



June 3, 2021

Dir. Ma. Lourdes G. Ferrer CESO III  
Regional Executive Director - Region IV-A MIMAROPA  
Department of Environment and Natural Resources

Dear Director Ferrer,

*Wishing good health to you & your family!* Your hard work, sleepless nights, and concern for your people continue to save countless lives. Your LEGACY will forever be remembered and appreciated. As your trusted television partner, we are honored to offer you a proposal to broadcast your projects and legacy. Thank you for making us the **No. 1** and the **Philippines' Largest Lifestyle and Travel Channel**.

**RESULTS GUARANTEED!!!** 5-in-1 Combo Package

1. AIRPORT TELEVISION BROADCAST
  - a. PUERTO PRINCESA INTERNATIONAL AIRPORT
  - b. CORON AIRPORT
2. SEAPORT TELEVISION BROADCAST
  - a. PUERTO PRINCESA INTERNATIONAL SEAPORT
3. CABLE TV COMMERCIAL OF DENR ADS in MIMAROPA REGION
4. FREE! CABLE TV FEATURE OF YOUR PROJECTS AIRING NATIONWIDE
5. FREE! Island Living Channel YouTube Page

**ADVERTISE FOR 3 Months, get the 4<sup>th</sup> Month FREE!!!**

DURATION	5-in-1 Combo Package	Running Time	Frequency	DISCOUNTED RATE
3 months + Free 1 month	Cable TV in Mimaropa Puerto Princesa Int'l Airport Coron Airport	30 seconds	24x daily or 720x monthly	P 176,400
<b>FREE!!!</b>	TV FEATURE Cable TV Nationwide	1 minute	12x daily or 288x monthly	<b>FREE!!!</b>
<b>FREE!!!</b>	YouTube and Facebook of Island Living Channel	2 minutes	1X monthly	<b>FREE!!!</b>



## Information:

1. TV Commercial maximum running time is 30 seconds.
2. **FREE!** 1 minute Interview & Feature about your flagship projects to be aired in Nationwide Cable Television of Island Living Channel. (kindly provide video for airing).
3. Please provide your advertising campaign video and TV feature video.
4. Terms of payment: kindly pay in full before broadcast.

Media Platforms	Units	Classification	Time	Frequency	Daily	Monthly
Puerto Princesa Int'l Airport	13 units of 55"	TV Ads	30 sec	Daily	24	720x
Coron Airport	5 units of 55"	TV Ads	30 sec	Daily	24	720x
Puerto Princesa Int'l Seaport	2 Units of 55"	TV Ads	30 sec	Daily	24	720x
Cable TV in MIMAROPA		TV Ads	30 sec	Daily	24	720x

Cable broadcast areas in MIMAROPA: **Province of Palawan:** Channel 2- Masagana, Puerto Princesa, Bataraza, Buenas Sorito **Channel 6-** Pawa; **Channel 14-** Coron, Brgy 25, Tagumpay; **Channel 16-** Magsaysay, El Nido, Corong Corong, Coalan, Cuyo, Tenga Tubangkal, Cabigsing, San Carlos, Bengal. **Province of Romblon:** **Channel 1-** Romblon; **Channel 54-** Magdiwang, Cajidiocan, San Fernando

### 3 Months Discounted Rate + 1 Month Free

Puerto Princesa Int'l Airport	P	40,000
Coron Airport		35,000
Puerto Princesa Int'l Seaport		30,000

Total Monthly	P	105,000
Add: 12% VAT		<u>+ 12,600</u>
Total Monthly	P	117,600

Number of Months		<u>x 3</u>
Advertising Rate for 3 months	P	352,800

Less: **50% Discount** (176,400)

**Discounted Rate for DENR MIMAROPA P 176,400** total for three months + one month free

We hope our proposal merits your kind approval. Kindly pay before broadcast. May you be blessed more!

Respectfully yours,

Radjie E. Caram Jr.

President

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