

BROADCAST CONTRACT

No. 5736

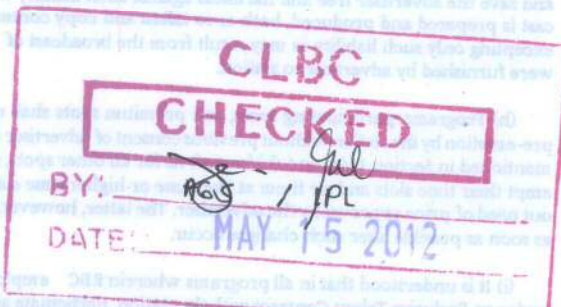
ADVERTISER : PHILHEALTH
PRODUCT : IKAW, AKO, AT ANG PHILHEALTH

DATE : 15-May-12
PROGRAM :

DESCRIPTION
TYPE OF SPOT : ☐ PARTICIPATING ☐ SPOT ☐ FLOATING
PARTICULARS :

BLOCKTIME PROGRAM
30 MINUTES (EVERY WEDNESDAY)
30 EPISODES
8:30 AM - 9:00 AM
DURATION: JUNE 6 - DECEMBER 26, 2012
PACKAGE COST: P 225,792.00 / P 7,526.40

FOR CHECK PAYMENT: CENTRAL LUZON BROADCASTING CORPORATION



COMMENCEMENT DATE : June 6, 2012 **EXPIRATION DATE :** December 26, 2012

BILLING INSTRUCTIONS : PAY DURING BROADCAST **DEPOSIT :** P

PAYMENT TERMS :

AIRTIME RATE	FREQUENCY	TOTAL CONTRACT PRICE
☐ 15 - Sec. P		P 225,792.00
☐ 30 - Sec. P		
☐ 45 - Sec. P		
☐ Others: Sec. P		
TOTAL		P
ADD: OTHER CHARGES		
GRAND TOTAL		225,792.00

CENTRAL LUZON BROADCASTING CORPORATION

BY: **MR. MERRY R. PANGAN**

STATION MANAGER

I/We hereby express and affirm our conformity to the particulars, terms and conditions printed on the face and at the back of this broadcast contract.

BY: **RVP RODOLFO M. BALOG**
AUTHORIZED SIGNATURE

Q. Balog

SCHEDULE OF REQUIREMENTS

SCHEDULE OF REQUIREMENTS FOR THE PROCUREMENT OF SERVICES FOR PHILHEALTH'S RADIO BROADCAST

I. OBJECTIVE

To be able to find a radio station that will meet and provide the needed radio broadcasting services of PhRO III particularly by the Public Affairs Unit, in order to increase public awareness and improve public perception.

II. TECHNICAL SPECIFICATION

* Power Output	:	5,000 Watts
* Location	:	City of San Fernando (P)
* Frequency	:	Mhz – FM band
* Time Slot	:	Primetime – 8:30 to 9 am (Wednesday)

III. BROADCAST SERVICE AREAS/COVERAGE

Adequately covers and reaches all provinces, cities and municipalities under the jurisdiction of PhRO III with guaranteed clear signal/reception for all points of Region III.

Target Market of listeners are ages 70 years old and below.

IV. PROGRAM FORMAT

30 minute radio program hosted by the Public Relations Officers of PhRO III and co-anchored by a KBP announcer of the FM station, on a weekly basis, covering updates on the different programs, policies, benefits and processes of PhilHealth inclusive of provisions such as guesting/s, phone-in queries, text and on-line inquiries as well as email inquiries.

V. CONTRACT COVERAGE/DURATION

The number of episodes to be aired up to December 2012 starting from receipt of Notice to Proceed wherein the cost per episode shall be P7,526.40 **INCLUSIVE OF VAT AND OTHER TAX IMPOSITIONS.**

VI. CONTRACT TERMS & CONDITIONS

1. Order for airtime includes airtime, use of studio facilities, services and talent fees of the station's announcer and the technician/technicians on duty at the time of airing and other production-related expenses.

2. Media value such as daily announcements and spots per day with the OBB and CBB shall be accorded to PhilHealth.
3. Agreements for the use of the studio facilities and other technical equipment together with the services of talents shall be made separately when deemed necessary.
4. Cancellation, postponement or interruption causing the inability to broadcast, the station shall advise PhilHealth as early as possible and will agree on a satisfactory substitute time for the broadcast of the program or an episode deduction to the stated contract.
5. Payment after broadcast term on a quarterly basis with supporting documents such as monthly billing statements with monthly certificate of performance.

VII. APPROVED BUDGET FOR THE CONTRACT

COB 2012 (Advertising) P 391,372.80
Breakdown: P 7,526.40 cost per episode aired, **INCLUSIVE OF VAT AND OTHER TAX IMPOSITIONS** to be paid monthly upon receipt of billing statement.

Certified to be necessary:



RUTH GLADYS S. CARLOS
Public Relations Officer III
Public Affairs Unit

Approved by:



RODOLFO M. BALOG
Regional Vice-President
PhilHealth Regional Office III