
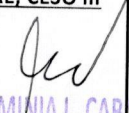
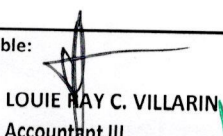


doc-2017-21750

PURCHASE ORDER					
DEPARTMENT OF SOCIAL WELFARE & DEVELOPMENT					
Supplier :		DYRC BISALOG BROADCASTING STATION		PO No.: KC-NCDDP-17-271	
Address :		Rm 301 Doña Luisa Bldg., Fuente Osmeña Blvd., Cebu City		Date : May 4, 2017	
Contact No.:		(032) 416-2868/0998-963-5219		Mode of Procurement: Shopping	
Gentlemen:					
Please furnish this office the following articles subject to the terms and conditions contained herein:					
Place of Delivery:		within Region VII		Delivery Term: upon actual agreed schedule	
Date of Delivery		Payment Term: 30 days from delivery and final receipt of billing			
Item No.	Qty.	Unit	Purchaser's Specifications	Unit Cost	Amount
RADIO PROGRAM AND INFOMERCIAL					
	8	ep.	Radio Program Specifications (Every Wednesday 9:00-10:00AM)	15,000.00	120,000.00
			* Paid 1-hour Radio Program feature that will talk about Kalahi-CIDSS advocacy, program's success and the CDD process in the community.		
			* The program will run once a week for 2 months. (8 episodes)		
			* Primetime		
			* Include mention of DSWD and Kalahi-CIDSS in the OBB and CBB		
			* KC-Representative will also sit down with the anchor during the program to interact and also to answer possible callers		
Infomercial Specifications (Airtime and Prodcast)					
			* Produce six (6) 30-40 seconds' infomercials for DSWD's programs and services. (Anchor: Oscar Pasaporte)	20,000.00	20,000.00
			* Voice talent should be credible and has a voice quality that is familiar to the listeners. (Dante Luzon)	10,000.00	10,000.00
			* Airing of infomercial twice (2) day, daily for 3 months (twice a day with 1 plug)	111.00/plug /day x 180 days	19,980.00
			* Airtime: Morning and Afternoon		
			* Production cost (TF for the Voice Talent in all infomercial)	20,000.00	20,000.00
Requirement:					
			* Radio Station should be one of the top 3 leading stations in Cebu in the latest survey		
					189,980.00
					5%
					8,481.25
					2%
					3,392.50
					11,873.75
			PR#KC-NCDDP-17-101		
(Total Amount in Words)		One Hundred Eighty-Nine Thousand Nine Hundred Eighty Pesos Only		Total (less tax)	178,106.25
<p>In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent for every day of delay shall be imposed.</p> <p style="text-align: right;">Very truly yours,</p>					
Conforme:			MA. EVELYN B. MACAPOBRE, CESO III		
 MR. JUNINO PADILLA (Signature over printed name)			Director IV 		
Funds Available:					
 LOUIE RAY C. VILLARIN Accountant III				Amount OR #	

KC-NCDDP

8/28/17 9:50 AM
5/9/17

HERMINIA L. CABA HUG
OIC- Assistant Regional Director for Administration