

SPOT BUY RATE

SPOT BUY	WEEKDAYS		WEEKENDS	
	CASUAL	FESTIVE	CASUAL	FESTIVE
6am-10am	1,890	2,080	450	500
10am-12:30pm	780	860	430	470
12.30pm-1pm	700	770	390	430
1pm-4pm	660	730	390	430
4pm-8pm	1,210	1,330	350	380
8pm-1am	500	550	350	380
1am-6am	100	110	100	110

RUN OF STATION (ROS) RATE*

ROS	NATIONAL		CENTRAL		NORTHERN	
	CASUAL	FESTIVE	CASUAL	FESTIVE	CASUAL	FESTIVE
Mon-Sun	780	860	440	480	330	360
Mon-Fri	930	1,020	-	-	-	-
Sat-Sun	500	550	-	-	-	-

*All rates quoted are based on a 30-second commercial

*Festive Period: 26 Dec 2022 – 20 Jan 2023 & 18 Dec 2023 - 11 Feb 2024

ROS (NATIONAL)

ROS	SPOTS
Mon-Sun	Min. 35 spots over 7 consecutive days (6am – 1am)
Mon-Fri	Min. 25 spots over 5 consecutive days (6am – 1am)
Sat-Sun	Min. 30 spots over 2 consecutive days for 3 weeks (6am – 1am)

*For central & northern region: 35 spots per week (30s & 60s only)

OTHER COMMERCIAL DURATIONS & LOADING FEE

15s - 75%	20s - 85%	40s - 140%	45s - 150%	60s - 200%
-----------	-----------	------------	------------	------------

PRODUCTION COST & CANCELLATION SURCHARGE

PRODUCTION COST		CANCELLATION SURCHARGE	
Studio Fee: RM1,050/hour	Re-recording Fee: 50% of Studio & VO fee	< 14 days before broadcast date	75% charge
Scripting Fee: RM300/script	Translation Fee: RM300/script	15-30 days before broadcast date	50% charge
VO Fee <15s: RM300 (flat rate)	Rejection Fee: 50% of respective item	> 30 days before broadcast date	10% charge
VO Fee >15s: RM20/s (RM600 for 30s)	Talent Fee: Per individual Talent Fee	<i>Notice in writing must be given prior to the cancellation of any agreement, and will only be processed from 9am to 5pm, Mon-Fri, excluding Public Holidays.</i>	

PREMIUM PLACEMENT LOADING FEES

PREMIUM PLACEMENT	LOADING	CALCULATION
The Commercial is placed in the 1st or last spot in any ad breaks within the requested time zone. <i>Note: Not during a specific advertising break</i> Example: 988 Time Zone @ 6am-10am : RM1,800 per spot	+50%	RM1,890 x 1.5 = RM 2,835
The Commercial is placed anytime within a specific 2-hour block during the requested time zone. Example: 988 Time Zone @ 8am-10am : RM1,800 per spot	+50%	RM1,890 x 1.5 = RM 2,835
The Commercial is placed anytime within a specific 1-hour block during the requested time zone rate. Example: 988 Time Zone @ 8am-9am : RM1,800 per spot	+100%	RM1,890 x 2 = RM 3,780
The Commercial is placed in the 1st, 2nd or 3rd ad break within a specific hour during the requested time zone. Example: 988 Time Zone @ 8am-9am : RM1,800 per spot	+200%	RM1,890 x 3 = RM 5,670
The Commercial is the 1st spot within a specific 2-hour block during the requested time zone. Example: 988 Time Zone @ 8am-10am : RM1,800 per spot	+250%	RM1,890x 3.5 = RM 6,615
The Commercial is the 1st spot in the 3rd ad break during the requested time zone. Example: 988 Time Zone @ 6am-10am : RM1,800 per spot	+250%	RM1,890 x 3.5 = RM 6,615

*Calculated to the nearest Ringgit

Note:

There will be no specific time placement available (i.e: placement at 5:53pm).
All spots are subject to availability at the time of receipt of booking confirmation.

DISPLAY

TYPE	RATE/CPM (RM)	PRODUCTION FEES (RM)
Leaderboard Banner (ROS)	40	1,000
Medium Rectangular Banner (ROS)	40	1,000
App Screen Overlay	75	1,000
Website Screen Overlay *packaged with station sponsorship	120	1,000
Hero Slider Banner (Homepage & App) *packaged with station sponsorship	5,000/week	1,000

SOCIAL MEDIA (FACEBOOK)

TYPE	RATE (RM)
Single Visual Post	8,000
Multiple Visual Post (Album - Max. 6)	10,000
Infographic Visual Post	10,000
FB & IG Story Post (Link Click)	6,000
Branded Article Post (+1 FB Post link to website)	13,000
Video Post (No Production)	10,000
Video + Production Cost & upload to Youtube *Subject to video content direction	30,000
Live Video (Interview or product selling at 988 office or client location within Klang Valley)	20,000
Facebook Event Page	3,500
Video Copyright Buyout Fee	4,000

SOCIAL MEDIA (INSTAGRAM)

TYPE	RATE (RM)
Single Visual Post	6,000
Multiple Visual Post (Album)	8,000
Story Post	5,000
Video Post - Instagram TV (No Production)	6,000
Live Video	9,000
Additional Boosting:	
-10,000 Reach	100
-10,000 Views	600
-1,000 Engagement	600

SOCIAL MEDIA (FACEBOOK LIVE)

TYPE	RATE/WEEK (RM)
Live Read	6,000
Ads Running Bar (+ client logo appearance)	3,500
Pre-Roll (15s video)	7,000
Mid-Roll (15s video)	9,000
End-Roll (15s video)	4,000

ONLINE STREAMING

TYPE	RATE/CPM (RM)
Pre-Roll	60
Mid-Roll	45
End-Roll (Podcast)	40
Podcast Sponsorship (Intro & Outro) *Per episode for 1 month	1,500

WEBSITE PROMOTIONAL PAGES

TYPE	RATE/WEEK (RM)	PRODUCTION FEES (RM)
Inside Page (Multi Tabs)	4,000	
Contest Form		1,000

VIDEO PRODUCTION

TYPE	CENTRAL	NORTH	SOUTH
10 man hours/day	7,500	10,500	10,000
Manpower x2			
Editing			
Software			
Equipment			
Transportation			
Idea, Scripting & Storyboard (Max. 2 changes)	1,500	1,500	1,500
Drone	500/day	1,500/day	1,500/day

OTHERS

TYPE	RATES (RM)
EDM (e-Direct Mail)	RM2/per pax