

# 988 AIRTIME RATE CARD 2019

Effective January 1st

## SPOT BUY MONDAY - FRIDAY

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
6.00AM - 10.00AM	957	1053
10.00AM - 12.00PM	504	555
12.00PM - 12.30PM	630	693
12.30PM - 4.00PM	420	462
4.00PM - 8.00PM	670	737
8.00PM - 1.00AM	338	372
1.00AM - 6.00AM	60	66

## SPOT BUY SATURDAY - SUNDAY

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
6.00AM - 10.00AM	330	363
10.00AM - 1.00PM	320	352
1.00PM - 4.00PM	280	308
4.00PM - 8.00PM	280	308
8.00PM - 12.00MN	200	220
12.00AM - 6.00AM	60	66

## RUN OF STATION (ROS) RATE

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
Monday - Sunday 35 spots per week <small>( Minimum 35 spots over consecutive 7 days on any available time zone between 6am - 1am )</small>	469	516
Monday - Friday 25 spots per week <small>( Minimum 25 spots over consecutive 5 days on any available time zone between 6am - 1am )</small>	528	580
ROS Saturday - Sunday <small>( Minimum 30 spots over consecutive 2 days for 3 weeks on any available time zone between 6am - 1am )</small>	268	295

\* Chinese New Year: 14th January - 10th February 2019

### Regional Rate ROS (Mon-Sun). 35 spots per week

Central  
(Including Southern)  
RM230

Northern  
RM135

\*Only 30sec & 60sec available

Rates quoted are for 30 Sec Spot Buys / ROS Spots.

### Other Commercial Durations & Loading Fee

15 Sec : 75%	40 Sec : 140%	60 Sec : 200%
20 Sec : 85%	45 Sec : 150%	

## PRODUCTION COST

## CANCELLATION SURCHARGE

Studio Fee	RM1,050/hour	Re-recording Fee	RM525
Scripting Fee	RM300/script	Translation Fee	RM300/script
VO Fee < 20 Sec	RM300 (flat rate)	Rejection Fee	50% of respective item
VO Fee > 20 Sec	RM20/second (RM600 for 30 sec) <small>*Effective 1st July 2018</small>	Talent Fee	Per individual Talent Fee

< 14 days before broadcast date	75% Charge
15-30 days before broadcast date	50% Charge
> 30 days before broadcast date	10% Charge
Notice in writing shall be given prior to the cancellation of the agreement between 9am-5pm, Monday through Friday, except on Saturday, Sunday and public holidays.	

Star Media Radio Group Sdn. Bhd. reserves the right to revise or amend the above rates without prior notice. This rate card is subject to the standard terms & conditions ("Standard Terms"). A copy of the Standard Terms is available for viewing at <http://www.smrng.my>.



AIRTIME RATE CARD

**2019**

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**PREMIUM PLACEMENT LOADING FEES**

**SCENARIO**

**988 MORNING PRIME TIME  
6AM - 10AM**

The 1st or last spot in any ad breaks from 6am - 10am will be charged 1.5 times the time zone rate.

$RM957 \times 1.5 = RM1,436$

*\*Note: Note a specific advertising break*

*The Commercial is placed anytime within a specific 2-hour block.*

$RM957 \times 1.5 = RM1,436$

*The Commercial is placed anytime within a specific 1-hour block.*

$RM957 \times 2 = RM1,914$

*The Commercial is placed in the 1st, 2nd or 3rd ad break within a specific hour.*

$RM957 \times 3 = RM2,871$

*The Commercial is the 1st spot within a specific 2-hour block.*

$RM957 \times 3.5 = RM3,350$

*The Commercial is the 1st spot in the 3rd ad break.*

$RM957 \times 3.5 = RM3,350$

\*Calculated to the nearest Ringgit