



2025
LIST

PRICE



BERMUDA BROADCASTING CO.

BE SEEN, BE HEARD

RADIO. TELEVISION. NEWS. ADVERTISING. 80+ YEARS.



(441) 824-2834



bbc.bm



sales@bbc.bm



4 Fort Hill Road,
Devonshire, Bermuda



SCAN ME



POWER 95
BERMUDA

Ocean 89
BERMUDA

Inspire 105
BERMUDA

ADPACKAGES | BUNDLE DEALS



RADIO | COMMERCIAL (PRE-RECORDED)

Radio 60 sec 30 sec 15 sec

Radio Ads

OCEAN

Primetime (6am-10am), (3pm-7pm)	\$50.00	\$40.00	\$35.00
Easy Listening (10am-3pm), (7pm-12am)	\$40.00	\$30.00	\$25.00
Late Night (12am-6am)	\$25.00	\$20.00	\$15.00
Weekends	\$40.00	\$30.00	\$25.00
News Adjacency	\$50.00	\$40.00	\$35.00

POWER

Primetime (6am-10am), (3pm-7pm)	\$45.00	\$35.00	\$30.00
Easy Listening (10am-3pm), (7pm-12am)	\$35.00	\$25.00	\$20.00
Late Night (12am-6am)	\$25.00	\$15.00	\$10.00
Weekends	\$35.00	\$25.00	\$20.00
News Adjacency	\$45.00	\$35.00	\$30.00



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Radio

60 sec

30 sec

15 sec

Inspire

Primetime (6am-10am), (3pm-7pm)	\$30.00	\$20.00	\$15.00
Easy Listening (10am-3pm), (7pm-12am)	\$25.00	\$15.00	\$10.00
Late Night (12am-6am)	\$20.00	\$10.00	\$5.00
Weekends	\$25.00	\$15.00	\$10.00

Radio Interviews

15 minutes

OCEAN

7am-9am	\$	200.00
9am-12pm	\$	150.00
4pm-6:30pm	\$	175.00
Weekends		

POWER

7am-9am	\$	175.00
9am-12pm	\$	125.00
4pm-6:30pm	\$	150.00
Weekends		



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Radio Interviews

15 minutes

Inspire

7am-9am	\$	125.00
9am-12pm	\$	100.00
4pm-6:30pm	\$	125.00
Weekends		

TV

60 sec

30 sec

15 sec

TV Ads

ZBM

8am-10am	\$35.00	\$25.00	\$20.00
10am-5pm	\$40.00	\$30.00	\$25.00
5pm-7pm	\$45.00	\$35.00	\$30.00
7:30pm-12am	\$30.00	\$30.00	\$45.00
12am-6am	\$15.00	\$10.00	\$5.00

ZFB

8am-10am	\$25.00	\$15.00	\$10.00
10am-5pm	\$30.00	\$20.00	\$15.00
5pm-7pm	\$35.00	\$25.00	\$20.00
7pm-12am	\$40.00	\$30.00	\$25.00
12am-6am	\$10.00	\$5.00	\$3.00



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TV

60 sec

30 sec

15 sec

Bermuda Tonight

7pm-7:30pm

\$425.00

\$350.00

\$275.00

Headline News

7pm-7:30pm

\$60.00

DIGITAL ADS

CPM

Main Page above the fold

\$ 15.00

Main Page below the fold

\$ 12.00

News Page

\$ 10.00

Bermuda Tonight

\$ 12.00

Sports Page

\$ 8.00

Radio

\$ 8.00

Podcasting

30 min

45 min

60 min

30 day avail

\$300.00

\$450.00

\$575.00

Ownership

\$150.00

Talent Fee

\$125.00

Promotion

\$200.00

NOTE:

These rates can be updated as inventory pressure changes

5% discount on 3 or
more in a series



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Format requirements for VIDEO:

◆ Container:
.mp4 (MPEG-4)

◆ Video:	
Codec	H.264 (AVC), High Profile Level 4.2
Resolution	1920x1080
Frame rate	29.97 fps (interlaced = 59.94 fields/sec → 29.97 frames/sec)
Field order	Top Field First (TFF) (standard for 1080i)
Bitrate	20–50 Mbps (CBR or high-quality VBR)
GOP structure	GOP size of 30 (I-frame every 30 frames), closed GOP preferred
Chroma subsampling	4:2:2 (if possible), else 4:2:0
Pixel format	8-bit (standard), or 10-bit if needed and supported

◆ Audio:	
Codec	AAC-LC (Low Complexity) or PCM (if allowed)
Channels	Stereo (2.0)
Sample rate	48 kHz
AAC	320–384 kbps stereo



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Format requirements for RADIO:

◆ Audio File Format:	
Stream Type	MPEGAudio Layer 2
Audio	Stereo
Audio Bitrate	224-396 Kbps CBR
Sample Rate	48 KHz
Audio Level	Max -8dB
Peak levels should not exceed -8dbfs Use an audio limiter on your timeline to prevent audio peaks over -8dbfs	
Dialogues should be in the -20dbfs to -10dbfs - NO LOWER	

GENERAL EDITING POINTERS

- Avoid mixing video formats
- Shoot all video in 1080i and edit the original files
- Apply a NTSC Broadcast Safe filter to final video (create a compound clip if needed) to ensure that the Chroma, Luma and RGB Gamut values do not go over 100
- A useful utility called Mediainfo (available for Windows and Mac) provides key technical details for video & audio files: <https://mediaarea.net/en/MediaInfo>

NOTE

Remote Radio and TV Broadcasts require a 5MB ethernet connection



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