



Republic of the Philippines  
 Department of Agriculture  
**AGRICULTURAL TRAINING INSTITUTE**  
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**PURCHASE ORDER**

SUPPLIER: **MANILA BROADCASTING COMPANY**

ADDRESS: Vicente Sotto St., Pasay City

TIN:

P.O. No.: 2023-09-228

DATE: Sept 21, 2023

MODE OF PROCUREMENT: NON-SCIENTIFIC, SCHOLARLY  
 OF ARTISTIC WORK  
 EXCLUSIVE TECHNOLOGY AND  
 MEDIA SERVICES

Gentlemen:

Please furnish this Office the following article(s) subject to the terms and conditions contained herein.

Place of Delivery: **ATI, Diliman, Quezon City** Delivery Terms: **5 CALENDAR DAYS**  
 Date of Delivery: Payment Term: **LDDAP**

STOCK NO.	UNIT	DESCRIPTION	QTY	UNIT COST	TOTAL COST
	package	<b>AIRTIME/SPOTS FOR RADIO PLUGS</b> (1-minute/60-second spot) Top AM Stations (based on Nielsen Media's Listenership Ratings) Coverage: Nationwide Topics: Information about the Rice Competitiveness Enhancement Fund (RCEF) or rice related programs/ technologies Duration: 2 weeks Target Months: September 2023  Package 1 (DZRH 666) #1 in listenership 1 spots x 5 days  <b>Purpose:</b> For the nationwide campaign of DA & ATI initiatives for RCEF and rice-related programs/technologies.	20	₱ 40,000.00	₱ 800,000.00

**TOTAL AMOUNT IN WORDS:**  
**EIGHT HUNDRED THOUSAND PESOS ONLY** ₱ **800,000.00**

In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent (1%) for everyday of delay shall be imposed.

CONFORME:

ATTY. RUDOLPH STEVE E. JULARBAL

Signature Over Printed Name of Supplier

22 September 2022

Date

Very truly yours,

**REMELYN RECOTER, MNSA, CESO III**  
 DIRECTOR IV



FUNDS AVAILABLE:

SEP 22 2023  
 JOAN E. SINGSON  
 CHIEF ACCOUNTANT

OR/BUR No.: 2023-09-228

Amount: ₱ 800,000.00