

## BICOL IDOL 89.1

BICOL IDOL 89.1 is committed to achieve the transformative goals base on standard system of operation through innovative, pro-active, informative and environment-friendly approaches.

It aims at delivering timely and balance news and information, relevant agri-business trends, wholesome entertainment, public services and outreach programs.

Broadcast operations as well within the framework and principles of the KBP standard authority.

## BROADCAST OPERATION

BICOL IDOL 89.1 is the only Fm station in albay that operates on a 10,000 watts power output. Our studio is located at the door # 7 Citispire Building, Imelda C. Roces Avenue, Gogon, Legazpi City.

Our 10,000 watts tower transmitter is located at Mt. Bariw, Barangay Estanza, Legazpi City.

Our technical Staff is composed of licensed broadcast engineers who have wide exposure and experience in top broadcast stations in the locality.



BICOL IDOL 89.1

**MEDIA  
PACKAGES**

**SA BICOL  
IDOL!**





# MEDIA PACKAGES

## REGULAR ADVERTISEMENT

- \* Per Spot 30's = Php 350.00
- \* Per Spot 60's = Php 600.00

## BLOCKTIME/RADIO PROGRAM

### PRIMETIME 6AM TO 10AM

- \* Php 30,000 for 30 Minutes
- \* Php 60,000 for 1 Hour

### NON-PRIMETIME 10AM ONWARDS

- \* Php 20,000 for 30 Minutes
- \* Php 30,000 for 1 Hour

## SPONSORSHIP

Airing of news/song sponsorship 1 to 3 Minutes.

News/Song (Primetime/Non-Primetime slot)

- \* Php 2,500.00 Per Month

## PRESS/NEWS RELEASE

Airing of news/press release 1-3 minutes.

### PRIMETIME NEWSCAST 6 - 10AM

- \* Php 2,500 per Month

### NON-PRIMETIME NEWSCAST 10AM ONWARDS

- \* Php 1,500 per Month

## MEDIA VALUE

- \* Per Spot 30's = Php 750.00
- \* Per Spot 60's = Php 1,500.00

## TIME-CHECK/LIVE INTERVIEW

- \* 5 Spots per day = Php 3,000.00
- \* Live / Recorded interview for 15 min's = Php 1,200.00

## POLITICAL RATES

- \* Per Spot 30's = Php 750.00
- \* Per Spot 60's = Php 1,500.00
- \* 5 Spot's per day for 30 sec's = Php 5,000.00
- \* Live/Recorded interview for 15 min's = Php 1,200.00
- \* Live coverages and Recorded = Php 5,000.00

## BLOCKTIME RATES

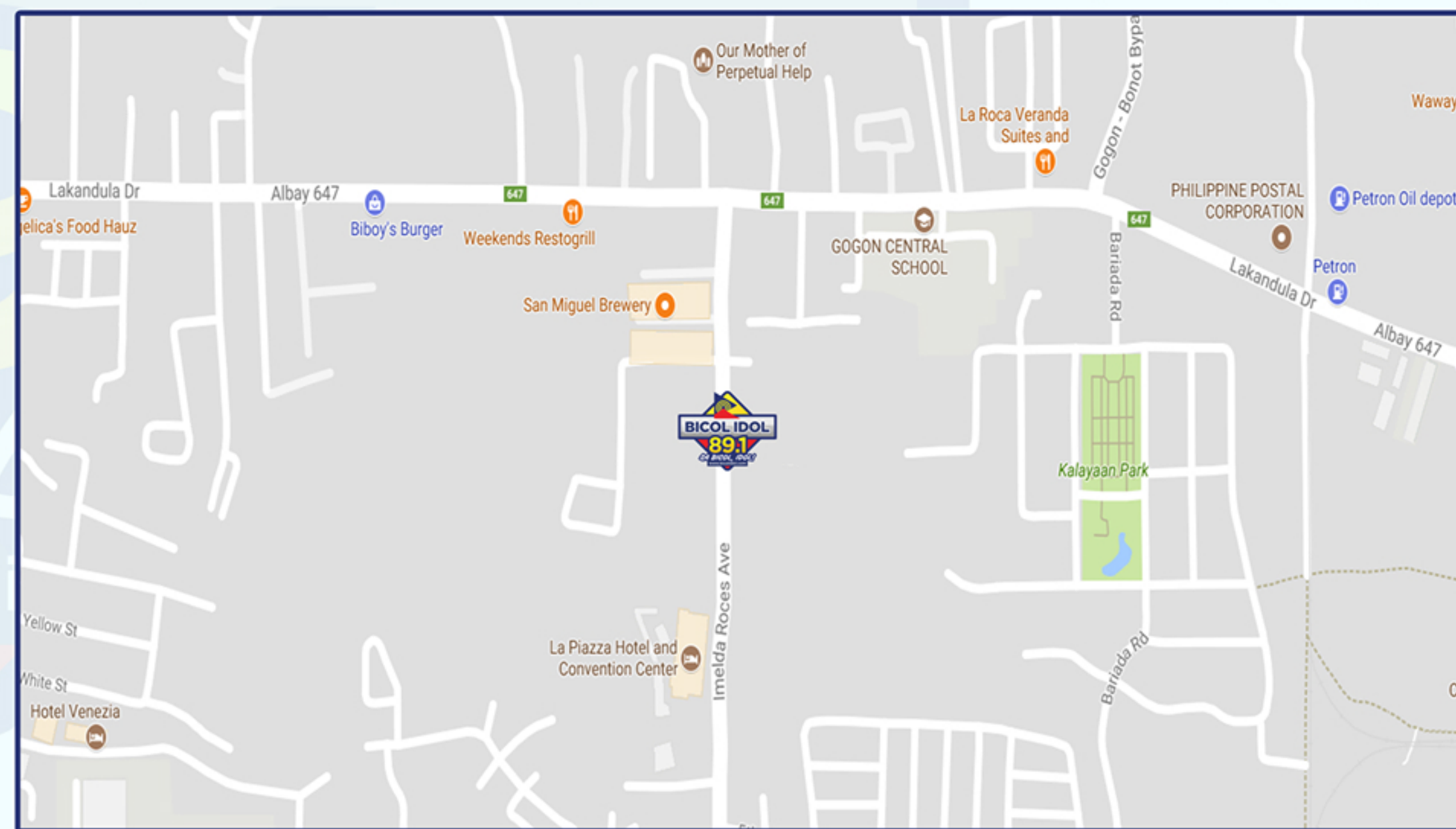
- \* Php 50,000.00 for 30 minutes
- \* Php 100,000.00 for 1 hour

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**FOR MORE DETAILS PLEASE VISIT US:**



Door#7-Citispire Building, Imelda C. Rocas Avenue, Gogon, Legazpi City



Bicol IDOL 89.1



[www.bicolidolidol.com](http://www.bicolidolidol.com)



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