



Audience Reach



Malaysia's Number 1 Radio Brand

Muzik Hit Terbaik

Language : Bahasa Malaysia Target Audience 10 to 29 years old

6.7 Million Listeners Per Week Aged 10+

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

3.5 Million 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

103.3FM Klang Valley | 103.6FM Penang | 104.5FM Johor / Johor Bahru | 103.6FM Alor Setar | 95.2FM Taiping | 103.7FM Ipoh
 103.6FM Seremban | 90.3FM Melaka | 98.0FM Kuantan | 102.8FM Kuala Terengganu | 103.3FM Kota Bharu | 90.7FM Langkawi
 96.1FM Kuching | 102.4FM Kota Kinabalu | 101.3FM Miri | 103.0FM Sandakan

Astro Channel 856



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

| MONTHS OF 2020/2021 | NATIONAL BROADCAST (PENINSULA MALAYSIA, SABAH & SARAWAK) | | PENINSULA MALAYSIA BROADCAST ONLY | |
|-----------------------|---|-------------------------|---|-------------------------|
| | 1 JUL '20 - 12 APR '21 24 MAY '21 - 30 JUN '21 | 13 APR '21 - 23 MAY '21 | 1 JUL '20 - 12 APR '21 24 MAY '21 - 30 JUN '21 | 13 APR '21 - 23 MAY '21 |
| DAY & TIME | 10% | | 10% | |
| MON TO FRI 5AM – 10AM | | 2,165.90 | | 2,060.30 |
| MON TO FRI 6AM – 10AM | 1,969.00 | | 1,873.00 | |
| MON TO FRI 10AM – 1PM | 931.00 | 1,024.10 | 823.00 | 905.30 |
| MON TO FRI 1PM – 4PM | 810.00 | 891.00 | 696.00 | 765.60 |
| MON TO FRI 4PM – 8PM | 1,484.00 | 1,632.40 | 1,374.00 | 1,511.40 |
| MON TO FRI 8PM – 12MN | 735.00 | 808.50 | 626.00 | 688.60 |
| MON TO FRI 12MN – 6AM | 108.00 | 118.80 | 108.00 | 118.80 |
| SAT TO SUN 6AM – 10AM | 463.00 | 509.30 | 414.00 | 455.40 |
| SAT TO SUN 10AM – 1PM | 436.00 | 479.60 | 372.00 | 409.20 |
| SAT TO SUN 1PM – 4PM | 398.00 | 437.80 | 342.00 | 376.20 |
| SAT TO SUN 4PM – 8PM | 460.00 | 506.00 | 395.00 | 434.50 |
| SAT TO SUN 8PM – 12MN | 436.00 | 479.60 | 384.00 | 422.40 |
| SAT TO SUN 12MN – 6AM | 108.00 | 118.80 | 108.00 | 118.80 |
| ROS MON – FRI | 1,107.00 | 1,217.70 | 1,004.00 | 1,104.40 |
| ROS MON – SUN | 922.00 | 1,014.20 | 836.00 | 919.60 |
| ROS SAT & SUN | 445.00 | 489.50 | 362.00 | 398.20 |

** 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.

LIU REGIONAL BROADCAST (PENINSULA MALAYSIA ONLY)

| REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE. | | |
|---|--|-------------------------|
| MONTHS OF 2020/2021 | 1 JUL '20 - 12 APR '21 24 MAY '21 - 30 JUN '21 | 13 APR '21 - 23 MAY '21 |
| DAY & TIME | 10% | |
| CENTRAL REGION | 329.00 | 361.90 |
| NORTHERN REGION | 190.00 | 209.00 |
| SOUTHERN REGION | 173.00 | 190.30 |
| EAST COAST REGION | 137.00 | 150.70 |

REGIONAL BROADCAST TIMING

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 |
|--|--|--|
| • 15 SECONDS: 65% • 20 SECONDS: 75% • 40 SECONDS: 140% • 45 SECONDS: 150% • 60 SECONDS: 200% | • 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 | • 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.