



Audience Reach



MELODY



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Preferred By Over 1 Million Listeners Weekly

强打好歌， 强大资讯

Language: Mandarin / Cantonese
Target Audience: 35 to 49 year olds

1.2 Million Listeners Per Week Aged 10+

755,000 Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

655,000 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

103.0FM Klang Valley | 106.5FM Penang | 103.3FM Johor Bahru | 98.4FM Johor | 106.5FM Alor Setar | 104.9FM Taiping
98.5FM Ipoh | 97.9FM Seremban | 107.3FM Malacca | 100.0FM Kuantan | 104.0FM Kuala Terengganu | 99.8FM Kota Bharu
103.7FM Kuching | 98.6FM Kota Kinabalu | 102.4FM Miri | 102.2FM Sandakan
Astro Channel 858



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 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21
DAY & TIME		10% loading
MON TO FRI 6AM – 10AM	511.00	562.10
MON TO FRI 10AM – 1PM	329.00	361.90
MON TO FRI 1PM – 4PM	320.00	352.00
MON TO FRI 4PM – 8PM	426.00	468.60
MON TO FRI 8PM – 12MN	193.00	212.30
MON TO FRI 12MN – 6AM	58.00	63.80
SAT TO SUN 6AM – 10AM	140.00	154.00
SAT TO SUN 10AM – 1PM	197.00	216.70
SAT TO SUN 1PM – 4PM	188.00	206.80
SAT TO SUN 4PM – 8PM	170.00	187.00
SAT TO SUN 8PM – 12MN	114.00	125.40
SAT TO SUN 12MN – 6AM	43.00	47.30

ROS RATES

ROS MON – FRI	372.00	409.20
ROS MON – SUN	310.00	341.00
ROS SAT & SUN	155.00	170.50

** 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 – 17 JAN '21 15 FEB '21 – 31 DEC '21	18 JAN '21 – 14 FEB '21
CENTRAL REGION	120.00	132.00
NORTHERN REGION	80.00	88.00
SOUTHERN REGION	80.00	88.00
EAST COAST REGION	72.00	79.20

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* <i>*Subject to Individual Charges</i> Scripting Fee: RM300 / SCRIPT Translation Fee: RM150 / SCRIPT