



## Audience Reach



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# Malaysia's Number 1 East Coast Radio Brand

Pilihan #1 Pantai Timur

Language: Bahasa Malaysia  
Target Audience: 18 to 39 year olds

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

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

**1.3 Million** Listeners Per Week Aged 10+  
During Drive Time | 4pm to 8pm

Source - GfK Radio Audience Measurement (RAM), Wave 2, 2020 for All People 10+ Peninsular Malaysia

### Frequency Listing

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



Rates Effective 4 January 2021 to 31 December 2021 Broadcast Only

### ON AIR ADVERTISING RATES (RM) – PER 30 SECOND COMMERCIAL BROADCAST

MONTHS OF 2021	4 JAN '21 – 12 APR '21 24 MAY '21 – 30 DEC '21	13 APR '21 – 23 MAY '21
<b>DAY &amp; TIME</b>		10% loading
SUN – THURS 5AM – 10AM		370.70
SUN – THURS 6AM – 10AM	337.00	
SUN – THURS 10AM – 1PM	149.00	163.90
SUN – THURS 1PM – 4PM	149.00	163.90
SUN – THURS 4PM – 8PM	189.00	207.90
SUN – THURS 8PM – 12MN	124.00	136.40
SUN – THURS 12MN – 6AM	63.00	69.30
FRI & SAT 6AM – 10AM	337.00	370.70
FRI & SAT 10AM – 1PM	149.00	163.90
FRI & SAT 1PM – 4PM	149.00	163.90
FRI & SAT 4PM – 8PM	189.00	207.90
FRI & SAT 8PM – 12MN	124.00	136.40
SUN – THURS 12MN – 6AM	63.00	69.30
<b>ROS RATES</b>		
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 (MIN 5 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.  
\*\* ROS SATURDAY & SUNDAY: MINIMUM 20 SPOTS OVER 2 CONSECUTIVE DAYS (MIN 10 SPOTS PER DAY) 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>