



RADIO ADS

hotfm

hotfm.audio

2023/24
RATE CARD

For enquiries, please contact our media dept
or respective sales representative
Mara Meria Tan +60 12 239 0323

SPOT BUY

Spot placements within
specific time zones

6 AM - 10 AM (Breakfast)	10 AM - 3 PM (AM/PM)	3 PM - 7 PM (Drive Time)	7 PM - 12 AM (Evening)	12 AM - 6 AM (Overnight)
RM1,020	RM650	RM820	RM600	RM150

RUN OF STATION

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

	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM 640
PACKAGE 2	35	Mon-Sun	RM 560
PACKAGE 3	20	Sat-Sun	RM 460

LIVE READ

6 AM - 10 AM (Breakfast)	10 AM - 3 PM (AM/PM)	3 PM - 7 PM (Drive Time)	7 PM - 12 AM (Evening)
RM2,040	RM1,300	RM1,640	RM1,200

*n/a from 7 - 8pm

PRODUCTION COST

STUDIO RENTAL, MIXING AND EDITING	SCRIPTING	TRANSLATION	STANDARD V/O FEE
RM1,250	RM300	RM150	RM600

*Not applicable to all talents.

OTHER COMMERCIAL DURATION

20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 10 DAYS before broadcast date
50% SURCHARGE	10 - 19 DAYS before broadcast date
30% SURCHARGE	20 - 29 DAYS before broadcast date
10% SURCHARGE	More than 30 DAYS before broadcast date

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360° Integrated Advertising Agency

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