



Audience Reach



Malaysia's Number 2 Radio Brand

Menyinari Hidupmu

Language: Bahasa Malaysia
Target Audience: 25 to 39 year olds

4.8 Million Listeners Per Week Aged 10+

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

2.5 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

96.7FM Klang Valley | 97.1FM Penang | 87.8FM Johor / Johor Bahru | 97.1FM Alor Setar | 96.4FM Taiping | 96.9FM Ipoh
96.9FM Seremban | 96.0FM Malacca | 97.2FM Kuantan | 97.5FM Kuala Terengganu | 93.8FM Kota Bharu | 100.9FM Langkawi
102.1FM Kuching | 104.9FM Kota Kinabalu | 87.7FM Miri | 106.9FM Sandakan
Astro Channel 857



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 – 12 APR '21 24 MAY '21 – 30 DEC '21	13 APR '21 – 23 MAY '21
DAY & TIME		10% loading
MON TO FRI 5AM – 10AM		1,349.70
MON TO FRI 6AM – 10AM	1,227.00	
MON TO FRI 10AM – 1PM	633.00	696.30
MON TO FRI 1PM – 4PM	479.00	526.90
MON TO FRI 4PM – 8PM	782.00	860.20
MON TO FRI 8PM – 12MN	404.00	444.40
MON TO FRI 12MN – 6AM	71.00	78.10
SAT TO SUN 6AM – 10AM	301.00	331.10
SAT TO SUN 10AM – 1PM	347.00	381.70
SAT TO SUN 1PM – 4PM	236.00	259.60
SAT TO SUN 4PM – 8PM	288.00	316.80
SAT TO SUN 8PM – 12MN	227.00	249.70
SAT TO SUN 12MN – 6AM	71.00	78.10
ROS RATES		
ROS MON – FRI	761.00	837.10
ROS MON – SUN	633.00	696.30
ROS SAT & SUN	246.00	270.60

** 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	306.00	336.60
NORTHERN REGION	170.00	187.00
SOUTHERN REGION	161.00	177.10
EAST COAST REGION	153.00	168.30
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"> • 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