

Item	Duration	On Air Time		Publish Rate
	Units	Time	Remarks	(Rp)
TVC Take On Play	15 Second	19.00 - 21.00	Prime Time	950,000
TVC Take On Play	30 Second	19.00 - 21.00	Prime Time	1,300,000
TVC Take On Play	45 Second	19.00 - 21.00	Prime Time	1,600,000
TVC Take On Play	60 Second	19.00 - 21.00	Prime Time	2,000,000
TVC Take On Play	15 Second	05.00 - 19.00	Regular Time	650,000
TVC Take On Play	30 Second	05.00 - 19.00	Regular Time	900,000
TVC Take On Play	45 Second	05.00 - 19.00	Regular Time	1,300,000
TVC Take On Play	60 Second	05.00 - 19.00	Regular Time	1,500,000
TVC Slide	30 Second	All	R.O.S	800,000
Sponsorship Program	48 per episode	All	R.O.S	33,000,000
Liputan Kombis	8 Minutes	All	R.O.S	9,000,000
Running Text	240 Character	All	R.O.S	2,500,000
Super Impose	5 Second	All	R.O.S	800,000
Credit Title	3 Second	All	R.O.S	800,000
Opening/ Closing Bumper	5 Second	All	R.O.S	1,000,000
Built In/Backdrop	1 Programme	All	R.O.S	2,500,000
Video Clips	4 Minutes	All	R.O.S	5,000,000
Filler	2 Minutes	All	R.O.S	3,000,000
News Coverage	3 Minutes	All	Prog News	6,000,000
Talk Show	24 Minutes	All	R.O.S	25,000,000
Talk Show	48 Minutes	All	R.O.S	33,000,000
Pengobatan	24 Minutes	All	R.O.S	25,000,000
Pengobatan	48 Minutes	All	R.O.S	33,000,000
Blocking Time	30 Minutes	All	R.O.S	33,000,000
Blocking Time	60 Minutes	All	R.O.S	49,500,000
Presenter Adlips	1 Times	All	R.O.S	990,000
TVC PSA / ILM	30 Second	All	R.O.S	825,000
TVC PSA / ILM	60 Second	All	R.O.S	1,237,500

PRODUCTION COST

TVC Standart Quality	14	Work Day	for broadcast on RCTV	12,375,000
TVC High Quality	14	Work Day	for broadcast on RCTV	49,500,000
TVC Standart Quality	14	Work Day	copyright on client	24,750,000
Company Profile	30	Work Day	Shooting & Editing	82,500,000
Out Door Talkshow	14	Work Day	Shooting & Editing	33,000,000
live Out Door	60	Minutes	for broadcast on RCTV	82,500,000
live Out Door	120	Minutes	for broadcast on RCTV	140,250,000

NOTES

1. Biaya produksi TVC meliputi shooting dan editing dengan paket durasi 15,30,60 detik
2. Harga diatas belum termasuk PPN 10%
3. Pelunasan pembayaran maksimal H + 30
4. Untuk Production Cost belum termasuk biaya talent, meals dan decoration
5. Pembayaran dapat dilakukan dengan sistem transfer pada PT. Wahana Televisi Cirebon
6. Rekening Bank Mandiri Cabang Yos Sudarso Cirebon, No : 134-00-0534220-8
7. Copy tayang dikirim maksimal H + 7 setelah pelunasan pembayaran

Hormat saya,

Dept Head Marketing & Promotion