



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

**NATIONAL BROADCAST**  
(PENINSULAR MALAYSIA, SABAH & SARAWAK)

**PENINSULAR MALAYSIA BROADCAST ONLY**

DAY & TIME	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24
	10% LOADING		10% LOADING	
MON TO FRI 5AM – 10AM		2,167		2,090
MON TO FRI 6AM – 10AM	1,970		1,900	
MON TO FRI 10AM – 1PM	930	1,023	840	924
MON TO FRI 1PM – 4PM	810	891	710	781
MON TO FRI 4PM – 8PM	1,480	1,628	1,390	1,529
MON TO FRI 8PM – 12MN	740	814	640	704
MON TO FRI 12MN – 6AM	110	121	110	121
SAT TO SUN 6AM – 10AM	460	506	420	462
SAT TO SUN 10AM – 1PM	440	484	380	418
SAT TO SUN 1PM – 4PM	400	440	350	385
SAT TO SUN 4PM – 8PM	460	506	400	440
SAT TO SUN 8PM – 12MN	440	484	390	429
SAT TO SUN 12MN – 6AM	110	121	110	121
<b>ROS RATES</b>				
ROS MON TO FRI	1,110	1,221	1,020	1,122
ROS MON TO SUN	920	1,012	850	935
ROS SAT TO SUN	450	495	370	407

\*\* 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 TO SUNDAY: MINIMUM 20 SPOTS OVER 2 CONSECUTIVE DAYS (MIN. 10 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.

**LIU REGIONAL BROADCAST**

REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE

	EFFECTIVE 1 OCT '23	4 MAR '24 - 21 APR '24
	10% LOADING	
CENTRAL REGION	340	374
NORTHERN REGION	200	220
SOUTHERN REGION	180	198
EAST COAST REGION	140	154

**REGIONAL BROADCAST TIMINGS 6AM TO 12MN**

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: <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>RM 500 / HOUR</b></li> <li>Re-recording Studio Fee: <b>RM 500</b></li> <li>Talent Fee: <b>FROM RM 20 / SECOND</b> (Subject to Individual Charges)</li> <li>Scripting Fee: <b>RM 300 / SCRIPT</b></li> <li>Translation Fee: <b>RM 150 / SCRIPT</b></li> </ul>

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