



## Audience Reach



# Preferred By Over 1 Million Listeners Weekly

心聆听, 新体会

Language : Mandarin / Cantonese Target Audience 35 to 49 years old

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

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

**822,000** 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

103.0FM Klang Valley | 106.5FM Penang | 103.3FM Johor Bahru | 98.4FM Johor | 106.5FM Alor Setar | 104.9FM Taiping  
 98.5FM Ipoh | 97.9FM Seremban | 107.3FM Melaka | 100.0FM Kuantan | 104.0FM Kuala Terengganu | 99.8FM Kota Bharu  
 103.7FM Kuching | 98.6FM Kota Kinabalu | 102.4FM Miri | 102.2FM Sandakan

Astro Channel 858



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>		<b>10%</b>
MON TO FRI 6AM – 10AM	511.00	562.10
MON TO FRI 10AM – 1PM	329.00	361.90
MON TO FRI 1PM – 4PM	320.00	352.00
MON TO FRI 4PM – 8PM	426.00	468.60
MON TO FRI 8PM – 12MN	193.00	212.30
MON TO FRI 12MN – 6AM	58.00	63.80
SAT TO SUN 6AM – 10AM	140.00	154.00
SAT TO SUN 10AM – 1PM	197.00	216.70
SAT TO SUN 1PM – 4PM	188.00	206.80
SAT TO SUN 4PM – 8PM	170.00	187.00
SAT TO SUN 8PM – 12MN	114.00	125.40
SAT TO SUN 12MN – 6AM	43.00	47.30
ROS MON – FRI	372.00	409.20
ROS MON – SUN	310.00	341.00
ROS SAT & SUN	155.00	170.50

\*\* 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 - 17 JAN '21 15 FEB '21 - 30 JUN '21	18 JAN '21 - 14 FEB '21
<b>DAY &amp; TIME</b>		<b>10%</b>
CENTRAL REGION	120.00	132.00
NORTHERN REGION	80.00	88.00
SOUTHERN REGION	80.00	88.00
EAST COAST REGION	72.00	79.20

REGIONAL BROADCAST TIMING  
 6AM-10AM (MAX 4 SPOTS)/10AM-1PM (MAX3 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> <i>*Subject to Individual Charges</i> • Scripting Fee: <b>RM300 / SCRIPT</b> • Translation Fee: <b>RM150 / SCRIPT</b>

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