



OFFICE OF THE GOVERNOR
IMO STATE GOVERNMENT
IMO SIGNAGE & ADVERTISEMENT AGENCY (IMSAA)

**SCHEDULE OF RATES AND TERMS
FOR POLITICAL ADVERTISING AND ANCILLARY
SIGNAGE DISPLAYS IN IMO STATE FOR GUBERNATORIAL
CAMPAIGNS 2023**

The following terms and conditions come into effect from the 1st of April, 2023 for all types of political advertising, out-of-home display of campaign materials, and ancillary collateral items for political campaigns.

PERMITS

1. All candidates who have been put forward by their respective parties to vie for elective positions must obtain a permit from IMSAA before erecting an advertisement structure, posting or displaying any political advertisements or messaging in Imo State.
2. The permit allows the candidate to display political messages within permitted areas of Imo State.
3. The permit shall be for only for the duration of a political election campaign and will expire thirty days after the election for which the candidate was given the permit.
4. The permit is not transferable and is only for the person whose name and vied office are specified on it.
5. All other information will be found in the political advertisement campaign application form.

PERMIT FEES

The following schedule of fees apply to the positions being vied for by the political candidates. These fees must be paid in full to the government of Imo State through the **IMO STATE PAYDIRECT TSA** from any commercial bank.

POSITION SOUGHT	PERMIT FEE ₦	Designated area
Governor	54,000,000.00	All of Imo State*

**If you require clarifications on the above, please visit our office.*

OTHER FEES PAYABLE TO IMSAA

1. Form/Processing Fee - ₦100,000.00
2. Site Inspection Fee - ₦50,000.00 (this fee is in respect of all billboards of the candidate)
3. Approval Fee - ₦150,000.00

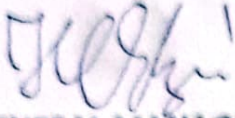
The site inspection and approval fees are only applicable to candidates who have chosen to erect their own billboards. Such billboards will be treated as **TEMPORARY HOARDINGS** and **MUST BE BROUGHT DOWN** after the election. Failure to do so will result in the removal and impoundment of the hoarding.

Candidates who rent boards from outdoor advertising practitioners will only pay the fees agreed with the owners of the boards, in addition to the Permit fee.

TERMS AND AGREEMENT

1. One one-time approval fee covers all billboards and other out of home advertising or messaging materials deployed and displayed by the candidate during the electoral/advertisement campaign.
2. **The use of paper posters, lamp posts and cloth banners - prohibited.**
3. No candidate's display materials should be used to block another candidate's approved display.
4. All materials used for the campaign advertisements and promotion must be removed not later than 30 days after the end of the election. IMSAA will remove such materials and may seek costs against the candidate.
5. IMSAA is an equal-opportunity Agency and would provide a level-playing field for all candidates

6. Site allocations and site approvals are on first come, first served basis.
7. IMSAA reserves the right to allocate or revoke any site as it deems fit
8. IMSAA reserves the right to reject any application



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GENERAL MANAGER/CEO