



## Audience Reach



ERA



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# Malaysia's Number 1 Radio Brand

## Muzik Hit Terbaik

Language: Bahasa Malaysia  
Target Audience: 10 to 29 year olds

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

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

**3.3 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

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 Malacca | 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 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 – 31 DEC '21	13 APR '21 – 23 MAY '21	4 JAN '21 – 12 APR '21 24 MAY '21 – 31 DEC '21	13 APR '21 – 23 MAY '21
<b>DAY &amp; TIME</b>	10% loading		10% loading	
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
<b>ROS RATES</b>				
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 (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 – 31 DEC '21	13 APR '21 – 23 MAY '21
	10% loading	
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 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: <b>100% SURCHARGE</b></li> <li>• Between 15 to 30 Days Before Broadcast Date: <b>50% SURCHARGE</b></li> <li>• More than 30 Days Before Broadcast Date: <b>10% SURCHARGE</b></li> </ul>	<ul style="list-style-type: none"> <li>• Studio Fee: <b>RM500 / HOUR</b></li> <li>• Re-recording Studio Fee: <b>RM500</b></li> <li>• Talent Fee: <b>FROM RM20 / SECOND*</b></li> <li>• *Subject to Individual Charges</li> <li>• Scripting Fee: <b>RM300 / SCRIPT</b></li> <li>• Translation Fee: <b>RM150 / SCRIPT</b></li> </ul>