



Republic of the Philippines
Department of Education
REGION X-NORTHERN MINDANAO
SCHOOLS DIVISION OF MISAMIS ORIENTAL

June 22, 2020

DIVISION ADVISORY

The **Mindanao Daily News Publishing Corporation** is inviting everyone to avail its services via Advertisements, advertorials for updates, announcements, publication of news articles, feature / literary pieces and other paid releases on the Anti-COVID 19 , health or education related issues and government concerns.

In line with the above - mentioned invitation, this Office encourages and recommends our teachers, employees and other stake holders to patronize the services offered by the **Mindanao Daily News Publishing Corporation**.

For more details please see the attached letter of invitation or you may contact *Allan M. Mediante* (Editor In-chief, Mindanao Daily) or *Dante M. Sudaria* (Publisher) thru **telefax # 856-3344** , e-mail: mindanaodailynews@gmail.com

For your information and guidance.


JONATHAN S. DELA PEÑA, PhD, CESO V
Schools Division Superintendent

JSDP/SGOD/rfg



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MINDANAO DAILY

THE PURVEYOR OF TRUTH, JUSTICE, AND DEVELOPMENT

MINDANAO DAILY NEWS PUBLISHING CORPORATION

Main Office: Tanleh Bldg, Abellanosa St., Consolacion, Cagayan de Oro City.

TeleFax #: 856-3344, TIN No. 464-682-324-000 – VAT

Website: www.mindanaodailynews.com, E-mail: mindanaodailynews@gmail.com

6/3/2020

DR. JONATHAN S. DELA PEÑA
DepEd Misamis Oriental

DEPARTMENT OF EDUCATION
Division of Misamis Oriental

RECEIVED

DATE: 03 JUN 2020
BY: *[Signature]*

Dear Dr. Dela Pena,

As per PCOO Secretary Martin Andanar's announcement (attached hereto) encouraging government agencies and LGUs to help Media companies to enable to continue its operations via advertisements. May we propose attached ads sample material for use by your agency or you can send us your own ads materials so that we can avail of government assistance via advertorials for updates, announcements, and paid releases on the Anti-Covid and other government concerns.

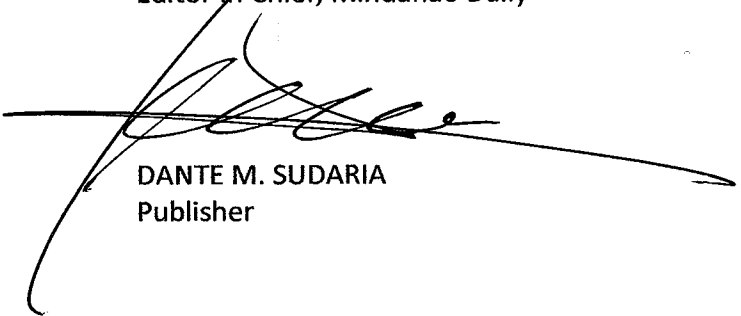
We are also attaching our official rates.

We hope your office can help us or you can recommend us to other agencies for ads placements.

Thank you so much.



ALLAN M. MEDIANTE
Editor In Chief, Mindanao Daily



DANTE M. SUDARIA
Publisher

ASDS' OFFICE
RECEIVED

FROM: *0221*
DATE: 6/9/2020
TIME: 2PM

PLEASE REFER TO BOXED INFO

MINDANAO DAILY

MINDANAO'S LEADING NEWSPAPER

MINDANAO DAILY NEWS

Tanleh Bldg, Abellanosa St., Consolacion, Cagayan de Oro City. TeleFax #: 856-3344, 74-53-80, TIN No. 209-980-927 – Non VAT

Website: www.businessweekmindanao.com, E-mail: mindanaodailynews@gmail.com

ADVERTISING RATES & PROFILE

PUBLISHED DAILY EXCEPT SUNDAY
MINDANAO DAILY NEWS – MAIN SECTION
BUSINESS DAILY/BUSINESSWEEK– 2ND SECTION
DISPLAY AD RATES

Black & White: P75.00/col.cm.

Full Page P 18,450.00
Half Page P 9,225.00
1/4 Page P 4,612.00
1/8 Page P 2,305.25

~~Full Color: P125.00/col.cm (80% surcharge)~~

Full Page P33,210.00
Half Page P16,605.00
1/4 Page P 8,301.60

MECHANICAL SPECS:

Paper Size : 31.75cms. x 46.35cms.
Printing Size : 26.50cms. x 41.00cms.
No. of Columns : (6) Six
Column Depth : 41.00cms.
Column Width : 26.50cms.

COLUMN SIZES:

1 columns = 4.0cms.
2 columns = 8.5cms.
3 columns = 13.0cms.
4 columns = 17.5cms.
5 columns = 22.0cms.
6 columns = 26.5cms.

INTERNET EXPOSURE:

Mindanao Daily News newspaper
e-copy in newspaper format and PDF copy
is readable available online at
www.businessweekmindanao.com
E-copy website links are also emailed to
thousands of contacts every week.

Distribution Network

Government and Corporate offices

Cagayan de Oro 10,000 copies
Butuan City 3,000 copies
Davao City 3,000 copies
Davao provinces 2,000 copies
Bukidnon 1,000 copies
Misamis Oriental 1,000 copies
Misamis Occidental 1,000 copies
Iligan City 1,000 copies
Lanao provinces 1,000 copies
Surigao City/provinces 1,000 copies
Agusan provinces 2,000 copies
Zampen 2,000 copies

READERSHIP PROFILE

| | |
|------------|-----------------------------|
| SEX | SOCIO ECONOMIC CLASS |
| Male = 65% | Class A = 40% |
| Female 35% | Class BC= 50% |
| | Upper C= 10% |

| | |
|------------------|---------------------|
| AGE GROUP | CIVIL STATUS |
| 15 – 25 = 10% | Single = 25% |
| 26 – 35 = 25% | Married= 75% |
| 36 – 45 = 30% | |
| 46 – Above = 35% | |

OCCUPATION

Businessmen/Entrepreneur = 30%
Managerial/Professionals = 40%
White/Blue Collar Workers= 30%

PAYMENTS: Direct Ad upon reservation or as per agreed payment schemes as well as to accredited agencies.

NOTE: Make check payments made payable to:
MINDANAO DAILY NEWS

Gov't agencies, LGUs urged to support Media companies thru Advertisement



Presidential Communications Operations Office (PCOO) Secretary Martin Andanar has called on government agencies and LGUs to harness their advertisement budgets and help media companies to continue their services and mitigate the adverse economic impact on the industry brought about by the coronavirus disease 2019 (COVID-19) pandemic.

Andanar issued the PCOO advisory upon receiving reports that some private media companies started to retrench their workers due to quarantine measures implemented by the national government during the Luzon-wide lockdown on March 16 to prevent the spread of COVID-19 pandemic.

“Ipaglaban ninyo ang inyong advertising budget, i-allocate ninyo and distribute equally sa private media,” said Andanar during his meeting with leaders and publishers of private media in Baguio City, last Saturday..

Andanar said that when he toured countryside to meet media organizations, some media companies in the provinces told him that they only paid 50 percent of the usual salaries of their stringers.

“After two or three weeks later, I started hearing that this media company, big ones from Manila, started downsizing,” ani Andanar, na dating broadcast journalist.

The tasks of private media in covering news and publishing or airing it has been hampered due to economic reasons.

“Pag sarado ang negosyo, walang advertisement, walang pangkabuhayan ang media company. Kung walang pagkukunan ng revenue, walang pampasuweldo,” dagdag ni Andanar. (PNA)