



**COMPANY PROFILE**  
**AND PRICE LIST 2018**

**公司简介和 2018 年价格表**

## COMPANY PROFILE

### 公司简介

PT. Radio Cakrawala Gitaswara, merupakan perusahaan yang melayani di bidang penyiaran stasiun radio komersil dan didirikan pada 11 Maret 1971. Secara lebih luas, kami dikenal sebagai Mandarin Station 98.3 FM, radio Mandarin pertama di Jakarta. Program siaran kami lebih dikhususkan dalam Bahasa Mandarin, baik pemutaran lagu, iklan, maupun berita. Namun, kami juga memutar lagu dalam bahasa lainnya, seperti Bahasa Indonesia, Inggris, dan Korea.

Keberadaan kami sebagai stasiun radio dengan pendengar bersegmen tertentu, didukung oleh :

1. 20 KW Transmitter, yang memungkinkan pencapaian ruang lingkup seluas  $\pm 90 \text{ km}^2$
2. Program yang diatur dengan baik, didesain untuk menguntungkan baik pihak pendengar maupun pemasang iklan.

*PT. Radio Cakrawala Gitaswara is a company that serves in commercial broadcasting radio station and was founded in March 11, 1971. We are widely known as Mandarin Station 98.3 FM, the first Mandarin Station in Jakarta. Our programs are more specialized in Mandarin, whether in song play, advertisement, even news. But, we also play songs in other languages, such as Indonesian, English and Korean.*

*Our existence as a radio station with certain segmented listeners is supported by:*

1. 20 KW Transmitter, which enable us reaching  $\pm 90$  square km coverage area
2. Well - managed programs which are designed to benefit both the listeners and advertisers.

本公司是一家服务于商业广播电台，成立于 1971 年 3 月 11 日。广为人知的 Mandarin Station 98.3FM，雅加达第一华语广播电台。本公司的节目基本上是用汉语来主持的，包括音乐，广告，甚至新闻。除此之外，本公司依然会播其他语言的音乐，例如印度尼西亚，英语与韩国歌曲。

本公司作为一个广播电台的某些细分听众的依据是：

1. 20 KW 发射机，使本电台能延伸 $\pm 90$  square KM.
2. 本电台所提供的所有节目已用了最高等专业的设计为了满足所有听众与 客户。

### Company Data (公司资料)

Company Name (公司名称) : PT. Radio Cakrawala Gitaswara  
Station name (电台名称) : Mandarin Station  
Frequency (频率) : 98,30 MHz  
Bank Account (银行账户) : Bank Danamon, Cabang Gajah Mada  
*Bank Danamon, Gajah Mada Branch Office*  
*Bank Danamon, Gajah Mada 分支机构*

Bank Acc. No. (银行帐号) : 476-0804-7

Address (办公室及站地址) : Plaza Hayam Wuruk Office Tower Lt. 12 CDE  
Jl. Hayam Wuruk No.108, Jakarta Barat,  
Indonesia, 11160

*Plaza Hayam Wuruk Office Tower 12<sup>th</sup> Fl.  
CDE*  
*Jl. Hayam Wuruk No.108, West Jakarta,  
Indonesia, 11160*

*Hayam Wuruk 办公大楼 12 楼 C,D,E*  
*JL.Hayam Wuruk 108 号, 西 雅加达*  
*印度尼西亚, 11160*

Customer Service (客户服务) : +62 21 624 7241  
Marketing Dept. (营销部门) : +62 21 623 070 33 / 35 / 36

Email (电子邮件地址) : hrd@mandarinstation983.com  
marketing@mandarinstation983.com

Website (网站) : www.mandarinstation983.com

## Listeners Profile

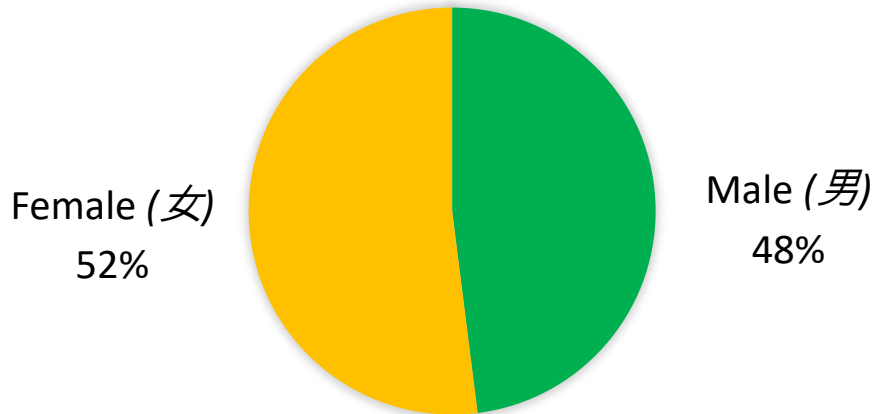
### 听众简介

Mayoritas pendengar kami merupakan orang Tionghoa yang bertempat tinggal di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Ada pula pendengar dari wilayah lainnya seperti Sukabumi dan Serang. Pendengar kami terdiri atas para pengusaha, karyawan, ibu rumah tangga, dan mahasiswa.

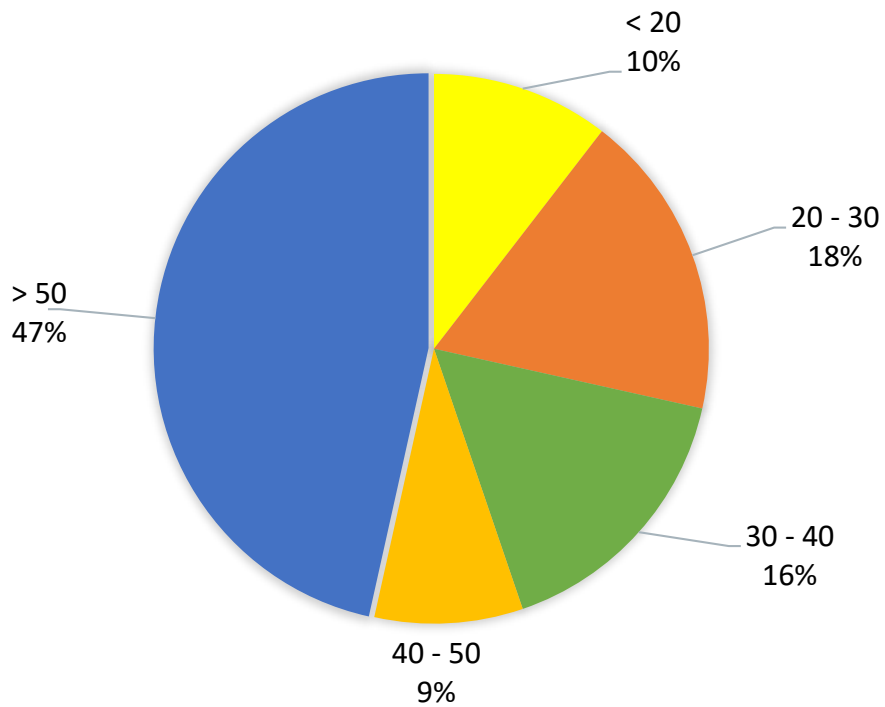
*The majority of our listeners are Chinese people who live in Jakarta, Bogor, Depok, Tangerang and Bekasi. There are also listeners from other regions such as Sukabumi and Serang. Our listeners consisted of businessmen, employees, housewives and university students.*

我们的大多数听众是居住在雅加达, Bogor, Depok, Tangerang 和 Bekasi 的中国人。也有居住在其他地区的听众, 如 Sukabumi 和 Serang。我们的听众包括商人, 员工, 家庭主妇和大学生。

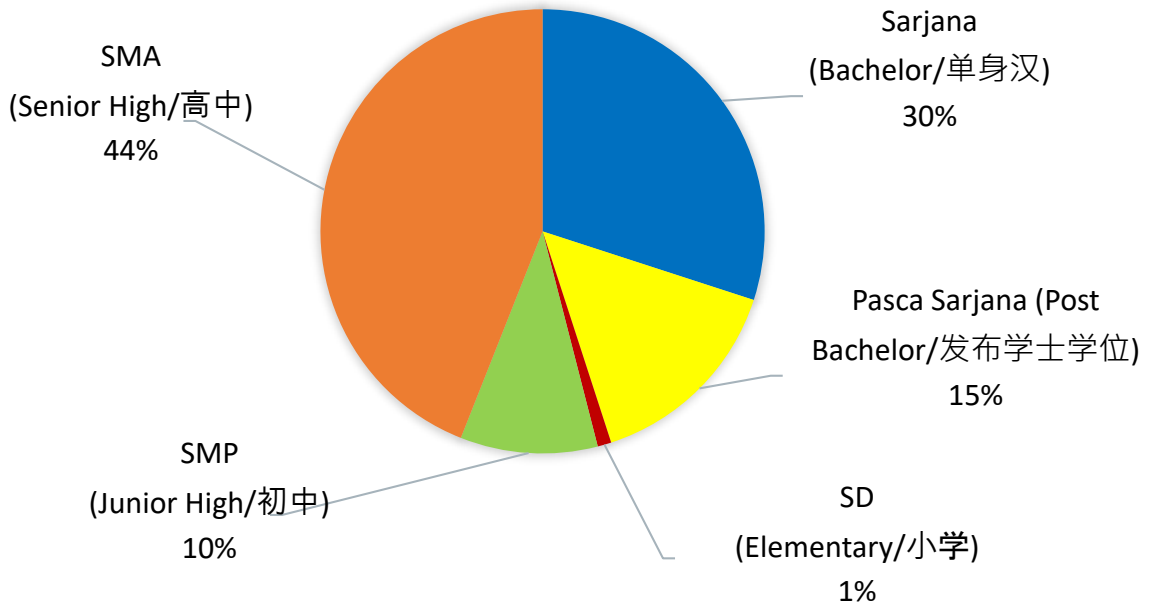
### GENDER (性別)



### AGE (年齡)



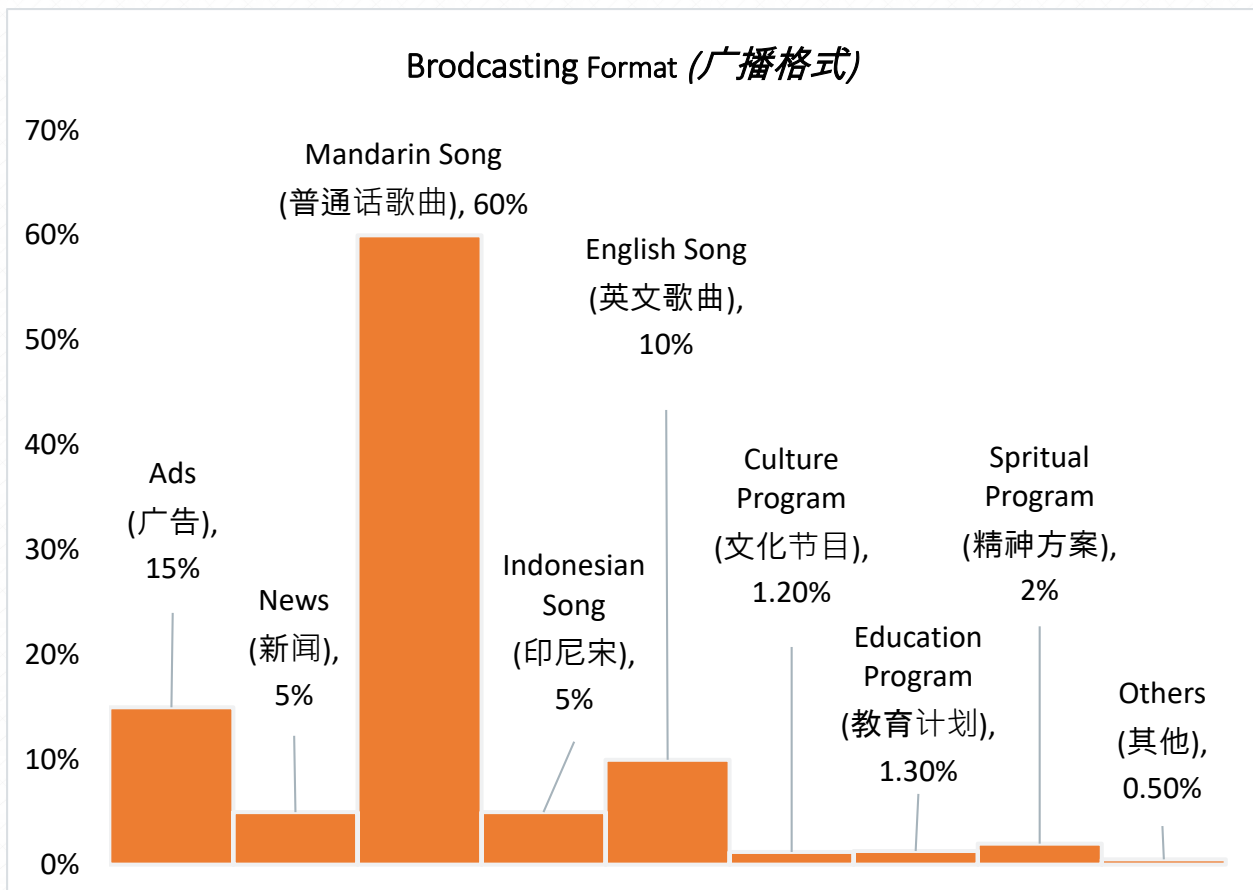
## EDUCATION (教育)



Regions (地区)		Percentage (百分比)
Jakarta (雅加达)	Barat (Barat/西)	32%
	Timur (East/东)	3%
	Pusat (Center/中心)	13%
	Utara (North/北)	20%
	Selatan (South/南)	2%
Bogor		3%
Depok		1%
Tangerang		16%
Bekasi		8%
Sukabumi		1%
Serang		1%

# BROADCASTING FORMAT AND PROGRAMS

## 广播格式和节目



**Broadcasting Programs** (广播节目)

<b>Monday</b> 星期一				
<b>Time</b> 时间	<b>Announcer</b> 播音员	<b>Status</b> 状态	<b>Programs</b> 程式	<b>Details</b> 细节
06:00 - 09:00	Ongky	LIVE	Wo Ai Zao Chen ( 我爱早晨 )	Light information, funny stories, talk show, nostalgia
09:00 - 12:00	Josephine	LIVE	Huo Li Jiu Ling Yi	Unique information, funny stories
12:00 - 13:00	Josephine	LIVE	Instrumental Music	
13:00 - 16:00	Dori	LIVE	I Love Monday   Wo Ai Xing Qi Yi ( 我爱星期一 )	Unique and weird information
16:00 - 20:00	Xiao Wei	LIVE	Lifestyle   Sheng Huo Fang Shi ( 生活方式 )	Health, beauty and family information
20:00 - 21:00	Rohani	Recording	Rohani Buddha	Buddhist Spirituality
<b>Tuesday</b> 星期二				
<b>Time</b> 时间	<b>Announcer</b> 播音员	<b>Status</b> 状态	<b>Programs</b> 程式	<b>Details</b> 细节
06:00 - 09:00	Ongky	LIVE	Wo Ai Zao Chen ( 我爱早晨 )	Light information, funny stories, talk show, nostalgia
09:00 - 12:00	Freddy	LIVE	Huo Li Jiu Ling Yi	Unique information, funny stories
12:00 - 13:00	Freddy	LIVE	Instrumental Music	
13:00 - 16:00	Josephine	LIVE	Fling Hours	Health Information
16:00 - 20:00	Dori	LIVE	News of The Day   Jin Ri Xin Wen ( 今日新闻 )	Interesting and actual current information
20:00 - 21:00	Rohani	Recording	Rohani Buddha	Buddhist Spirituality



Wednesday 星期三				
Time 时间	Announcer 播音员	Status 状态	Programs 程式	Details 细节
06:00 - 09:00	Ongky	LIVE	Wo Ai Zao Chen ( 我爱早晨 )	Light information, funny stories, talk show, nostalgia
09:00 - 12:00	Xiao Wei	LIVE	Lifestyle   Sheng Huo Fang Shi ( 生活方式 )	Health, beauty and family information
12:00 - 13:00	Xiao Wei	LIVE	Instrumental Music	
13:00 - 16:00	Josephine	LIVE	Fling Hours	Job information
16:00 - 20:00	Dori	LIVE	T-Time   Fang Song Fang Song ( 放松放松 )	Health and family information
20:00 - 21:00	Rohani	Recording	Agama Kristen	Christian Spirituality
Thursday 星期四				
Time 时间	Announcer 播音员	Status 状态	Programs 程式	Details 细节
06:00 - 09:00	Ongky	LIVE	Wo Ai Zao Chen ( 我爱早晨 )	Light information, funny stories, talk show, nostalgia
09:00 - 11:00	Freddy	LIVE	Huo Li Jiu Ling Yi	Unique information, funny stories
11:00 - 12:00			KIS (Kisah Inspirasi Sukses)	Inspirational success story
12:00 - 13:00	Freddy	LIVE	Instrumental Music	
13:00 - 16:00	Grace	LIVE	Fling Hours	Information about the ...-est things (i.e : Highest building)
16:00 - 20:00	Dori	LIVE	Jalan-Jalan   Guang Guang Jie ( 逛逛街 )	Food and Travel
20:00 - 21:00	Rohani	Recording	Agama Buddha	

<b>Friday</b> 星期五				
<b>Time</b> 时间	<b>Announcer</b> 播音员	<b>Status</b> 状态	<b>Programs</b> 程式	<b>Details</b> 细节
06:00 - 09:00	Ongky	LIVE	Wo Ai Zao Chen ( 我爱早晨 )	Light information, funny stories, talk show, nostalgia
10:00 - 11:00	Dori	LIVE	Konsultasi Hukum	Law Consultation
12:00 - 13:00	Dori	LIVE	Instrumental Music	
13:00 - 16:00	Dori	LIVE	Happy Friday   Kuai Le Xing Qi Wu ( 快乐星期五 )	Movie, music, entertainment
16:00 - 20:00	Grace	LIVE	Thank God Its Friday	Family information
20:00 - 21:00	Rohani	Recording	Agama Kristen	Christian Spirituality
<b>Saturday</b> 星期六				
<b>Time</b> 时间	<b>Announcer</b> 播音员	<b>Status</b> 状态	<b>Programs</b> 程式	<b>Details</b> 细节
06:00 - 09:00	Theda	LIVE	Weekend Mood	Light and interesting vacation information
09:00 - 12:00	Dori	LIVE	Info Keluarga   Jia Ting Xin Xi ( 家庭信息 )	Holiday, eat and shopping destinations
12:00 - 13:00	Dori	LIVE	Kirim - kirim Salam   Wen Hou ( 问候 )	
13:00 - 16:00	Josephine	LIVE	Info Keluarga   Jia Ting Xin Xi ( 家庭信息 )	Food Recipe, Children information
16:00 - 20:00	Grace	LIVE	Love is In The Air	About Love
20:00 - 21:00	Rohani	Recording	Agama Buddha	Subasitha Buddhist

Sunday 星期日				
Time 时间	Announcer 播音员	Status 状态	Programs 程式	Details 细节
06:00 - 09:00	Dori	LIVE	Musik Minggu	Newest Hits
09:00 - 12:00	Dori	LIVE	Musik Minggu Part II	Newest Hits
12:00 - 13:00	Dori	LIVE	Instrumental Music	
13:00 - 16:00	Anngre	LIVE	Informasi Weekend   Zhou Mo Xin Xi ( 周末信息 )	Light Tips
16:00 - 20:00	Grace	LIVE	Informasi Weekend   Zhou Mo Xin Xi ( 周末信息 )	Shopping mall, events, holiday, family and wedding information
20:00 - 21:00	Rohani	Recording	Rohani Buddha	Buddhist Spirituality

## OUR CLIENTS 我们的客户

Property (属性)

Consumer Goods (消费品)

Bank (银行)

Automotive (汽车)

Restaurant (餐厅)

Venues (场馆)

Hospital (医院)

Seminars (研讨会)

Pharmacies (药店)

## Advertising Price List

### 广告价格表

No. 数	Type 描述	Duration 持续时间	Price 单价
1	Spot/Jingle	60 sec (60 秒)	Rp. 2.000.000
2	Time Signal	60 sec (60 秒)	Rp. 2.300.000
3	Blocking time (Talk Show)	30 min (30 分钟)	Rp. 15.000.000
		60 min (60 分钟)	Rp. 25.000.000
4	Adlibs (Read Script Ads)	Up to 60 sec (60 秒)	Rp 2.200.000

#### Keterangan (Notes/小笔记) :

- Harga belum termasuk PPN sebesar 10 %.  
*10% tax is excluded.*  
*10%的税不包括在内.*
- Harga dapat berubah sewaktu - waktu tanpa pemberitahuan lebih dahulu.  
*Prices are subject to change without any prior note.*  
*如价格有所更改, 本公司并无提前通知*
- Siaran langsung dari tempat selain studio PT. Radio Cakrawala Gitaswara dikenakan biaya sebesar 30% dari harga dasar.  
*Live broadcasting from any other places besides PT. Radio Cakrawala Gitaswara's studio is charged with 30% additional to basic price.*  
*除了在本电台广播室, 由于其他地点所播出的直播信息就必须将收取基本价格的30%.*
- Production Fee (制作费为) :
  - Spot : Rp. 4.000.000
  - Adlibs Script (Adlibs 脚本) : Rp. 1.500.000
  - Jingle 30 sec (30 秒) : Rp. 7.500.000
  - Jingle 60 sec (60 秒) : Rp. 10.000.000