

SURIA 2020

SEGALANYA HIBURAN AIRTIME RATE CARD

WWW.SURIA.MY

Effective 1st January

SPOT BUY RATE

MONDAY - FRIDAY			SATURDAY - SUNDAY		
Time Zone	Casual Rate (RM)	Festive Rate (RM)	Time Zone	Casual Rate (RM)	Festive Rate (RM)
6.00AM - 10.00AM	460	530	6.00AM - 10.00AM	250	280
10.00AM - 1.00PM	335	380	10.00AM - 1.00PM	275	305
1.00PM - 4.00PM	355	400	1.00PM - 4.00PM	275	305
4.00PM - 8.00PM	415	470	4.00PM - 8.00PM	275	305
8.00PM - 1.00AM	370	405	8.00PM - 12.00AM	220	245
1.00AM - 6.00AM	70	75	12.00AM - 6.00AM	30	30

*Ramadan/ Raya: 4th May – 31st May 2020

RUN OF STATION (ROS) RATE

Time Zone	Casual Rate (RM)	Festive Rate (RM)	Regional Rate ROS (Mon-Sun)		
Monday - Sunday	350	385	Region	Casual Rate (RM)	Festive Rate (RM)
Minimum 35 spots over 7 consecutive days on any available time zone between 6am- 1am			Central (6am – 1am)	200	225
Monday - Friday	355	395	Northern (6am – 1am)	150	180
Minimum 25 spots over 5 consecutive days on any available time zone between 6am- 1am					
Saturday - Sunday	255	280	35 spots per week Only 30 sec & 60 sec available		
Minimum 30 spots over 2 consecutive days for 3 weeks on any available time zone between 6am- 1am					

*Rates quoted above are for 30 sec Spot Buys/ROS Spots

OTHER COMMERCIAL DURATIONS & LOADING FEE

15 sec : 75%	20 sec : 85%	40 sec : 140%	45 sec : 150%	60 sec : 200%
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PRODUCTION COST & CANCELLATION SURCHARGE

Production Cost		Cancellation Surcharge	
Studio Fee RM1,050/hour	Re-recording Fee RM525	<14 days before broadcast date	75% charge
Scripting Fee RM300/script	Translation Fee RM300/script	15-30 days before broadcast date	50% charge
VO Fee < 20 Sec RM300 (flat rate)	Rejection Fee 50% of respective item	>30 days before broadcast date	10% charge
VO Fee > 20 Sec RM20/second (RM600 for 30 sec)	Talent Fee Per individual Talent Fee	Notice in writing shall be given prior to the cancellation of the agreement between 9am 5pm, Monday to Friday, except on Saturday, Sunday and Public Holidays	

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PREMIUM PLACEMENT LOADING FEES

Scenario	Suria Morning Prime Time 6am – 10am
The 1 st or last spot in any ad breaks from 6am – 10am will be charged 1.5 times the time zone rate. Note: Not on a specific advertising break	RM460 x 1.5 = RM 690
The Commercial is placed anytime within a specific 2-hour block.	RM460 x 1.5 = RM 690
The Commercial is placed anytime within a specific 1-hour block.	RM460 x 2 = RM 920
The Commercial is placed in the 1 st , 2 nd or 3 rd ad break within a specific hour.	RM460 x 3 = RM 1,380
The Commercial is the 1 st spot within a specific 2-hour block.	RM460 x 3.5 = RM 1,610
The Commercial is the 1 st spot in the 3 rd ad break.	RM460 x 3.5 = RM 1,610

**Calculated to the nearest Ringgit*