



Audience Reach



Preferred By Over 800,000 Listeners Weekly

Relaxing Favourites

Language : English Target Audience 35 to 40 years old

1.3 Million Listeners Per Week Aged 10+

752,000 Listeners Per Week Aged 10+ During Breakfast | 6am to 10am

574,000 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

105.7FM Klang Valley | 104.4FM Penang | 94.6FM Johor / Johor Bahru | 104.4FM Alor Setar | 89.3FM Taiping | 101.5FM Ipoh
 104.6FM Seremban | 92.2FM Melaka | 104.7FM Kuantan | 105.9FM Kuala Terengganu
 104.3FM Kota Bharu | 100.1FM Kuching | 103.2FM Kota Kinabalu
 Astro Channel 854



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 - 30 NOV '20 1 JAN '21 - 30 JUN '21	DEC '20
DAY & TIME		10%
MON TO FRI 6AM – 10AM	499.00	548.90
MON TO FRI 10AM – 1PM	286.00	314.60
MON TO FRI 1PM – 4PM	222.00	244.20
MON TO FRI 4PM – 8PM	373.00	410.30
MON TO FRI 8PM – 12MN	230.00	253.00
MON TO FRI 12MN – 6AM	60.00	66.00
SAT TO SUN 6AM – 10AM	153.00	168.30
SAT TO SUN 10AM – 1PM	162.00	178.20
SAT TO SUN 1PM – 4PM	139.00	152.90
SAT TO SUN 4PM – 8PM	182.00	200.20
SAT TO SUN 8PM – 12MN	116.00	127.60
SAT TO SUN 12MN – 6AM	60.00	66.00
ROS MON – FRI	330.00	363.00
ROS MON – SUN	275.00	302.50
ROS SAT & SUN	143.00	157.30

** 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 - 30 NOV '20 1 JAN '21 - 30 JUN '21	DEC '20
DAY & TIME		10%
CENTRAL REGION	118.00	129.80
NORTHERN REGION	71.00	78.10
SOUTHERN REGION	71.00	78.10
EAST COAST REGION	64.00	70.40

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
<ul style="list-style-type: none"> 15 SECONDS: 65% 20 SECONDS: 75% 40 SECONDS: 140% 45 SECONDS: 150% 60 SECONDS: 200% 	<ul style="list-style-type: none"> Less Than 14 Days Before Broadcast Date: 100% SURCHARGE Between 15 To 30 Days Before Broadcast Date: 50% SURCHARGE More Than 30 Days Before Broadcast Date: 10% SURCHARGE 	<ul style="list-style-type: none"> Studio Fee: RM500 / HOUR Re-recording Studio Fee: RM500 Talent Fee: FROM RM20 / SECOND* *Subject to Individual Charges Scripting Fee: RM300 / SCRIPT Translation Fee: RM150 / SCRIPT

*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.