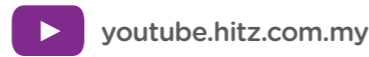




Audience Reach



Malaysia's Number 1 English Radio Brand

ALL THE HITZ, ALL THE TIME

Language : English Target Audience 10 to 29 years old

3.0 Million Listeners Per Week Aged 10+

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

1.5 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

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 Melaka | 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 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		SABAH (KOTA KINABALU)	SARAWAK (KUCHING)
	1 JUL '20 - 30 NOV '20 1 JAN '21 - 12 APR '21 24 MAY '21 - 30 JUN '21	DEC '20 13 APR '21 - 23 MAY '21	10%	10%	1 JUL '20 - 30 JUN '21	1 JUL '20 - 30 JUN '21
DAY & TIME						
MON TO FRI 6AM – 10AM	1,555.00	1,710.50	1,456.00	1,601.60	114.00	114.00
MON TO FRI 10AM – 1PM	666.00	732.60	551.00	606.10	95.00	95.00
MON TO FRI 1PM – 4PM	734.00	807.40	622.00	684.20	95.00	95.00
MON TO FRI 4PM – 8PM	1,205.00	1,325.50	1,096.00	1,205.60	109.00	109.00
MON TO FRI 8PM – 12MN	765.00	841.50	671.00	738.10	85.00	85.00
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	82.00	82.00
SAT TO SUN 10AM – 1PM	295.00	324.50	236.00	259.60	59.00	59.00
SAT TO SUN 1PM – 4PM	303.00	333.30	252.00	277.20	54.00	54.00
SAT TO SUN 4PM – 8PM	347.00	381.70	290.00	319.00	61.00	61.00
SAT TO SUN 8PM – 12MN	289.00	317.90	241.00	265.10	51.00	51.00
SAT TO SUN 12MN – 6AM	81.00	89.10	81.00	89.10	---	---
ROS MON – FRI	957.00	1052.70	863.00	949.30	90.00	90.00
ROS MON – SUN	796.00	875.60	719.00	790.90	75.00	75.00
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 (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 - 30 NOV '20 1 JAN '21 - 12 APR '21 24 MAY '21 - 30 JUN '21	DEC '20 13 APR '21 - 23 MAY '21
DAY & TIME	10%	
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 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
<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

*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.