



Audience Reach



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Malaysia's Number 1 English Radio Brand

ALL THE HITZ, ALL THE TIME

Language: English
Target Audience: 10 to 29 year olds

2.5 Million Listeners Per Week Aged 10+

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

1.1 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

92.9FM Klang Valley | 92.8FM Penang | 97.6FM Johor / Johor Bahru | 92.8FM Alor Setar | 93.6FM Taiping | 92.7FM Ipoh
95.0FM Seremban | 93.0FM Malacca | 93.2FM Kuantan | 94.8FM Kuala Terengganu | 92.8FM Kota Bharu | 92.4FM Langkawi
95.3FM Kuching | 100.8FM Kota Kinabalu | 105.8FM Miri | 99.8FM Sandakan
Astro Channel 852



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 - 12 APR '21 24 MAY '21 - 30 NOV '21	13 APR '21 - 23 MAY '21 DEC '21	4 JAN '21 - 12 APR '21 24 MAY '21 - 30 NOV '21	13 APR '21 - 23 MAY '21 DEC '21
DAY & TIME	10% loading		10% loading	
MON TO FRI 6AM - 10AM	1,555.00	1,710.50	1,456.00	1,601.60
MON TO FRI 10AM - 1PM	666.00	732.60	551.00	606.10
MON TO FRI 1PM - 4PM	734.00	807.40	622.00	684.20
MON TO FRI 4PM - 8PM	1,205.00	1,325.50	1,096.00	1,205.60
MON TO FRI 8PM - 12MN	765.00	841.50	671.00	738.10
MON TO FRI 12MN - 6AM	81.00	89.10	81.00	89.10
SAT TO SUN 6AM - 10AM	300.00	330.00	252.00	277.20
SAT TO SUN 10AM - 1PM	295.00	324.50	236.00	259.60
SAT TO SUN 1PM - 4PM	303.00	333.30	252.00	277.20
SAT TO SUN 4PM - 8PM	347.00	381.70	290.00	319.00
SAT TO SUN 8PM - 12MN	289.00	317.90	241.00	265.10
SAT TO SUN 12MN - 6AM	81.00	89.10	81.00	89.10
ROS RATES				
ROS MON - FRI	957.00	1,052.70	863.00	949.30
ROS MON - SUN	796.00	875.60	719.00	790.90
ROS SAT & SUN	323.00	355.30	242.00	266.20

** 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 (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 - 12 APR '21 24 MAY '21 - 30 NOV '21	13 APR '21 - 23 MAY '21 DEC '21
10% loading		
CENTRAL REGION	327.00	359.70
NORTHERN REGION	170.00	187.00
SOUTHERN REGION	161.00	177.10
EAST COAST REGION	132.00	145.20
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"> • 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