

RATE CARD



www.hotfm.com.my

2020



SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week

6 AM - 10 AM

(Breakfast)

RM1,020

10 AM - 4 PM

(AM/PM)

RM650

4 PM - 8 PM

(Drive Time)

RM820

8 PM - 12 AM

(Evening)

RM600

12 AM - 6 AM

(Overnight)

RM150

RUN OF STATION

Spread evenly over 5 available time zones between 6am - 12 am

MIN. SPOTS

PACKAGE 1

30

DAYS

Mon-Fri

RATE

RM640

PACKAGE 2

35

Mon-Sun

RM560

PACKAGE 3

30

Thu-Sun

RM510

PACKAGE 4

20

Sat-Sun

RM460

LIVE READ

Minimum of 5 spots a week

6 AM - 10 AM

(Breakfast)

RM2,040

10 AM - 4 PM

(AM/PM)

RM1,300

4 PM - 8 PM

(Drive Time)

RM1,640

8 PM - 12 AM

(Evening)

RM1,200



ACTIVATION

REC. POINTERS & LIVE CROSSES

RM560

CLIENT LOCATION REQUEST

RM1,120

Prod cost RM100 for each Client Location Request (CLR)

LIVE UPDATES

RM2,240

Prod cost RM100 for each update

PROD. COST DAILY OUTSTATION

RM1,900

PROD. COST WEEKLY OUTSTATION

RM10,500

Engage your audience with Interads

RM45.00

PER CPM (cost per impression)

OTHER COMMERCIAL CHARGES

20 SEC: 85%

40 SEC: 140%

60 SEC: 200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE

Less than 14 DAYS before broadcast date

50% SURCHARGE

30 DAYS before broadcast date

10% SURCHARGE

More than 30 DAYS before broadcast date

