

delfijn fm

**MEDIA KIT
CURAÇAO
2026**



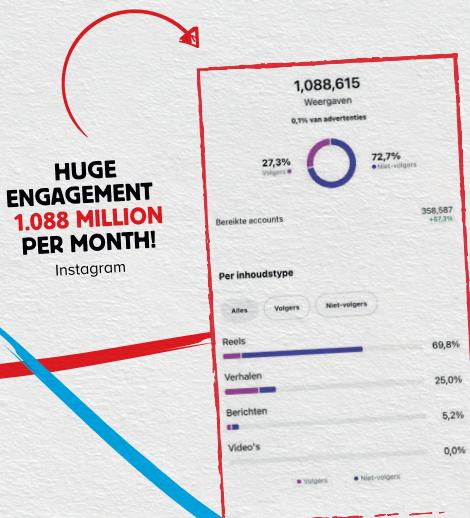
Dolfijn has existed for more than 20 years. The company is established. In addition to the familiar radio on 97.3 FM on Curaçao and 97.3 FM on Bonaire, we have developed multiple media channels over the years to reach our target audience effectively.

We offer separate commercial breaks and programming on DolfijnFM Curaçao and Bonaire, produce videos, implement and manage personalized music streams, have significant reach through social media channels, and operate our own information platform about the islands, Dolfijn Travel.

There are many options to promote your product or service through one of Dolfijn's channels.

Dolfijn also offers its Studio, Remote Studio and Recording Studio, Studio 2, for rent for radio presenters, podcast makers or artists who want to continue their work on the island.

**HUGE
ENGAGEMENT
1.088 MILLION
PER MONTH!**
Instagram



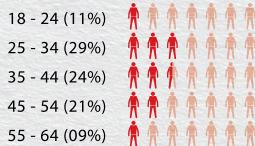
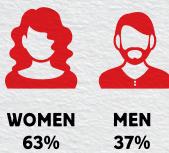
RADIO DOLFIJN FM

Target Audience

As soon as you want to promote your product or service, one of the most important questions is: who do you want to reach?

Dolfijn FM has distinguished itself as a Dutch-speaking media outlet in Curaçao and Bonaire for years. Our listeners are young, intelligent, and active. The average listener has completed a higher professional education (HBO) or higher.

We consider it important to communicate why people listen to us. Dolfijn feels familiar. We are innovative and do not target a specific age category; we appeal to all young spirits on the islands. They want to experience. They want to discover. They want to live. That is what makes us unique.



FACEBOOK
80.000
(Followers)

INSTAGRAM
32.000
(Followers)

DAILY LISTENERS
12.000 - 17.000
(Dolfijn FM)

Advertising Costs

If you want to advertise on Dolfijn FM, you have control over how you want to implement it. We will advise you based on your wishes and our expertise, so you can achieve the maximum from your marketing objectives.

On the following pages, you will find sample packages for broadcasting spots in Curaçao. Ultimately, based on the campaign length and number of spots, we will provide concrete proposals.

SPOTS DOLFIJN FM 97.3 CURAÇAO

Below are some examples of packages. We create a customized proposal for everyone. If you prefer one of the packages listed below, that is also possible.

PACKAGE A
20 SECONDS PER SPOT
2 SPOTS PER DAY/MONTH
1X PRIMETIME & 1X DAY TIME
XCG 814.00 EXCL. OB P/M

PACKAGE B
20 SECONDS PER SPOT
3 SPOTS PER DAY/MONTH
1X PRIMETIME & 2X DAY TIME
XCG 1144.00 EXCL. OB P/M

PACKAGE C
30 SECONDS PER SPOT
2 SPOTS PER DAY/MONTH
1X PRIMETIME & 1X DAY TIME
XCG1221,00 EXCL. OB P/M

PACKAGE D
30 SECONDS PER SPOT
3 SPOTS PER DAY/MONTH
1X PRIMETIME & 2X DAY TIME
XCG1716.00 EXCL. OB P/M

Separate commercial blocks

On Bonaire, not only the programming sounds different, the commercial blocks also differ from those on Curacao. On both islands, you will hear commercials specifically intended for the listeners of that island. This allows you to reach your target audience more effectively and pay only for the advertising you actually use.

Do you want your spot to be heard on both islands? That is possible. In the end, it is much cheaper than advertising on two separate radio stations. Ask us about the options.

Prefer a customized quote?

Contact us at sales@dolfijnmedia.com or 4610973 ext. 2

EVENT PACKAGE

THE COSTS OF PRODUCING A COMMERCIAL ARE XCG 325.00 Excl. OB

ALL ACCES PACKAGE



1X RADIO GIVEAWAY
10 SPOTS A DAY



5X SOCIAL MEDIA STORIES
1X SOCIAL MEDIA GIVEAWAY



XCG 4265.50

XCG 2000.00

Excl. OB

All packages last for 2 weeks

HIGHLIGHT PACKAGE



1X RADIO GIVEAWAY
6 SPOTS A DAY



5X SOCIAL MEDIA STORIES
1X SOCIAL MEDIA GIVEAWAY



XCG 2994.50

XCG 1500.00

Excl. OB

All packages last for 2 weeks

SPOTLIGHT PACKAGE



5 SPOTS A DAY



5X SOCIAL MEDIA STORIES



XCG 1992.00

XCG 1000.00

Excl. OB

All packages last for 2 weeks

KICKSTART PACKAGE



2,5 SPOTS A DAY



2X SOCIAL MEDIA STORIES



XCG 1065.00

XCG 800.00

Excl. OB

All packages last for 2 weeks

SPOTPRODUCTION Optional

What does spot production cost?

For broadcasting a commercial, a commercial is of course required. If you already have a commercial, you can provide it free of charge. If you would like to have the spot produced by Dolfijn, that is also an option. We have a team of creative colleagues who know how to write and produce an engaging spot script. We work with professional voice actors in the Netherlands and the United States depending on the chosen language, and we mix the spots in-house.

Cost of Dutch-language spot production XCG 325 excl. OB

Cost of English-language spot production XCG 420 excl. OB

PROGRAM SPONSORSHIP DOLFIJNFM

Program sponsorship is one of the most effective ways to attract attention and strengthen your brand. How does it work? You choose a Prime Time show that aligns closest with your brand or company. Your name will be mentioned (exclusively) in that specific show twice every hour, every weekday.

For example:

**'MORNING SHOW MET BO' IS BROUGHT TO YOU BY GRAFICOM.
YOUR IT PARTNER IN THE ISLANDS. CHECK OUT ALL IT
POSSIBILITIES AT GRAFICOM.CW.'**

MORNING SHOW MET BO - PRIME TIME

Curaçao XCG 2100

6 x Mentions between 6:00 - 9:00 | 132 x per month

ELLA'S LUNCHBREAK - PRIME TIME

Curaçao XCG 1500

4 x Mentions between 12:00 - 14:00 | 88 x per month

JESSE JAMZ - PRIME TIME

Curaçao XCG 2100

6 x Mentions between 16:00 - 19:00 | 132 x per month

SOULGROOVES - DAY TIME

Curaçao XCG 700

4 x Mentions (on Thursday) between 19:00 - 21:00 | 18 x per month

* All prices exclude OB and are per month.

STANDALONE PROMOTION OPPORTUNITIES DOLFIJN

Besides the standard radio commercials, a dedicated page on our website, or a personalized music stream, there are many other ways to reach your target audience. For example, a video or poll we share on our social media for you, a giveaway, or a complete campaign using all our channels for maximum impact.

RADIO FM

Interview	XCG 420
Giveaway	XCG 420
Mentioning	XCG 125

ONLINE / DOLFIJN FM

Facebook Feed	XCG 695
Instagram Feed	XCG 795
Instagram Story	XCG 145
Instagram giveaway	XCG 225

Website banner (nieuws of muziek pagina)

970 x 270, max 2mb XCG 1500

VIDEO

Including production, editing, publication on desired channel XCG 1750

* All prices exclude OB and are per instance/month.

MUSIC STREAM

It is scientifically proven that background music unconsciously influences consumer shopping behavior. It not only enhances your company image, it sets you apart from other stores or businesses, makes your customer feel more welcome, and contributes to a premium experience

Source: communicatietrends.multicopy.nl/achtergrondmuziek-bedrijf-onmisbaar

olfijn Media offers personalized music streams tailored exactly to your preferences and target audience. These are implemented based on your own music choices, your own jingles, and your own commercials or specials without external advertisements.

Another advantage: Your customer is already inside; with your own commercial(s) and/or special(s), you can reach them immediately. Contact us to learn about the options.

Starting at XCG 395.00

* Prices exclude OB and are per month.



Van den Tweel Zeelandia



Bottles

STUDIO RENTAL

Professional Radio, Podcast, and Video Production at Dolfijn

Dolfijn offers state-of-the-art facilities for radio, podcasting, and video production, including multiple professional studios, a video/podcast space, and a fully equipped remote broadcasting booth.

The main studio at Mambo Beach allows radio presenters in Curaçao to broadcast their shows seamlessly via an extremely stable internet connection. The studio features the Aeron Radio system from Broadcast partners, two professional mixing consoles, an extensive music library, three RØDE Broadcaster microphones, a 4K camera system, and the ability to connect live music instruments or turntables for unforgettable sessions. The glass wall provides a stunning view of Mambo Beach and the most beautiful sunsets in Curaçao, turning every broadcast into a visual experience.

Studio 2, located beneath the main studio, is fully soundproof and ideal for recording commercials, audiobooks, voice-overs, or vocals. It comes equipped with a powerful computer, all necessary software, and a professional mixing panel for editing and mastering recordings. Live radio broadcasts can also be produced using the Aeron Radio system. Both the recording and production spaces feature high-quality RØDE Broadcaster microphones for crystal-clear sound.

Studio 3 is our flexible video production studio, perfect for podcasts or video formats. You can bring your own equipment, or Dolfijn can supply and set everything up professionally, so you can start immediately.

If you want a live on-location radio broadcast, Dolfijn handles everything from concept to execution, creating a custom remote radio solution tailored to your needs.

For pricing and more information, contact sales@dolfijnmedia.com

AFTERWORD

In addition to the promotional opportunities outlined in this media kit, Dolfijn FM provides even more ways to effectively promote your company or service. You can choose to showcase your brand through DolfijnFM Bonaire, reaching audiences on this beautiful island, or through Dolfijn Travel, our platform designed specifically for tourists seeking unforgettable experiences. Unlike DolfijnFM, Dolfijn Travel operates in English. These additional options help you reach your target audience more effectively and deliver your message in a tailored way.

Interested in how these extra options could benefit you? Request the media kit for Dolfijn FM Bonaire and/or Dolfijn Travel without obligation. We will demonstrate how these channels can enhance your campaign.

Considering a combination of Dolfijn Travel and DolfijnFM? We can work with you to create a customized package that aligns precisely with your objectives, needs, and budget. Together, we ensure your promotional campaign achieves the desired impact. For questions or more information, contact our Sales Manager. We are ready to provide answers and help set up an effective and successful campaign.

This media kit has been prepared with the utmost care. Nevertheless, printing and/or pricing errors may occur. A quotation is always prepared for each request.



@dolfijn.fm | @dolfijn.travel | @dolfijn.nieuws



dolfijnfm | dolfintravel | dolfijnfmnieuws

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