



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

		<b>NATIONAL BROADCAST</b> (PENINSULAR MALAYSIA, SABAH & SARAWAK)		<b>PENINSULAR MALAYSIA BROADCAST ONLY</b>	
<b>MONTHS OF 2023</b>		6 FEB '23 - 31 DEC '23	1 JAN '23 - 5 FEB '23	6 FEB '23 - 31 DEC '23	1 JAN '23 - 5 FEB '23
<b>DAY &amp; TIME</b>		10% LOADING		10% LOADING	
MON TO FRI	6AM – 10AM	2,040	2,244	1,930	2,123
MON TO FRI	10AM – 1PM	840	924	720	792
MON TO FRI	1PM – 4PM	810	891	690	759
MON TO FRI	4PM – 8PM	1,390	1,529	1,270	1,397
MON TO FRI	8PM – 12MN	560	616	440	484
MON TO FRI	12MN – 6AM	100	110	100	110
SAT TO SUN	6AM – 10AM	380	418	340	374
SAT TO SUN	10AM – 1PM	520	572	480	528
SAT TO SUN	1PM – 4PM	490	539	450	495
SAT TO SUN	4PM – 8PM	460	506	410	451
SAT TO SUN	8PM – 12MN	330	363	280	308
SAT TO SUN	12MN – 6AM	100	110	100	110
<b>ROS RATES</b>					
ROS MON TO FRI		1,060	1,166	950	1,045
ROS MON TO SUN		880	968	790	869
ROS SAT TO SUN		480	528	410	451

\*\* 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 TO 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**

REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE		
<b>MONTHS OF 2023</b>	6 FEB '23 - 31 DEC '23	1 JAN '23 - 5 FEB '23
10% LOADING		
CENTRAL REGION	460	506
NORTHERN REGION	280	308
SOUTHERN REGION	270	297
EAST COAST REGION	200	220

**REGIONAL BROADCAST TIMINGS 6AM TO 12MN**

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)

<b>COMMERCIAL DURATIONS</b>	<b>CANCELLATION AND REVISION SURCHARGES</b>	<b>PRODUCTION COST</b>
<ul style="list-style-type: none"> <li>• 15 Seconds: <b>65%</b></li> <li>• 20 Seconds: <b>75%</b></li> <li>• 40 Seconds: <b>140%</b></li> <li>• 45 Seconds: <b>150%</b></li> <li>• 60 Seconds: <b>200%</b></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>RM 500 / HOUR</b></li> <li>• Re-recording Studio Fee: <b>RM 500</b></li> <li>• Talent Fee: <b>FROM RM 20 / SECOND</b> (Subject to Individual Charges)</li> <li>• Scripting Fee: <b>RM 300 / SCRIPT</b></li> <li>• Translation Fee: <b>RM 150 / SCRIPT</b></li> </ul>

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