



Audience Reach



Malaysia's Number 1 Tamil Radio Brand

Aaha Siranta Isai

Language: Tamil
Target Audience: 18 to 34 year olds

1.3 Million Listeners Per Week Aged 10+

772,000 Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

740,000 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

99.3FM Klang Valley | 99.3FM Penang | 103.7FM Johor / Johor Bahru
102.4FM Alor Setar | 102.1FM Taiping | 97.9FM Ipoh | 101.5FM Seremban | 99.7FM Malacca | 101.9FM Langkawi
Astro Channel 859



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 – 6 APR '21 15 APR '21 – 31 OCT '21 8 NOV '21 – 31 DEC '21	7 APR '21 – 14 APR '21 1 NOV '21 – 7 NOV '21
DAY & TIME		5% loading
MON TO FRI 6AM – 10AM	308.00	323.40
MON TO FRI 10AM – 1PM	245.00	257.25
MON TO FRI 1PM – 4PM	206.00	216.30
MON TO FRI 4PM – 8PM	280.00	294.00
MON TO FRI 8PM – 12MN	181.00	190.05
MON TO FRI 12MN – 6AM	74.00	77.70
SAT TO SUN 6AM – 10AM	308.00	323.40
SAT TO SUN 10AM – 1PM	245.00	257.25
SAT TO SUN 1PM – 4PM	206.00	216.30
SAT TO SUN 4PM – 8PM	280.00	294.00
SAT TO SUN 8PM – 12MN	181.00	190.05
SAT TO SUN 12MN – 6AM	74.00	77.70
ROS RATES		
ROS MON – FRI	280.00	294.00
ROS MON – SUN	233.00	244.65

** 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.

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