



## Audience Reach

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# Malaysia's Number 1 Chinese Radio Brand

## MY好玩

Language: Mandarin / Cantonese  
Target Audience: 10 to 29 year olds

**2.0 Million** Listeners Per Week Aged 10+

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

**1.2 Million** Listeners Per Week Aged 10+  
During Drive Time | 4pm to 8pm

Source - GfK Radio Audience Measurement (RAM), Wave 2, 2020 for All People 10+ Peninsular Malaysia

### Frequency Listing

101.8FM Klang Valley | 99.7FM Penang | 95.4FM Johor / Johor Bahru | 99.7FM Alor Setar | 100.2FM Taiping | 100.6FM Ipoh  
100.6FM Seremban | 106.4FM Malacca | 101.1FM Kuantan | 101.2FM Kuala Terengganu | 102.3FM Kota Bharu | 100.1FM Langkawi  
96.9FM Kuching | 104.0FM Kota Kinabalu | 103.2FM Miri | 100.6FM Sandakan  
Astro Channel 853



Rates Effective 4 January 2021 to 31 December 2021 Broadcast Only

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

MONTHS OF 2021	NATIONAL BROADCAST (PENINSULAR MALAYSIA, SABAH & SARAWAK)		PENINSULAR MALAYSIA BROADCAST ONLY	
	4 JAN '21 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21	4 JAN '21 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21
<b>DAY &amp; TIME</b>	10% loading		10% loading	
MON TO FRI 6AM – 10AM	2,045.00	2,249.50	1,931.00	2,124.10
MON TO FRI 10AM – 1PM	846.00	930.60	725.00	797.50
MON TO FRI 1PM – 4PM	813.00	894.30	691.00	760.10
MON TO FRI 4PM – 8PM	1,397.00	1,536.70	1,271.00	1,398.10
MON TO FRI 8PM – 12MN	562.00	618.20	447.00	491.70
MON TO FRI 12MN – 6AM	95.00	104.50	95.00	104.50
SAT TO SUN 6AM – 10AM	383.00	421.30	344.00	378.40
SAT TO SUN 10AM – 1PM	518.00	569.80	483.00	531.30
SAT TO SUN 1PM – 4PM	489.00	537.90	459.00	504.90
SAT TO SUN 4PM – 8PM	461.00	507.10	417.00	458.70
SAT TO SUN 8PM – 12MN	325.00	357.50	281.00	309.10
SAT TO SUN 12MN – 6AM	95.00	104.50	95.00	104.50
<b>ROS RATES</b>				
ROS MON – FRI	1,059.00	1,164.90	951.00	1,046.10
ROS MON – SUN	881.00	969.10	792.00	871.20
ROS SAT & SUN	480.00	528.00	416.00	457.60

\*\* 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.

### LIU REGIONAL BROADCAST (PENINSULAR MALAYSIA ONLY)

REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS (MIN 5 SPOTS PER DAY) ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE.		
MONTHS OF 2021	4 JAN '21 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21
	10% loading	
CENTRAL REGION	458.00	503.80
NORTHERN REGION	280.00	308.00
SOUTHERN REGION	266.00	292.60
EAST COAST REGION	199.00	218.90

### REGIONAL BROADCAST TIMINGS

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