



## Audience Reach



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# Preferred By Over 900,000 Listeners Weekly

## Relaxing Favourites

Language: English

Target Audience: 35 to 40 year olds

**960,000** Listeners Per Week Aged 10+

**409,000** Listeners Per Week Aged 10+ During Breakfast | 6am to 10am

**469,000** 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

105.7FM Klang Valley | 104.4FM Penang | 94.6FM Johor / Johor Bahru | 104.4FM Alor Setar | 89.3FM Taiping | 101.5FM Ipoh  
 104.6FM Seremban | 92.2FM Malacca | 104.7FM Kuantan | 105.9FM Kuala Terengganu  
 104.3FM Kota Bharu | 100.1FM Kuching | 103.2FM Kota Kinabalu  
 Astro Channel 854



Rates Effective 4 January 2021 to 31 December 2021 Broadcast Only

### ON AIR ADVERTISING RATES (RM) – PER 30 SECOND COMMERCIAL BROADCAST

MONTHS OF 2021	4 JAN '21 – 30 NOV '21	DEC '21
<b>DAY &amp; TIME</b>		10% loading
MON TO FRI 6AM – 10AM	499.00	548.90
MON TO FRI 10AM – 1PM	286.00	314.60
MON TO FRI 1PM – 4PM	222.00	244.20
MON TO FRI 4PM – 8PM	373.00	410.30
MON TO FRI 8PM – 12MN	230.00	253.00
MON TO FRI 12MN – 6AM	60.00	66.00
SAT TO SUN 6AM – 10AM	153.00	168.30
SAT TO SUN 10AM – 1PM	162.00	178.20
SAT TO SUN 1PM – 4PM	139.00	152.90
SAT TO SUN 4PM – 8PM	182.00	200.20
SAT TO SUN 8PM – 12MN	116.00	127.60
SAT TO SUN 12MN – 6AM	60.00	66.00
<b>ROS RATES</b>		
ROS MON – FRI	330.00	363.00
ROS MON – SUN	275.00	302.50
ROS SAT & SUN	143.00	157.30

\*\* 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 – 30 NOV '21	DEC '21
		10% loading
<b>CENTRAL REGION</b>	118.00	129.80
<b>NORTHERN REGION</b>	71.00	78.10
<b>SOUTHERN REGION</b>	71.00	78.10
<b>EAST COAST REGION</b>	64.00	70.40
<b>REGIONAL BROADCAST TIMINGS</b>		
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>