



Audience Reach



Malaysia's Number 1 Tamil Radio Brand

Aaha Siranta Isai

Language : Tamil Target Audience 18 to 34 years old

1.5 Million Listeners Per Week Aged 10+

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

836,600 Listeners Per Week Aged 10+ During Drive Time | 4pm to 8pm

Source - GfK Radio Audience Measurement (RAM), Wave 2 2019 for All People 10+ Peninsular Malaysia



Frequency Listing

99.3FM Klang Valley | 99.3FM Penang | 103.7FM Johor / Johor Bahru
 102.4FM Alor Setar | 102.1FM Taiping | 97.9FM Ipoh | 101.5FM Seremban 99.7FM Melaka | 101.9FM Langkawi
 Astro Channel 859



Rates Effective 1 July 2020 to 30 June 2021 Broadcast Only
 Rates Are Exclusive Of Government Tax

ON AIR ADVERTISING RATES – PER 30 SECOND COMMERCIAL BROADCAST

MONTH OF 2020/2021	1 JUL '20 - 8 NOV '20 15 NOV '20 - 6 APR '21 15 APR '21 - 30 JUN '21	9 NOV '20 - 14 NOV '20 7 APR '21 - 14 APR '21
DAY & TIME		5%
MON TO FRI 6AM – 10AM	308.00	323.40
MON TO FRI 10AM – 1PM	245.00	257.25
MON TO FRI 1PM – 4PM	206.00	216.30
MON TO FRI 4PM – 8PM	231.00	242.55
MON TO FRI 8PM – 12MN	181.00	190.05
MON TO FRI 12MN – 6AM	74.00	77.70
SAT TO SUN 6AM – 10AM	308.00	323.40
SAT TO SUN 10AM – 1PM	245.00	257.25
SAT TO SUN 1PM – 4PM	206.00	216.30
SAT TO SUN 4PM – 8PM	231.00	242.55
SAT TO SUN 8PM – 12MN	181.00	190.05
SAT TO SUN 12MN – 6AM	74.00	77.70
ROS MON – FRI	280.00	294.00
ROS MON – SUN	233.00	244.65

** 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 (5 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.
 ** ROS SATURDAY & SUNDAY: MINIMUM 20 SPOTS OVER 2 CONSECUTIVE DAYS 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

*Astro Media Solutions reserves the right to revise or amend the above rates at any given time. *All rates are subject to government tax where applicable. *This Rate Card is subject to the Standard Terms and Conditions for the Provision of Services ("Standard Terms"). *A copy of the Standard Terms can be viewed at (<https://quake.com.my/>). *Please read and understand them as they contain legal binding terms and obligations, including rights to suspension, limitation and exclusion of our liability. The Standard Terms may be amended from time to time, hence please check the link for the latest version.