

RBNI

(RAJAH BROADCASTING NETWORK, INC)

2 0 1 9

TV



RADIO



NATIONWIDE*

RADIO



METRO MANILA

RJTV NATIONWIDE RATE

60secs.	P100,000
30secs.	P50,000
15secs.	P30,000

RJFM NATIONWIDE RATE

60secs.	P11,000
30secs.	P5,500

DZRJ METRO MANILA RATE

60secs.	P20,000
30secs.	P10,000

RJ SUNDAY JAM

TGIRJ

• 30s TVC Merchandise Plug	P15,000	• Logo Flash (P15,000
• RJ Product Endorsement	P25,000	• Special Live Contest	P50,000
• LIVE Contest	P30,000	Conducted by RJ	
• LIVE TV Guesting (3mins)	P50,000		
• Logo Flash	P15,000		
• Skype Promo	P30,000		

OTHERS

• News Sponsorship (BBC & VOA)	P11,000
• Song Sponsorship	P3,300
• Time Checks	P3,300
• Casual Plugs/AOBs -not to exceed 30s	P5,500

OTHERS

• Special Segments (Package of x3/day w/OBB & CBB)	P150,000/month
• Casual Plugs/AOBs not to exceed 30s	P10,000
• Time Checks	P5,000
• 5 minute LIVE interview	P20,000

RADIO



METRO MANILA

STATION PROFILE

CALL LETTERS	DZRJ-AM
FREQUENCY	810
POWER	50 KILOWATTS

TARGET AUDIENCE

MALE	50%	FEMALE	50%
AGE GROUP			
PRIMARY	30 YRS OLD & ABOVE		
SECONDARY	20-29 YRS OLD		

SOCIO ECONOMIC CLASS

A, B, C & D

AREA COVERAGE

PRIMARY	MANILA
SECONDARY	BULACAN, PAMPANGA, TARLAC, NUEVA ECIJA, LA UNION, ILOCOS, ISABELA, NUEVA VIZCAYA, PANGASINAN, TUGUEGARAO, SOME AREA OF BAGUIO, BATANGAS, QUEZON, MARINDUQUE, ROMBLON, SOME AREAS OF PALAWAN, BICOL VISAYAS/MINDANAO
TERTIARY	

RADIO



NATIONWIDE*

STATION PROFILE

CALL LETTERS **DZRJ-FM**
 FREQUENCY **100.3**
 POWER **25,000 WATTS**
 TARGET AUDIENCE
 GENDER **MALE-50% FEMALE-50%**
 AGE GROUP
 PRIMARY **30 YRS OLD AND ABOVE**
 SECONDARY **15-25 YRS OLD**
 SOCIO ECONOMIC CLASS
A, B, & C

#1 COMMERCIAL STATION

AMONG **ABC** Listeners
 FROM 10 YEARS OLD - UP

STATION/FREQUENCY	AREA	PRIMARY COVERAGE	15sec	30sec	45sec	60sec
DZRJ 100.3	METRO MANILA	METRO MANILA	3300	5500	8250	11000
DYRJ-FM 100.3	CEBU	METRO CEBU	450	750	1125	1500
DXDJ 100.3	DAVAO	DAVAO	450	750	1125	1500
DYFJ-FM 99.9	BACOLOD	BACOLOD	450	750	1125	1500
DXRJ-FM 88.5	CAGAYAN DE ORO	CAGAYAN DE ORO CITY	450	750	1125	1500
DYNJ-FM 98.3	ILOILO CITY	ILOILO	450	750	1125	1500
DWRJ-FM 96.5	TUGUEGARAO	TUGUEGARAO	450	750	1125	1500
DZJR-FM 99.1	PUERTO PRINCESA PALAWAN	PUERTO PRINCESA PALAWAN	450	750	1125	1500
DWDJ-FM 91.1	BAGUIO	BAGUIO CITY	450	750	1125	1500
DXQJ 88.7	ILIGAN	ILIGAN	450	750	1125	1500

SIGNAL COVERAGE - RJ 100.3 FM (NATIONWIDE VIA SATELLITE)

STATION	STATION	SECONDARY LOCATION
BAGUIO	CENTRAL BUSINESS DISTRICT	QUEZON HILL, SAN LUIS, CAMP7, COUNTRY CLUB, LA TRINIDAD
BACOLOD	BACOLOD CITY	BAGO CITY, SILAY CITY, MURCIA, POLO PANDAN
CDO	CARMEN, CDO	TALAKAG BUKIDNON, MANOLO BUKIDNON, (LAGUINDINGAN & HASAAN) MISAMIS ORIENTAL
CEBU	LAHUG, CEBU CITY	NILUAN CITY, NAGA CITY
DAVAO	MATINA, DAVAO CITY	KALINAN, BANAYBANAY, DIGOS CITY
ILOILO	ILOILO CITY	PASSI CITY, BUGASONG, SAN REMIGIO, SIBALON, STA. BARBARA, ZARRAGA
PALAWAN	PUERTO PRINCESA	ABORLAN, SAN VICENTE, DUMARAN, ROXAS, TAYTAY
TUGUEGARAO	CAGGAY, TUGUEGARAO	(AMULONG, SOLANA & PENABLANCA) CAGAYAN, (STA. MARIA & SAN PABLO) ISABELA
MANILA	METRO MANILA	RIZAL, BULACAN, PAMPANGA, TARLAC, CAVITE, LAGUNA BATANGAS

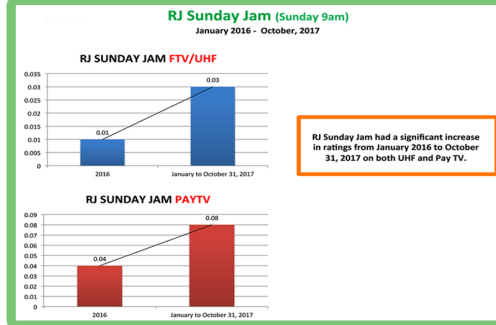
SOON: RJFM - ZAMBOANGA CITY • RJFM - GENERAL SANTOS CITY
 • RJFM - SANTIAGO ISABELA

*CABLE CARRIERS: Skycable Ch19, Cignal Ch28, GSAT Ch58, ABS-CBN TV Plus Boxes

TV



NATIONWIDE*



Channels	Whole day	Primetype	
	Rtg(000)	Channels	Rtg(000)
1 AXN	8.57	1 AXN	14.96
2 ETC	6.97	2 ETC	10.8
3 FOX LIFE	5.1	3 FOX LIFE	9.01
4 FOX	4.41	4 FOX	8.95
5 Warner TV	3.9	5 Warner TV	6.92
6 2ND AVENUE	3.11	6 LIFETIME	5.93
7 TLC	3.02	7 2ND AVENUE	4.19
8 LIFETIME	2.59	8 TLC	3.54
9 Diva Universal	1.76	9 Diva Universal	3.24
10 CRIME & INVESTIGATION	1.41	10 CRIME & INVESTIGATION	2.45
11 Sony Channel	1.08	11 Sony Channel	1.88
12 LIFESTYLE NETWORK	1.05	12 LIFESTYLE NETWORK	1.5
13 JACK TV	0.89	13 JACK TV	1.45
14 EI	0.83	14 EI	1.14
15 RTL-CBS	0.61	15 RTL-CBS	0.95
16 CT	0.43	16 CT	0.8
17 UNIVERSAL CHANNEL	0.36	17 UNIVERSAL CHANNEL	0.72
18 FOX CRIME	0.18	18 FOX CRIME	0.46



10-11pm FRIDAY

LIVE from RJ Bistro, Dusit Thani Hotel



RJTV simulcast on RJFM Manila, Cebu, Davao, Bacolod, Cagayan De Oro, Iloilo, Puerto Princesa, Tuguegarao & Baguio

9am-12nn • Sunday

THE TOP SHOWS ON 2ND AVE YEAR TO DATE CABLE

Top Programs			IND. 2+ / FTV
January October 2017			
RANK	PROGRAM	Rtg(000)	
1	MISS UNIVERSE THE PHILIPPINES (LIVE)	0.07	
2	MISS UNIVERSE THE PHILIPPINES (REPLAY)	0.05	
3	RJ SUNDAY JAM	0.03	
4	RJ LIVE AT THE DUSIT	0.01	
5	INSIDE EDITION	0.01	
6	THANK GOD IT'S RJ	0.01	
7	PRISON BREAK	0.01	
8	THE SCREENING ROOM	0.01	
9	DC'S LEGENDS OF TOMORROW	0.01	
10	BLINDSPOT	0.01	

THE TOP SHOWS ON 2ND AVE YEAR TO DATE FREE TV

Top Programs			CABLE / PAYTV
January - October 31, 2017			
RANK	PROGRAM	Rtg(000)	
1	MISS UNIVERSE THE PHILIPPINES (REPLAY)	0.09	
2	RJ SUNDAY JAM	0.08	
3	MISS UNIVERSE THE PHILIPPINES (LIVE)	0.08	
4	RJ LIVE AT THE DUSIT	0.02	
5	INSIDE EDITION	0.02	
6	THANK GOD IT'S RJ	0.02	
7	PRISON BREAK	0.01	
8	THE SCREENING ROOM	0.01	
9	HEARTBEAT	0.01	
10	DC'S LEGENDS OF TOMORROW	0.01	

RJTV has 2 local programs, RJ Sunday Jam, every Sunday 9am-12nn, hosted by Mr. Ramon Jacinto and "Thank God It's RJ" aired every Friday 10pm-11pm. RJ Sunday Jam is also simultaneously broadcasted in DZRJ 100.3 FM and enjoys high viewership here and abroad (via internet live streaming). RJTV is one of the very few UHF stations seen nationwide through its satellite and cable partners.