



Audience Reach



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Digital-First Entertainment Brand Tailored For Today's Chinese Youth

够fun (GO FUN)

Language: Mandarin

Target Audience: 12 to 24 year olds

Frequency Listing

88.9FM Klang Valley | 107.6FM Penang

Astro Channel 877



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 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21
DAY & TIME		10% loading
MON TO FRI 6AM – 10AM	160.00	176.00
MON TO FRI 10AM – 1PM	100.00	110.00
MON TO FRI 1PM – 4PM	100.00	110.00
MON TO FRI 4PM – 8PM	180.00	198.00
MON TO FRI 8PM – 12MN	200.00	220.00
MON TO FRI 12MN – 6AM	45.00	49.50
SAT TO SUN 6AM – 10AM	112.00	123.20
SAT TO SUN 10AM – 1PM	70.00	77.00
SAT TO SUN 1PM – 4PM	70.00	77.00
SAT TO SUN 4PM – 8PM	126.00	138.60
SAT TO SUN 8PM – 12MN	140.00	154.00
SAT TO SUN 12MN – 6AM	45.00	49.50
ROS RATES		
ROS MON – FRI	133.00	146.30
ROS MON – SUN	122.00	134.20
ROS SAT & SUN	67.00	73.70

** 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"> • 15 Seconds: 65% • 20 Seconds: 75% • 40 Seconds: 140% • 45 Seconds: 150% • 60 Seconds: 200% 	<ul style="list-style-type: none"> • Less than 14 Days Before Broadcast Date: 100% SURCHARGE • Between 15 to 30 Days Before Broadcast Date: 50% SURCHARGE • More than 30 Days Before Broadcast Date: 10% SURCHARGE 	<ul style="list-style-type: none"> • Studio Fee: RM500 / HOUR • Re-recording Studio Fee: RM500 • Talent Fee: FROM RM20 / SECOND* *Subject to Individual Charges • Scripting Fee: RM300 / SCRIPT • Translation Fee: RM150 / SCRIPT