

<b>THE MORNING RUN</b>	<p>Sharper and stronger than a double espresso. We bring you the executive summaries of local and global business. All you have to do is tune in.</p> <p>The Breakfast Grille   World Market Watch   The 6AM Stretch   Morning Brief   Pressing Matters   Spotlight   Ringgit and Sense   The Property Show</p>
<b>ENTERPRISE</b>	<p>The essential toolkit for business, all in one place: from learning what to do and what not to do to the intricacies of keeping it all humming together nicely.</p> <p>Open For Business   Enterprise Biz Bytes   Raise Your Game   Resource Centre   HerVantage   Tech Talk</p>
<b>THE BIGGER PICTURE</b>	<p>We talk to artists, environmentalists, medical experts and just plain interesting people about the issues close to us.</p> <p>The Daily Digest   Earth Matters   Front Row   Live &amp; Learn   Health &amp; Living</p>
<b>THE EVENING EDITION</b>	<p>We're on, when you're off. Tune in as we take on hot-potato issues to inform and entertain you, soundtracked by the thumping music that only BFM plays.</p> <p>The Evening Edition   Talkback   Popek Popek   Skip Intro   By the Book   On the Ball   Off the Ball   Movers and Shakers Townhall   Q &amp; Eh?   101   Grandstand</p>
<b>NIGHT SHIFT &amp; WEEKEND</b>	<p>Winding down. Ditch the suit, loosen your collar and slip into something a little more comfortable.</p> <p>The Pulse   Night School   33 RPM   A Bit of Culture   Take Five   Pick of the Pops   Bila Larut Malam   Bar None   I Love KL   Wavelength   Into the Blue   Cruise Control   Breaking Bread</p>

COMMERCIAL <small>RM per 30sec rotational spot</small>			
BELT	TIME	SPOT	LIVE READ*
The Morning Run	6am - 10am	860	2700
Enterprise	10am - 2pm	540	1750
The Bigger Picture	2pm - 5pm	480	1500
The Evening Edition	5pm - 9pm	680	2100
Night Shift	9pm - 12mn	390	1200
Bila Larut Malam	12mn - 6am	120	n.a.

\*Note: Only 1 live read/hour allowed per advertiser and limited to a maximum of 2 live reads per time belt and a maximum of 1 week campaign for every script.

ROS PACKAGES <small>RM per 30sec rotational spot</small>	
<b>1. WEEKDAYS (Mon-Fri)</b> <b>500</b>   Min 30 spots, 6am - 12mn, over 5 consecutive days, evenly distributed across all time belts RM15,000 per week	
<b>2. FULL WEEK (Mon-Sun)</b> <b>410</b>   Min 35 spots, 6am - 12mn, over 7 consecutive days, evenly distributed across all time belts RM14,350 per week	
<b>3. WEEKEND (Thu-Sun)</b> <b>320</b>   Min 20 spots, 6am - 12mn, over 4 consecutive days, evenly distributed across all time belts RM6,400 per week	

VARIABLE SPOT DURATION PRICING <small>x applicable 30sec rotational spot rate</small>			
10 sec	<b>50%</b>	40sec	<b>160%</b>
15 sec	<b>60%</b>	45sec	<b>180%</b>
20 sec	<b>80%</b>	60sec	<b>200%</b>

SPECIFIED SPOT POSITION LOADING <small>factor on applicable rate</small>	
Within Breakfast Grille programme (8:15am)	<b>300%</b>
Within Breakfast Grille hour (8am - 9am)	<b>250%</b>
Before or after any programme	<b>200%</b>
Within a specific ad break	<b>200%</b>
Specified position within ad break	<b>250%</b>
Within a specific hour	<b>150%</b>
More than 5 spots/belt per day (subject to approval)	<b>150%</b>

## TERMS & CONDITIONS

- All rates quoted are for 30sec unless otherwise specified.
  - All advertising bilings subject to 6% service tax.
  - Media booking must be received 14 working days before broadcast date.
- | Cancellation                        | Penalty |
|-------------------------------------|---------|
| Less than 7 days to broadcast date  | 100%    |
| Less than 21 days to broadcast date | 50%     |
| 22 days and above to broadcast date | 25%     |
- Production process can start only upon receipt of signed and stamped media booking.
  - Broadcast ready material must be submitted at least 3 working days before broadcast date.

## ADVERTISING CAMPAIGN OPTIONS

Sponsorship of Full Programmes •  
 Sponsorship of Programme Segments •  
 Sponsorship of Mini-Series • Sponsorship of Documentaries •  
 Featurettes • Advertorials • Info Capsules

For more information, contact us at: [salesteam@bfm.my](mailto:salesteam@bfm.my)

TUNE IN TO

**BFM 89.9**  
THE BUSINESS STATION

**BUILDING  
FIRST-WORLD  
MINDSETS**