

ARN
TAG911

PINOY TALAGA

INTRODUCTION

TAG 91.1 is the #1 choice for the Filipino community in the UAE.

We play music that caters to a truly Filipino taste – the right mix of both English and OPM (Original Pinoy Music), both old and new. It's also home to the wackiest bunch of radio jocks reflecting the diversity in the Filipino demographic of the UAE – speaking in English, Tagalog and even other Philippine dialects.

As the first premium and award-winning Filipino radio station in the UAE, Tag 91.1 maintains dominance in the market with its hip and original content, as well as exciting promotions and giveaways. Additionally, the station brings to life the best in Filipino entertainment and information - keeping its listeners abreast with all the happenings in the UAE and back home through regular news updates.

Through its multiple platforms, Tag 91.1 has captured listeners aged 25 to 39 who possess strong purchasing power and just like their favourite Tag 91.1 presenters, they embrace the UAE life - shopping, hanging out with friends, keeping up with the latest trends in music, entertainment, technology, information, and always finding reasons to smile.



SHOWS



TAG GISING NA (TIME TO WAKE UP) WITH BLUEBIRD & KERI BELLE WEEKDAYS 5AM - 10AM

Whether you're a night owl or a morning lark, you'll look forward to waking up each weekday with TAG Gising Na. It's a party every morning as Bluebird and Keri Belle jumpstart your day with the latest OPM hits, need to know info, conversations that matter to the Pinoy Expat community, fun games, and of course, a whole lotta laughs.



TAG HALINA WEEKDAYS 10PM - 2AM

Remember the days when you'd oversleep and your mom would start screaming "'Hoy, kilos na! Tanghali na!" (Get moving, it's already midday!) Well, don't worry, Pepper Reu's sweet voice will be a bit more gentle as she gets you moving. A play on the words tanghali (midday) and halina (come on over), we'll help you breeze through the morning until lunchtime with more music and useful chit-chat for our "adulting" life.



TAG BREAK NA (IT'S BREAK TIME) WITH LOUIE DA COSTA WEEKDAYS 2PM - 4PM

Say goodbye to "siesta time" as Louie da Costa keeps you wide awake after that heavy lunch break on TAG Break Na. No more slipping into a food coma during office hours because she'll keep you busy reminiscing to your favourite tunes and giving you the chance to take control of the playlist.

TAG PACK UP NA (TIME TO PACK UP) WITH MARIA MALDITA & JOHNNY BIRYANI
WEEKDAYS 4PM - 9PM

Things will be moving smoothly even when the traffic on the street doesn't with TAG Pack Up Na. Maria Maldita and Johnny Biryani bring the fun & entertainment as you make your way around the UAE during the evening rush hour. They're all about topics taking over the internet, their latest travel and food adventures, song requests and greetings, and hilariously engaging banter that will keep you preoccupied all the way home.



TAG PUYATAN NA (LET'S STAY UP LATE) WITH GEORGIA FRITADA
WEEKDAYS 9PM - 1AM

Need to stay up late to meet that deadline? Or do you just have a lot on your mind and can't catch some z's? Whatever the case, you don't have to do it alone with Tag Puyatan Na. The ever-playful Georgia Fritada will keep you up with her thought-provoking topics, informative interviews, touching stories, and loads of laughter, especially when the rest of the Tag family joins her in the studio.



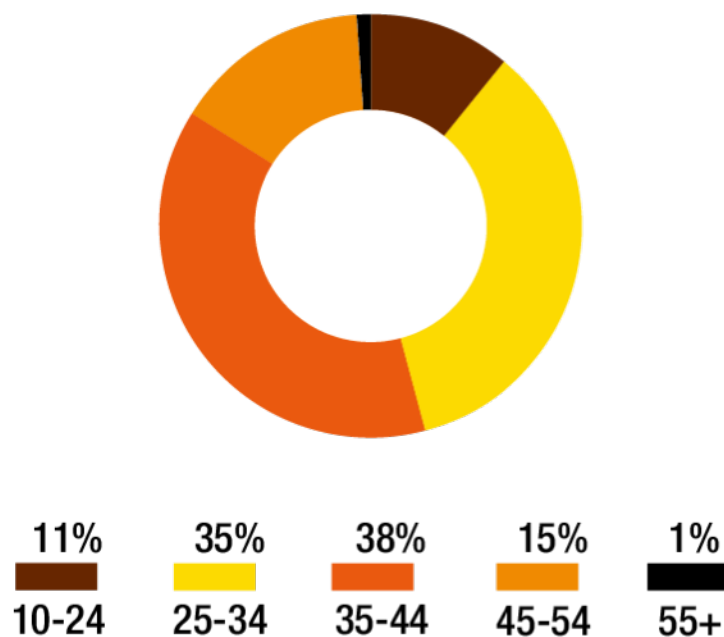
INSIGHTS - RADIO

The UAE's #1
Filipino radio station

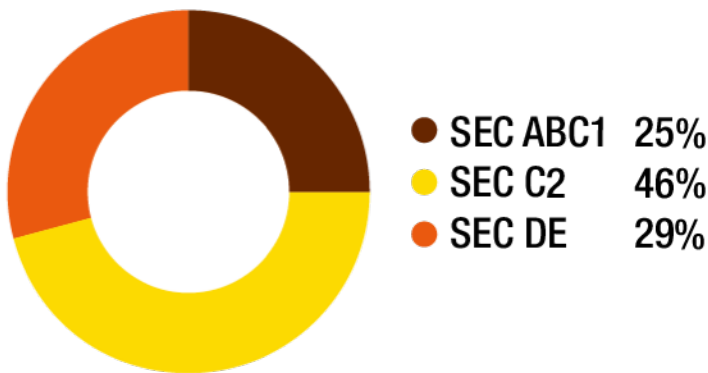
*WEEKLY REACH
314,000

TARGETING
28-45 YEAR OLDS

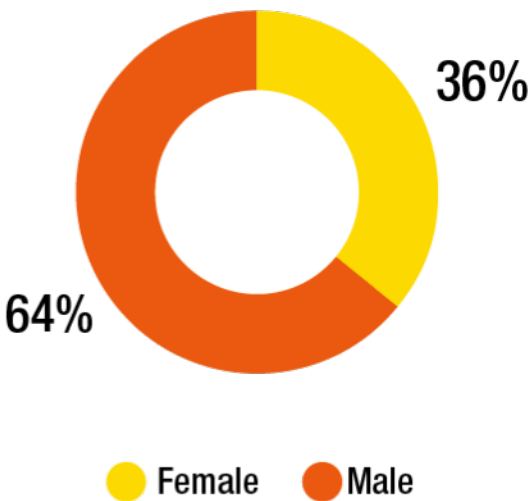
*AGE



*SOCIO ECONOMIC CLASS



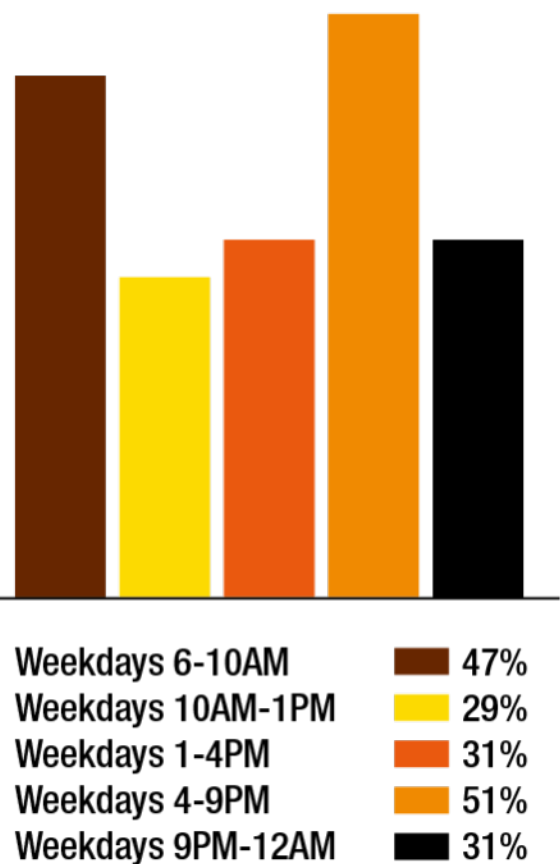
*GENDER



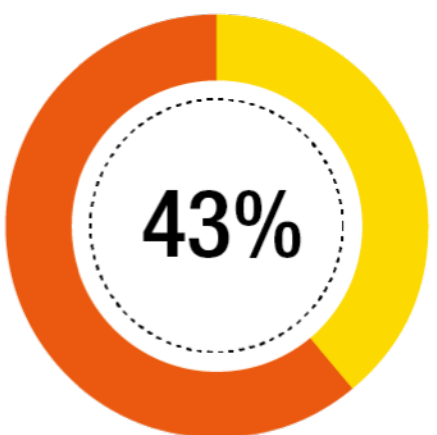
*HOW LISTENED



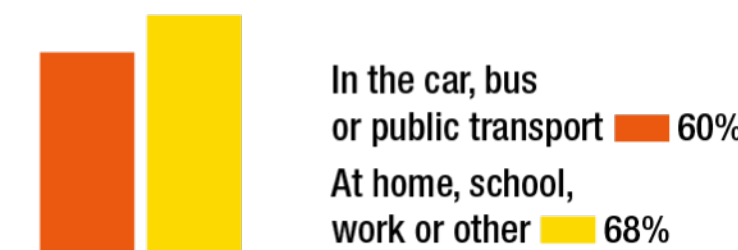
*LISTENERSHIP BREAKDOWN



*LIVING WITH FAMILY



*PLACE OF LISTENING



*Source: Nielsen

** SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say

INSIGHTS - SOCIAL MEDIA

The Majority of the TAG 91.1 audience listen to no other radio station in the UAE

SOCIAL FOLLOWERS
394,114

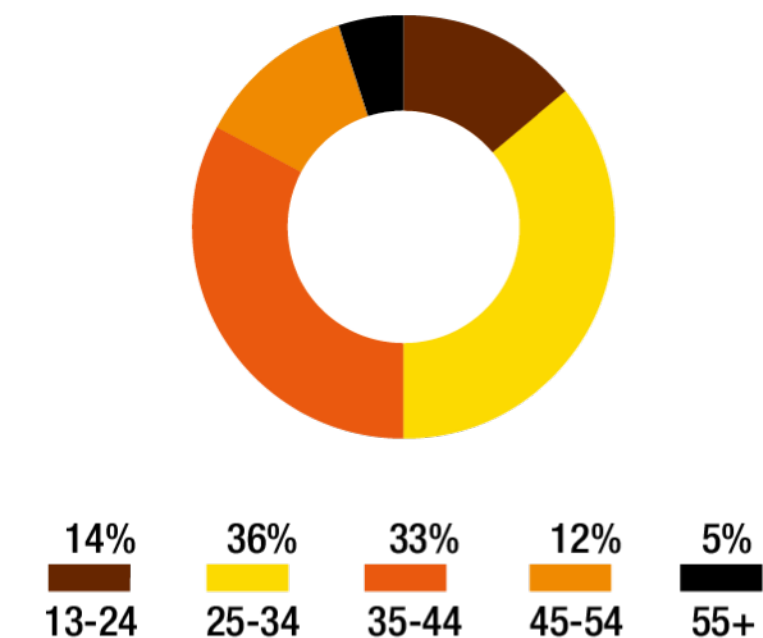
* MONTHLY SOCIAL IMPRESSIONS
7,110,833

* DAILY REACH
674,286

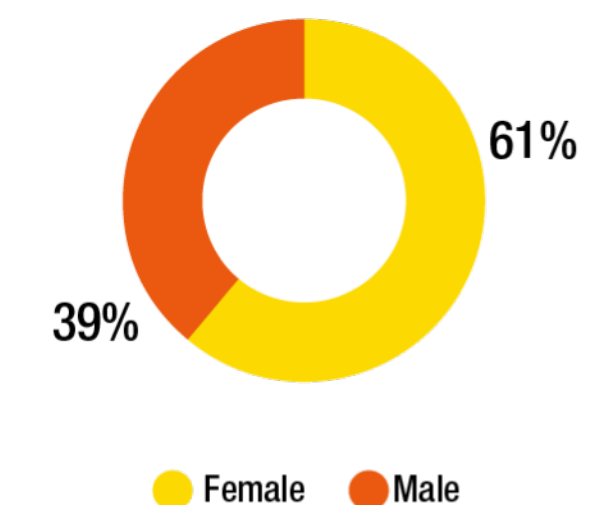
**ENGAGEMENT RATE
1.72% 2X MEDIA INDUSTRY AVERAGE

There is no other way to reach this huge audience than via TAG 91.1

*AGE



*GENDER



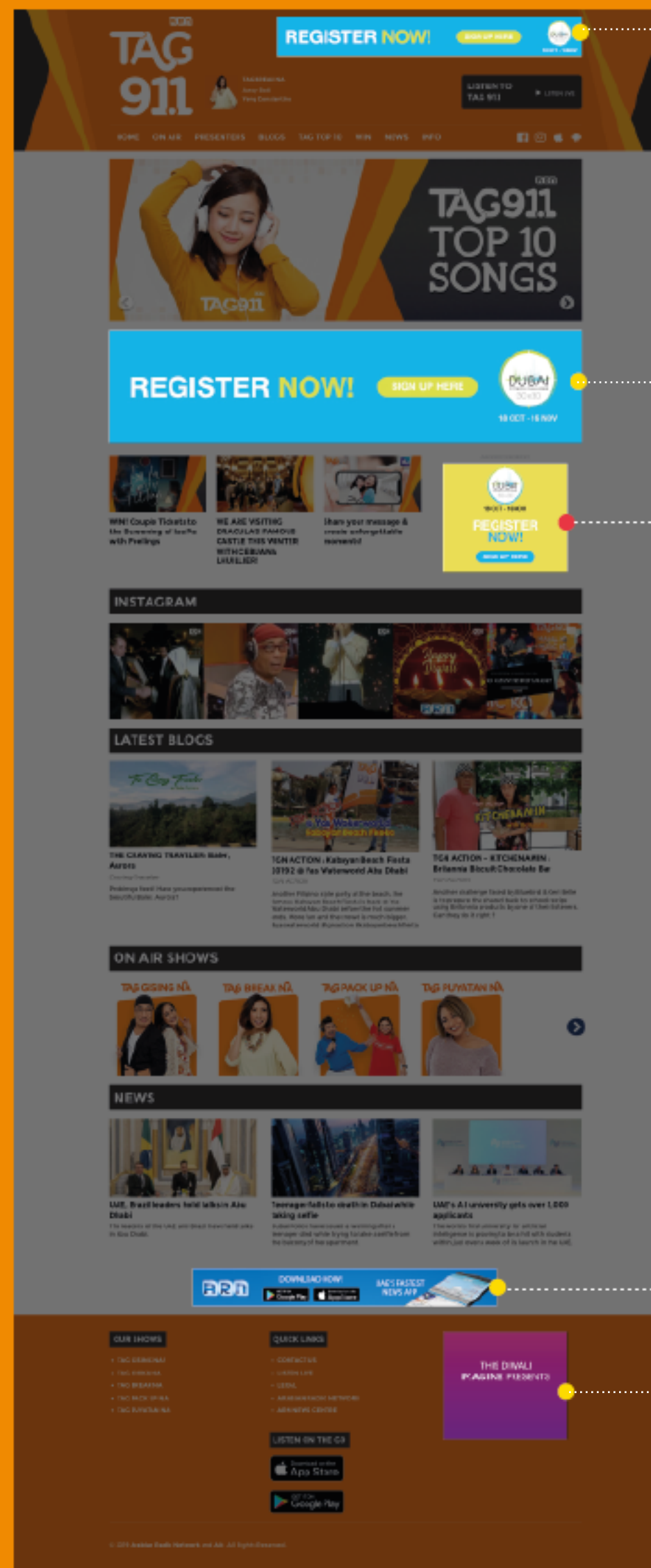
ON AIR RATE CARD

	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	450	300	300	450	225	150	325	275
Weekend	150	250	325	325	175	150	225	200

Loading % on 30s spot rate							
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%

TAG 91.1	Live Reads	15 sec	30 sec	Creative Rates Commercial Production*30 sec 3,000
	ROS Placement	750	1,000	
	Specific Placement	1,000	1,250	

www.tag911.ae



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png, gif
HTML5 (Google Ads)
and Google Ad script

Featured content

Custom made by ARN
and requires PD approval

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

Leaderboard

Size / Format
(same as above)

MPU

Size / Format
(same as above)

DIGITAL

CPM based components	Weekly based components		
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest
90	4000	5000	8000
Pre-Roll Audio*	Pre-Roll Video*	APP SMS POP-UP*	Banner*
5000	4000	3000	1500

Online Contest

Custom made by ARN
and requires PD approval

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5