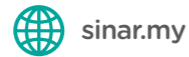




# Audience Reach



# Malaysia's Number 2 Radio Brand

Menyinari Hidupmu

Language : Bahasa Malaysia Target Audience 25 to 39 years old

**4.9 Million** Listeners Per Week Aged 10+

**2.7 Million** Listeners Per Week Aged 10+ During Breakfast | 6am to 10am

**2.6 Million** Listeners Per Week Aged 10+ During Drive Time | 4pm to 8pm

Source - GfK Radio Audience Measurement (RAM), Wave 2 2019 for All People 10+ Peninsular Malaysia

## Frequency Listing

96.7FM Klang Valley | 97.1FM Penang | 87.8FM Johor / Johor Bahru | 97.1FM Alor Setar | 96.4FM Taiping | 96.9FM Ipoh  
 96.9FM Seremban 96.0FM Melaka | 97.2FM Kuantan | 97.5FM Kuala Terengganu | 93.8FM Kota Bharu | 100.9FM Langkawi  
 102.1FM Kuching | 104.9FM Kota Kinabalu | 87.7FM Miri | 106.9FM Sandakan

Astro Channel 857



Rates Effective 1 July 2020 to 30 June 2021 Broadcast Only  
 Rates Are Exclusive Of Government Tax

## ON AIR ADVERTISING RATES – PER 30 SECOND COMMERCIAL BROADCAST

MONTH OF 2020/2021	1 JUL '20 - 12 APR '21 24 MAY '21 - 30 JUN '21	13 APR '21 - 23 MAY '21
<b>DAY &amp; TIME</b>		10%
MON TO FRI 6AM – 10AM		1,349.70
MON TO FRI 6AM – 10AM	1,227.00	
MON TO FRI 10AM – 1PM	633.00	696.30
MON TO FRI 1PM – 4PM	479.00	526.90
MON TO FRI 4PM – 8PM	782.00	860.20
MON TO FRI 8PM – 12MN	404.00	444.40
MON TO FRI 12MN – 6AM	71.00	78.10
SAT TO SUN 6AM – 10AM	301.00	331.10
SAT TO SUN 10AM – 1PM	347.00	381.70
SAT TO SUN 1PM – 4PM	236.00	259.60
SAT TO SUN 4PM – 8PM	288.00	316.80
SAT TO SUN 8PM – 12MN	227.00	249.70
SAT TO SUN 12MN – 6AM	71.00	78.10
ROS MON – FRI	761.00	837.10
ROS MON – SUN	633.00	696.30
ROS SAT & SUN	246.00	270.60

\*\* ROS MONDAY TO FRIDAY: MINIMUM 35 SPOTS OVER 5 CONSECUTIVE DAYS (MIN 7 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.  
 \*\* ROS MONDAY TO SUNDAY: MINIMUM 35 SPOTS OVER 7 CONSECUTIVE DAYS (5 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.  
 \*\* ROS SATURDAY & SUNDAY: MINIMUM 20 SPOTS OVER 2 CONSECUTIVE DAYS OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.

## LIU REGIONAL BROADCAST (PENINSULA MALAYSIA ONLY)

REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE.

MONTHS OF 2020/2021	1 JUL '20 - 12 APR '21 24 MAY '21 - 30 JUN '21	13 APR '21 - 23 MAY '21
<b>DAY &amp; TIME</b>		10%
<b>CENTRAL REGION</b>	306.00	336.60
<b>NORTHERN REGION</b>	170.00	187.00
<b>SOUTHERN REGION</b>	161.00	177.10
<b>EAST COAST REGION</b>	153.00	168.30

## REGIONAL BROADCAST TIMING

6AM – 10AM (MAX 4 SPOTS) / 10AM – 1PM (MAX 3 SPOTS) / 1PM – 4PM (MAX 3 SPOTS) / 4PM – 8PM (MAX 4 SPOTS) / 8PM – 12MN (MAX 4 SPOTS)

COMMERCIAL DURATIONS	CANCELLATION AND REVISION SURCHARGES	PRODUCTION COST
• 15 SECONDS: 65% • 20 SECONDS: 75% • 40 SECONDS: 140% • 45 SECONDS: 150% • 60 SECONDS: 200%	• Less Than 14 Days Before Broadcast Date: <b>100% SURCHARGE</b> • Between 15 To 30 Days Before Broadcast Date: <b>50% SURCHARGE</b> • More Than 30 Days Before Broadcast Date: <b>10% SURCHARGE</b>	• Studio Fee: <b>RM500 / HOUR</b> • Re-recording Studio Fee: <b>RM500</b> • Talent Fee: <b>FROM RM20 / SECOND*</b> *Subject to Individual Charges • Scripting Fee: <b>RM300 / SCRIPT</b> • Translation Fee: <b>RM150 / SCRIPT</b>

\*Astro Media Solutions reserves the right to revise or amend the above rates at any given time. \*All rates are subject to government tax where applicable. \*This Rate Card is subject to the Standard Terms and Conditions for the Provision of Services ("Standard Terms"). \*A copy of the Standard Terms can be viewed at (<https://quake.com.my/>). \*Please read and understand them as they contain legal binding terms and obligations, including rights to suspension, limitation and exclusion of our liability. The Standard Terms may be amended from time to time, hence please check the link for the latest version.