)		255/sqm/week	315/Sqm/Week
TANK FARM		255/sqm/week	
BLIMP		3,000,000.00	
INFLATABLE (SIZES IN SQM/ANNUM)		Per Annum	
	up to 45sqm	656/sqm/week	
	up to 70sqm	527/sqm/week	
	up to 100sqm	461/sqm/week	
	Above 100sqm	443/sqm/week	
WATER ADVERTISEMENT		Charges	
WEEKLY		33,600.00	
YEARLY		1,747,200.00	
BRIDGE PANEL (PEDESTRIAN/VEHICULAR)		840,000.00	1,260,000.00
ADVERT ON BRIDGE BUILT ON PRIVATE SECTOR INITIATIVE		420,000.00	630,000.00

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ANNUAL FEES FOR STREET DIRECTIONALS/LAMPPOSTS/MOBILE ADVERT/COMMERCIAL BRANDING/BTL

STREET DIRECTIONAL SIGN			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
FRONT/BACKLIT STREET LAMP POLES			
ANNUAL RATE PER SLOT	up to 2 sqm	56,250.00	75,000.00

STATIC/NON-ILLUMINATED LAMPPOSTS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
STATIC/NON-ILLUMINATED STREET LAMP POLES			
ADMINISTRATIVE FEE (ABOVE 6 MONTHS)	up to 2.5sqm	500/Month/Pole	1,000/Month/Pole
ADMINISTRATIVE FEE (6 MONTHS ONLY)	up to 2.5sqm	750/Month/Pole	1,250/Month/Pole
ADMINISTRATIVE FEE (LESS THAN 6 MONTHS)	up to 2.5sqm	1,000/Month/Pole	1,500/Month/Pole
ADVERTISEMENT PERMIT FEE	up to 2.5sqm	12,500/Month/Pole	25,000/Month/Pole

FRONT/BACKLIT LAMPPOSTS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
FRONT/BACKLIT STREET LAMP POLES			
ADMINISTRATIVE FEE (ABOVE 6 MONTHS)	up to 2.5sqm	1,000/Month/Pole	2,000/Month/Pole
ADMINISTRATIVE FEE (6 MONTHS ONLY)	up to 2.5sqm	1,250/Month/Pole	2,500/Month/Pole
ADMINISTRATIVE FEE (LESS THAN 6 MONTHS)	up to 2.5sqm	1,500/Month/Pole	3,000/Month/Pole
ADVERTISEMENT PERMIT FEE	up to 2.5sqm	20,000/Month/Pole	40,000/Month/Pole

LED STREET LAMPPOSTS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
LED STREET LAMP POLES			
ADMINISTRATIVE FEE (ABOVE 6 MONTHS)	up to 2.5sqm	1,500/Month/Pole	3,000/Month/Pole
ADMINISTRATIVE FEE (6 MONTHS ONLY)	up to 2.5sqm	1,875/Month/Pole	3,750/Month/Pole
ADMINISTRATIVE FEE (LESS THAN 6 MONTHS)	up to 2.5sqm	2,250/Month/Pole	4,500/Month/Pole
ADVERTISEMENT PERMIT FEE	up to 2.5sqm	37,500/Month/Pole	75,000/Month/Pole

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

CORPORATE MOBILE ADVERTS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
CORPORATE MOBILE ADVERTS			
FULL BRANDING: TRAILER/TRUCK/COASTER/CIVILIAN			38,000/per annum
FULL BRANDING: BUS/PICKUP/SUV			29,900 per annum
FULL BRANDING: CAR			15,000 per annum
PARTIAL BRANDING: MOTORCYCLE/TRICYCLE/PUSH CART			3,000 per annum
PARTIAL BRANDING: CAR			3,000 per annum
PARTIAL BRANDING: BUS/PICKUP/SUV			7,000 per annum
PARTIAL BRANDING: TRAILER/TRUCK/COASTER/CIVILIAN			9,000 per annum

COMMERCIAL BRANDING BUSES/CARS/TRICYCLES			
DESIGNATION	TRICYCLES	CARS	BUSES
COMMERCIAL BRANDING			
PER DAY	1,000.00	1,500.00	2,000.00
PER WEEK	5,000.00	7,500.00	10,000.00
PER MONTH	20,000.00	30,000.00	40,000.00
PER QUARTER	55,000.00	82,500.00	110,000.00
PER BI-ANNUUM	100,000.00	150,000.00	200,000.00
PER ANNUM	200,000.00	300,000.00	360,000.00

SPECIAL MOBILE ADVERTISEMENT			
DESIGNATION	TRICYCLES	CARS	BUSES
LIGHT BOX CAB			100,000.00
LIGHT BOX CAB WITH BRANDING			150,000.00

CORPORATE BELOW-THE-LINE			
DESIGNATION	SMALL	MAN/AFBTE MEMBER COMPANIES	NON MAN/AFBTE MEMBER COMPANIES
COMMERCIAL BRANDING			
BIG MULTINATIONAL/NATIONAL COMPANIES		7,812,500.00	9,375,000.00
MEDIUM MULTINATIONAL/NATIONAL COMPANIES		4,687,500.00	5,625,000.00
SMALL MULTINATIONAL/NATIONAL COMPANIES		1,875,000.00	2,250,000.00
CORPORATE SIGN		187,500.00	312,500.00

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ANNUAL FEES FOR FIRST PARTY SIGNS

WALL/CANOPY/ROOF SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
WALL/CANOPY/ROOF SIGNS			
STATIC	Up to 1.0	5,940.00	13,200.00
STATIC	Up to 5.0	9,180.00	20,400.00
STATIC	Up to 10.0	20,160.00	56,400.00
STATIC	Up to 15.0	39,600.00	88,800.00
STATIC	Up to 25.0	90,000.00	300,000.00
STATIC	Above 25.0	320/sqm/week	450/sqm/week

WALL/CANOPY/ROOF SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
WALL/CANOPY/ROOF SIGNS			
NEON	Up to 1.0	5,940.00	15,840.00
NEON	Up to 5.0	9,180.00	24,480.00
NEON	Up to 10.0	20,160.00	80,320.00
NEON	Up to 15.0	39,600.00	103,360.00

WALL DRAPES			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
WALL DRAPES	All Sizes	320/sqm/week	450/sqm/week
STATIC			

PROJECTING SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
PROJECTING SIGNS			
STATIC	Up to 1.0	1,800.00	2,400.00
STATIC	Up to 5.0	4,680.00	6,240.00
STATIC	Up to 10.0	8,856.00	31,808.00
STATIC	Up to 15.0	12,240.00	46,320.00
STATIC	Up to 20.0	20,160.00	56,880.00

FREE STANDING OR SKY SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
FREE STANDING OR SKY SIGNS			
STATIC	Up to 1.0	21,840.00	28,080.00
STATIC	Up to 5.0	33,670.00	43,290.00
STATIC	Up to 10.0	51,870.00	66,690.00
STATIC	Up to 15.0	80,080.00	122,690.00
STATIC	Up to 20.0	121,940.00	256,780.00
STATIC	Above 25.0	320/sqm/week	450/sqm/week

FREE STANDING OR SKY SIGNS			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
FREE STANDING OR SKY SIGNS			
NEON	Up to 1.0	32,760.00	42,120.00
NEON	Up to 5.0	50,505.00	64,935.00
NEON	Up to 7.0	60,606.00	87,922.00
NEON	Up to 15.0	120,120.00	254,035.00

LED SIGN - ON PREMISE			
DESIGNATION	MAXIMUM ADVERTISEMENT AREA IN SQUARE METRES	NORMAL ZONE [N]	PRIME ZONE [N]
LED SIGN - ON PREMISE			
LED	Up to 5sqm	840,000.00	1,000,000.00
LED	Up to 10sqm	1,134,000.00	1,875,000.00

**** No first party LED sign should be above 15sqm

****Any application above 15sqm should go through third party registration.

ANNUAL FEES FOR TEMPORARY SIGNS

ROAD SHOWS/BRAND ACTIVATIONS SIGNS			
DESIGNATION	MAXIMUM APPLICABLE DURATION/UNIT	NORMAL ZONE [N]	PRIME ZONE [N]
ROAD SHOWS/BRAND ACTIVATIONS SIGNS			
Drapes/Banners/Placards/Roll-ups	/Week	3,750.00	5,000.00
Parasols/Unbrellas	/Week	3,750.00	5,000.00
Flags	/Week	3,750.00	5,000.00
Kiosks	/Week	11,250.00	15,000.00
Gazebos	/Week	11,250.00	15,000.00
Dancing Balloons/Air Dancers	/Week	3,750.00	5,000.00
T-Shirts/Caps	/Shirt	500.00	500.00
City Walker	/Week	3,750.00	5,000.00
Floor Mat	/Week	11,250.00	15,000.00
Trolley	/Week	3,750.00	5,000.00

The following locations are designated Prine Zones for Road Shows and Brand Activations: Abeokuta, Ota, Ijebu Ode and Sagamu

SMALL FORMAT SIGNS			
DESIGNATION	MAXIMUM APPLICABLE DURATION/UNIT	NORMAL ZONE [N]	PRIME ZONE [N]
COMPOSITE DIRECTIONAL SIGNS			
STREET FURNITURES		Normal N	Restrictive N
UP TO 5 SQM		120,000.00	180,000.00
UP TO 10 SQM		225,000.00	240,000.00
ICONIC CUBE			
UP TO 5 SQM	500,000/face/annum		
UP TO 10 SQM	750,000/face/annum		
UP TO 15 SQM	Unipole rate/face, dependent on street classification		
ROUND ABOUT		Normal N	Restrictive N
	Size		
SMALL	10 - 40 metres	259,200.00	432,000.00
MEDIUM	Above 40 - 120 Metres	311,040.00	518,400.00
LARGE	Above 120 Metres	432,000.00	720,000.00
BUILDING BRANDING		150,000.00	200,000.00
ADVERT ON KIOSKS (KIOSK BRANDING)			
UP TO 5 SQM	80,000 per annum		
UP TO 10 SQM	150,000 per annum		
STREET DIRECTIONAL POLES			
STATIC		35,000/structure	50,000/structure
BACKLIT STATIC		45,000/structure	60,000/structure
LED		55,000/structure	70,000/structure
3RD PARTY KIOSKS			
UP TO 5 SQM	60,000/quarter	80,000/quarter	100,000/quarter
SME KIOSKS		Restrictive	High
	5,000/annum	7,500/annum	10,000/annum
A-FRAME BOARDS		Restrictive	High
	10,000,000/A-Frame board	25,000,000/A-frame board	40,000,000/A-frame board
WRAP AROUND (FOR CONSTRUCTION SITES ONLY)	N500,000/face/annum		
CONTAINERS	N200,000 per annum		
CONTAINERS- MULTIPLE APPLICATIONS- 50 & ABOVE)	10% discount on standard rate		
TRAFFIC WARDEN BOOTH	N50,000 per annum		
TRAFFIC LIGHT BRANDING	N25,000 per annum		
KIOSKS (MULTIPLE APPLICATIONS - 100 & ABOVE)	10% discount on standard rate		
ENTRANCE ARCADE	500,000 per annum		
LED SCREENS AT FILLING STATIONS (3RD PARTY)			
	0 - 60 INCHES	300,000/face	
	ABOVE 60 INCHES - 1 SQM	750,000/face/annum	

NO SMALL FORMAT ICONIC CUBE SHOULD EXCEED 15 SQM. ANY APPLICATION ABOVE 15SQM SHOULD GO THROUGH THIRD PARTY APPLICATION

BUS SHELTER SIGNS			
DESIGNATION	MAXIMUM APPLICABLE DURATION/UNIT	NORMAL ZONE [N]	PRIME ZONE [N]
DURATION			
1 Month		40,404.00	51,948.00

DEVELOPMENT BOARD SIGNS			
DESIGNATION	MAXIMUM APPLICABLE DURATION/UNIT	GOVERNMENT CONTRACTORS ONLY	OTHERS
DEVELOPMENT BOARD SIGNS			
	Up to 5.0	200,000.00	72,540.00
	Up to 10.0	300,000.00	112,320.00
	Up to 15.0	400,000.00	174,330.00
	Up to 20.0	500,000.00	265,590.00
	Up to 25.0	600,000.00	500,000.00

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