



## COMPANY PROFILE

**Exodus Broadcasting** is a Manila-based boutique media company that specializes in providing regional and national advertising solutions through FM and online radio for the top Philippine brands.

Established in 1993, it has 29 years of experience in the media and advertising industry.

By far, it has successfully managed the sales & operations of **WRock**, The Philippines' Original *LiteRock* Radio. Much desired by the *Titos & Titas* worldwide, **Exodus** has since expanded the operations of its Cebu-based radio station by establishing **WRock Online**, to cater to a larger reach of audience both nationwide and abroad.

With plans to expand its operations with the addition of new media platforms in the next 5 years, **Exodus** is gearing up to grow with you in order to satisfy and exceed your needs.

Spearheaded by advertising mavens and mavericks; **Exodus** aids you in achieving sustainable growth through marketing efforts that help you build brand equity, attract more patrons, and attract business partners. In addition, it is the company's mission to remain competitive and relevant in the industry by continually evolving and adapting to the fast-changing global media landscape.

## SERVICES

**Exodus** provides comprehensive and integrated media services from start to finish – beginning with conceptualization and ending with on-air broadcasts; and of course, providing everything in between. We are your convenient one-stop shop providing you with highly specialized on-air, basic online, and targeted on-ground advertising solutions that are tailor-fitted to your brand's needs.

Content Creation	Conceptualization of radio commercials
	Conceptualization of specialized segments
Accreditation	Application of clearances of radio materials with the ASC
Production	ASC Clearance and production of content
Placements	Broadcasting audio content via FM, digital content via <b>WRock Online</b> & the <b>Exodus</b> site, and other specialized implementations in Exodus and non-Exodus Media Outlets
On-Ground	Executing on-ground events that enable your brand to have first-hand interaction with the market.

## GUARANTEE

Staying true to its boutique nature that provides highly specialized campaigns, **Exodus** guarantees all its clients QEEC-ness [*quickness*] in the services it provides.

QEEC-ness Guarantee		
Q	Quality	Industry-standard work that achieves your marketing objective whenever you need it, wherever you need it.
E	Effectiveness	
E	Efficiency	
C	Convenience	

## AREA & MEDIUM

Why Cebu?	Cebu is a fast-growing, financially secure key metro city that is a center for commerce and a tourism hub. It is where many multinational and top-performing brands pilot new trends and begin provincial expansion and advertising.
Why Radio?	Due to the country's limited internet connectivity, radio is still one of the most cost-effective medium that has the widest coverage and reach. It is a multi-tasking form of media that can be consumed anytime and anywhere while doing anything. By advertising through radio, you are engaging with listeners through subconscious marketing efforts which help establish top-of-mind brands with consumers. In addition, it is ideal for sustainable year-round campaigns that help build the brand equity, credibility, and integrity that top-of-mind brands possess.
Why WRock?	<b>WRock</b> appeals to a broad audience spectrum with its programming that transcends age and class. Airing timeless love songs from the 70's to today, it appeals to and helps you reach an audience in the late 20's to late 40's primarily belonging to the A, B, C1, and C2 class with high disposable income and high spending power over a wide area of coverage.
Why WRock Online?	Demanded by avid listeners of <b>WRock</b> in Metro Manila, Bacolod, Davao, and abroad back in 2008, <b>WRock</b> established <b>WRock Online</b> – the livestreaming simulcast that expands the reach of our FM station to listeners worldwide. With close to a million listeners in Metro Manila, Bacolod, and Davao; it is an additional platform for our valued clients to reach a broader audience via audiovisual and digital media content.

## BRAND PROFILE & REACH

**WRock** is the Philippines' Original *LiteRock* Radio, Cebu's leading upscale radio station catering to the ABC market, and the region's leading online radio. Playing hits from yesterday and today, **WRock's** *LiteRock* playlist consists of power ballads, easy listening, and tracks from current artists such as Bruno Mars, Stan Smith, and Ed Sheeran that fit the unique *LiteRock* mix everyone has come to love and enjoy. Presently broadcasting from the CBD of Cebu City and reaching Bohol, Leyte, Negros and other parts of the Central Visayas Region on the FM-band and catering to close to 1 million Filipinos via online; **WRock** has gained a loyal following as it promotes love and nostalgic





memories through its *LiteRock* programming and advocates a responsible lifestyle through its DevComs and talk shows.

WRock Format	
Genre	<i>LiteRock</i> , Pop, Love Songs
Period	70's, 80's, 90's, 2000's, Contemporary
Language	English

## LISTENERS

The **WRock** listeners are regarded as "The *Titos & Titas* of the Metro". They are a good mix of responsible office workers, professionals, entrepreneurs who are key decision makers in the household and belong to the ABC segment. They are financially stable individuals who have high spending power and are at the age of investing into real estate, purchasing vehicles of their own, and securing their future. Despite being provident, they know how to appreciate beautiful things and have a zest for life and enjoyment; and they are at a stage in their life wherein they want to enjoy the fruits of their labor with their families and the ones they love by sharing good, memorable experiences. In addition, the **WRock** listeners are at the age who prefer tuning in to radio and appreciate a healthy balance of music, news, talk shows, creative segments, and developmental commentaries that promote love and advocate responsibility.

DEMO.	CORE	FRINGE
Age	Late 20's – Late 40's	Early 20's, Early 50's
Class	A, B, C1, C2	D
Gender	55% Female, 45% Male	

## STATION & ONLINE DETAILS

DYRK-FM 96.3 WRock		
Address	Unit 2016, 20 <sup>th</sup> Fl., The Golden Peak Hotel, Gorordo Ave. cor. Escario St., Brgy. Camputhaw, Cebu City, Cebu Province	
Power, Frequency, Band	10 kW, 96.3 MHz, FM	
Broadcast Hours	M-Sat: 24 hours Sunday: 20 hours	
FM Coverage	Prim.	Cebu Province
	Sec.	Bohol, Leyte, Negros, Other Parts of Central Visayas Region
Online Coverage	Prim.	Manila, Bacolod, Davao
	Sec.	Worldwide
WRock Online	WRock wherever you are whenever you want! Via <b>WRock</b> Website <a href="http://963wrock.com/">http://963wrock.com/</a>	
Primetime Hours	6:00 AM – 9:00 AM, 12:00 NN – 2:00 PM, 5:00 PM – 8:00 PM	

## HEAD OFFICE DETAILS

Exodus Broadcasting Company, Inc.	
Address	Unit 1107-B, The Palm Tower Condominium, 7706 St. Paul Rd., Brgy. San Antonio Village, Makati City, Metro Manila, PH
Landline	(02) 403-0925
Mobile	(see attached business card)
Email	
Website	<a href="http://www.exodusbroadcasting.com">www.exodusbroadcasting.com</a>

## 2023 AD RATES

AIRTIME RATES	
SPOT LENGTH	RATE
15-sec	3,960.00 PHP
30-sec	6,600.00 PHP
45-sec	10,560.00 PHP
60-sec	13,200.00 PHP
90-sec	19,800.00 PHP
120-sec	26,400.00 PHP

PRODUCTION & ACCREDITATION RATES	
REVENUE TYPE	RATE
Conceptualization (Script Writing, Translation, Promo Generation, Campaign Conceptualization, ASC Clearance)	25,000.00 PHP
Production Fee – 15's to 60s (VO Talent Fee, SFX, Editing)	25,000.00 PHP
DJ Talent Fee - Discussion	1,000.00 PHP per DJ on-board
DJ Talent Fee – DJ Spiel	1,000.00 PHP per DJ on-board

DIGITAL AD RATES		
TYPE	DURATION	RATE
Fixed Homepage	Monthly	15,000.00 PHP
Rotating Homepage		10,000.00 PHP
Fixed Banner		7,500.00 PHP
Rotating Banner		5,000.00 PHP

## AWARDS & ACCREDITATIONS





Reach the audience that matters to your brand through the station that matters to them!

Ask us about our INTRO PACKAGES!

## CLIENTS

