2026-27 ADVERTISER MEDIA KIT

YOUR MESSAGE. BERMUDA'S MOMENTS.

Build a campaign across television, radio, digital and signature Bermuda events.

TELEVISION	RADIO	DIGITAL
ZFB TV 7 + ZBM CBS 9	Power95 + Ocean89 + Inspire105	bbc.bm + Bermuda Today
News, primetime and sports	30- and 60-second packages	Banners, pre-roll and podcasts

EVERYDAY ADVERTISING OPTIONS

Platform	Opportunity	Package	Investment starting at
TV	30-sec news + primetime* bundle	6 newscast + 30 prime	$1,650
TV	60-sec news + primetime* bundle	6 newscast + 30 prime	$2,100
TV	Primetime* only	30 x :30 / 30 x :60	$750 / $900
Radio	30-sec monthly packages	72 ads / 48 ads	$2,100 / $1,550
Radio	60-sec monthly packages	60 ads / 46 ads	$2,400 / $1,950
Digital	Web banner	Per size / month	$175
Digital pre-roll	Online radio or Bermuda Tonight	Per month	$500

* Primetime is Monday-Sunday 9pm-12am

SPOTLIGHT OPPORTUNITIES

PODCAST SPECIAL	WAYMARK VIDEO	EVENT SPONSORSHIP
$450 / episode	**$300**	**2027 calendar**
30-minute studio podcast + 20 x :15 promos	TV/video ad production with qualifying package	Sports, community and holiday programming

SIGNATURE 2027 EVENTS

P.A.L.S. Annual Walk • CBS PGA Golf Tour • SailGP • Bermuda Half Marathon Derby • Eastern Counties Cricket • Cup Match • Butterfield Bermuda Championship • Christmas Lighting • BNT Christmas Walk-About

LET'S BUILD YOUR CAMPAIGN | sales@bbc.bm | 441-824-2834 | bbc.bm

Package availability, deadlines and standard terms & conditions apply. Event offerings are subject to availability.