



## Audience Reach



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MY



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# Malaysia's Number 1 Chinese Radio Brand

## MY好玩

Language : Mandarin / Cantonese Target Audience 10 to 29 years old

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

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

**1.5 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

101.8FM Klang Valley | 99.7FM Penang | 95.4FM Johor / Johor Bahru | 99.7FM Alor Setar | 100.2FM Taiping | 100.6FM Ipoh  
100.6FM Seremban 106.4FM Melaka | 101.1FM Kuantan | 101.2FM Kuala Terengganu | 102.3FM Kota Bharu | 100.1FM Langkawi  
96.9FM Kuching | 104.0FM Kota Kinabalu | 103.2FM Miri | 100.6FM Sandakan

Astro Channel 853



EXTENDED REACH



(Exclude Sabah, Sarawak & LIU)

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

MONTHS OF 2020/2021	NATIONAL BROADCAST (PENINSULA MALAYSIA, SABAH & SARAWAK)		PENINSULA MALAYSIA BROADCAST ONLY	
	1 JUL '20 - 17 JAN '21 15 FEB '21 - 30 JUN '21	18 JAN '21 - 14 FEB '21	1 JUL '20 - 17 JAN '21 15 FEB '21 - 30 JUN '21	18 JAN '21 - 14 FEB '21
DAY & TIME	10%		10%	
MON TO FRI 6AM – 10AM	2,045.00	2,249.50	1,931.00	2,124.10
MON TO FRI 10AM – 1PM	846.00	930.60	725.00	797.50
MON TO FRI 1PM – 4PM	813.00	894.30	691.00	760.10
MON TO FRI 4PM – 8PM	1,397.00	1,536.70	1,271.00	1,398.10
MON TO FRI 8PM – 12MN	562.00	618.20	447.00	491.70
MON TO FRI 12MN – 6AM	95.00	104.50	95.00	104.50
SAT TO SUN 6AM – 10AM	383.00	421.30	344.00	378.40
SAT TO SUN 10AM – 1PM	518.00	569.80	483.00	531.30
SAT TO SUN 1PM – 4PM	489.00	537.90	459.00	504.90
SAT TO SUN 4PM – 8PM	461.00	507.10	417.00	458.70
SAT TO SUN 8PM – 12MN	325.00	357.50	281.00	309.10
SAT TO SUN 12MN – 6AM	95.00	104.50	95.00	104.50

ROS MON – FRI	1,059.00	1,164.90	951.00	1,046.10
ROS MON – SUN	881.00	969.10	792.00	871.20
ROS SAT & SUN	480.00	528.00	416.00	457.60

\*\* 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 - 17 JAN '21   15 FEB '21 - 30 JUN '21	18 JAN '21 - 14 FEB '21
DAY & TIME	10%	
CENTRAL REGION	458.00	503.80
NORTHERN REGION	280.00	308.00
SOUTHERN REGION	266.00	292.60
EAST COAST REGION	199.00	218.90

### 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"> <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: 100% SURCHARGE</li> <li>• Between 15 To 30 Days Before Broadcast Date: 50% SURCHARGE</li> <li>• More Than 30 Days Before Broadcast Date: 10% SURCHARGE</li> </ul>	<ul style="list-style-type: none"> <li>• Studio Fee: RM500 / HOUR</li> <li>• Re-recording Studio Fee: RM500</li> <li>• Talent Fee: FROM RM20 / SECOND* *Subject to Individual Charges</li> <li>• Scripting Fee: RM300 / SCRIPT</li> <li>• Translation Fee: RM150 / SCRIPT</li> </ul>

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