

CONTACT



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MARTHA-RADIO.COM



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+62 265 322 575
+62 811 211 261 (MRS. ATING SOEMIRAT)

STATION VIEW



business company name **PT RADIO MARTHA DARIA**
call station **101,3 MARTHA FM NOT JUST MUSIC**
frequency **101,3 MHz**
KOMINFO permission **IPP No: 40/KEP/M.KOMINFO/01/2007** | January 29, 2007
ISR No: 01172105-000SU/19972013 | April 1st 2014
established/PRRSNI member no. **1972/072.1/1972**
call sign **PM2PRP**

COVERAGE AREA



RADIUS 50 KM AROUND THE CITY
OF TASIKMALAYA, CIAMIS, BANJAR,
PANGANDARAN, CIPATUJAH,
FRONTIER OF GARUT, MAJENANG, WANGON,
CILACAP, MALANGBONG & CIAWI

TARGET LISTENER

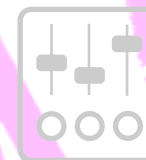


sex **MALE 40% | FEMALE 60%**
social economic status **B/C**
accupation **ENTREPRENEUR 20% |**
CIVIL SERVANTS 10% |
PRIVATE EMPLOYEE 50% |
STUDENTS 20%
last education **JUNIOR 10% | HIGH SCHOOL 30%**
| COLLEGE 60%
age **20 - 40 (YOUNG ADULTS)**

2020 MARTHA RADIO STATION PROFILE

we play
our music
for your
good mood

EQUIPMENTS



power **2000 WATT**
transmitter equipment **TX RVR VJ 2000 | AUDIO PROCESSOR**
OPTIMOD ORBAN | ANTENA JAMPRO USA
studio equipment **DIGITAL COMPUTER PLAYER |**
SOLIDYNE MIXER XL 2300 |
4 PCS. SENNHEISER MIC | DBX 256 COMPRESSOR MIC
spect tower **50 M SELF SUPPORTING TOWER**

MANAGEMENT

president director **MRS. WINDA KANIA RESMI (+62 811 211 484)**
program director **MR. MARWAN NUGROHO (+62 812 228 04 89)**
music director **MR. ELNINO DJEMAL (+62 852 232 753 88)**
account executive **MRS. ATING SOEMIRAT (+62 811 211 261)**

CONTENTS



music format **WESTERN SONGS 60% | INDONESIAN SONGS 40%**
composition broadcasting **NEWS, VARIETY, EDUCATION & TALKSHOWS 30% |**
ENTERTAINMENT & MUSIC 50% | ADVERTISING 20%

RATE CARD



loose spot **30 SEC. IDR 225,000**
45 SEC. IDR 250,000
60 SEC. IDR 300,000

adlibs **30 SEC. 225,000**
60 SEC. 300,000

time signal **IDR 500,000**

insert **3 MIN. IDR 750,000**
5 MIN. IDR 1,250,000

sponsorship program **30 MIN. IDR 2,000,000/ONCE BROADCAST**
45 MIN. IDR 2,500,000/ONCE BROADCAST
60 MIN. IDR 3,000,000/ONCE BROADCAST

ACCOUNT

bank account **BNI - TASIKMALAYA**
ON BEHALF OF: PT RADIO MARTHA
ACCOUNT NO: 00.25-45-74-58

N.P.W.P **NAME PT MARTHA**
ADD. JL. RE. MARTADINATA 45 TASIKMALAYA 46133
NO. 01.243.396.7-425.000
DATE OF PKP INAUGURATION 25/04/1989