



# Audience Reach



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# Digital-First Entertainment Brand Tailored For Today's Chinese Youth

够fun (GO FUN)

Language : Mandarin Target Audience 12 to 24 years old

## Frequency Listing

88.9FM Klang Valley | 107.6FM Penang

Astro Channel 877



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 - 17 JAN '21 15 FEB '21 - 30 JUN '21	18 JAN '21 - 14 FEB '21
<b>DAY &amp; TIME</b>		10%
MON TO FRI 6AM – 10AM	160.00	176.00
MON TO FRI 10AM – 1PM	100.00	110.00
MON TO FRI 1PM – 4PM	100.00	110.00
MON TO FRI 4PM – 8PM	180.00	198.00
MON TO FRI 8PM – 12MN	200.00	220.00
MON TO FRI 12MN – 6AM	45.00	49.50
SAT TO SUN 6AM – 10AM	112.00	123.20
SAT TO SUN 10AM – 1PM	70.00	77.00
SAT TO SUN 1PM – 4PM	70.00	77.00
SAT TO SUN 4PM – 8PM	126.00	138.60
SAT TO SUN 8PM – 12MN	140.00	154.00
SAT TO SUN 12MN – 6AM	45.00	49.50
ROS MON – FRI	133.00	146.30
ROS MON – SUN	122.00	134.20
ROS SAT & SUN	67.00	73.70

\*\* ROS MONDAY TO FRIDAY: MINIMUM 35 SPOTS OVER 5 CONSECUTIVE DAYS (MIN 7 SPOTS PER DAY) OVER ANYAVAILABLE 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.

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

\*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.