



## Audience Reach



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# Malaysia's Number 1 East Coast Radio Brand

## Permata Pantai Timur

Language : Bahasa Malaysia Target Audience 18 to 39 years old

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

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

**1.1 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

88.8FM Kuantan | 106.8FM Kuala Terengganu | 88.1FM Kota Bharu  
Astro Channel 863



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%
SUN – THURS 5AM – 10AM		336.60
SUN – THURS 6AM – 10AM	306.00	
SUN – THURS 10AM – 1PM	135.00	148.50
SUN – THURS 1PM – 4PM	135.00	148.50
SUN – THURS 4PM – 8PM	172.00	189.20
SUN – THURS 8PM – 12MN	113.00	124.30
SUN – THURS 12MN – 6AM	57.00	62.70
FRI & SAT 6AM – 10AM	306.00	336.60
FRI & SAT 10AM – 1PM	135.00	148.50
FRI & SAT 1PM – 4PM	135.00	148.50
FRI & SAT 4PM – 8PM	172.00	189.20
FRI & SAT 8PM – 12MN	113.00	124.30
SUN – THURS 12MN – 6AM	57.00	62.70
ROS SUN - THURS	195.00	214.50
ROS SUN - SAT	162.00	178.20

\*\* 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.

COMMERCIAL DURATIONS	CANCELLATION AND REVISION SURCHARGES	PRODUCTION COST
<ul style="list-style-type: none"> <li>15 SECONDS: <b>65%</b></li> <li>20 SECONDS: <b>75%</b></li> <li>40 SECONDS: <b>140%</b></li> <li>45 SECONDS: <b>150%</b></li> <li>60 SECONDS: <b>200%</b></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> <i>*Subject to Individual Charges</i></li> <li>Scripting Fee: <b>RM300 / SCRIPT</b></li> <li>Translation Fee: <b>RM150 / SCRIPT</b></li> </ul>

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