

BFM 89.9
The Business Station

2018 RATE CARD

THE MORNING RUN	Sharper and stronger than a double espresso. We bring you the executive summaries of local and global business. All you have to do is tune in. Breakfast Grille Biz Talk Market Watch The 6AM Stretch Current Affairs Ringgit and Sense The Property Show Pressing Matters
ENTERPRISE	The essential toolkit for business, all in one place: from learning what to do and what not to do to the intricacies of keeping it all humming together nicely. Enterprise Raise Your Game Tech Talk Resource Centre Enterprise Biz Bytes Careers Unusual HerVantage
THE BIGGER PICTURE	We talk to artists, environmentalists, medical experts and just plain interesting people about the issues close to us. Front Row Earth Matters Bookmark Live & Learn Health & Living
THE EVENING EDITION	We're on, when you're off. Tune in as we take on hot-potato issues to inform and entertain you, soundtracked by the thumping music that only BFM plays. Top 5 at 5 In Focus Talkback Life's A Pitch Thank Friday It's Football At The Movies Untitled
NIGHT SHIFT & WEEKEND	Winding down. Ditch the suit, loosen your collar and slip into something a little more comfortable. Night School 33 RPM A Bit Of Culture Take 5 Style File Pick of the Pops MCMC Bila Larut malam Bar None Style File I Love KL Wavelength The Flow Into the Blue

COMMERCIAL <small>RM per 30sec rotational spot</small>			
BELT	TIME	SPOT	LIVE READ*
The Morning Run	6am - 10am	810	2500
Enterprise	10am - 2pm	540	1750
The Bigger Picture	2pm - 5pm	480	1500
The Evening Edition	5pm - 9pm	640	2000
Night Shift	9pm - 12mn	390	n.a.
Bila Larut Malam	12mn - 6am	120	n.a.

*Note: Only 1 live read/hour allowed per advertiser and limited to a maximum of 2 live reads per time belt and a maximum of 1 week campaign for every script.

ROS PACKAGES <small>RM per 30sec rotational spot</small>		
1. WEEKDAYS (Mon-Fri)	500	Min 30 spots, 6am - 12mn, over 5 consecutive days, evenly distributed across all time belts
RM15,000 per week		
2. FULL WEEK (Mon-Sun)	410	Min 35 spots, 6am - 12mn, over 7 consecutive days, evenly distributed across all time belts
RM14,350 per week		
3. WEEKEND (Thu-Sun)	320	Min 20 spots, 6am - 12mn, over 4 consecutive days, evenly distributed across all time belts
RM6,400 per week		

ADVERTISING CAMPAIGN OPTIONS

Sponsorship of Full Programmes •
Sponsorship of Programme Segments •
Sponsorship of Mini-Series • Sponsorship of Documentaries •
Featurettes • Advertorials • Info Capsules

For more information, contact us at: salesteam@bfm.my

VARIABLE SPOT DURATION PRICING <small>x applicable 30sec rotational spot rate</small>			
10 sec	50%	40sec	160%
15 sec	60%	45sec	180%
20 sec	80%	60sec	200%

SPECIFIED SPOT POSITION LOADING <small>factor on applicable rate</small>	
Within Breakfast Grille programme (8:15am)	300%
Within Breakfast Grille hour (8am - 9am)	200%
Before or after any programme	200%
Within any specific ad break	200%
Within any specific hour	150%

TERMS & CONDITIONS

1. All rates quoted are for 30sec unless otherwise specified.

2. All advertising bilings subject to 6% service tax.

3. Media booking must be received 14 working days before broadcast date.

Cancellation	Penalty
Less than 7 days to broadcast date	100%
Less than 21 days to broadcast date	50%
22 days and above to broadcast date	25%

4. Production process can start only upon receipt of signed and stamped media booking.

5. Broadcast ready material must be submitted at least 3 working days before broadcast date.

TUNE IN TO

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BUILDING FIRST-WORLD MINDSETS