



Audience Reach



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Preferred By Over 1 Million Listeners Weekly

Today's Best Music

Language: English

Target Audience: 25 to 39 year olds

1.1 Million Listeners Per Week Aged 10+

505,000 Listeners Per Week Aged 10+ During Breakfast | 6am to 10am

489,000 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

94.5FM Klang Valley | 91.0FM Penang | 99.1FM Johor / Johor Bahru | 91.0FM Alor Setar | 91.3FM Taiping | 94.3FM Ipoh
 94.2FM Seremban | 91.1FM Malacca | 94.1FM Kuantan | 98.3FM Kuala Terengganu
 94.6FM Kota Bharu | 97.7FM Kuching | 101.6FM Kota Kinabalu
 Astro Channel 855



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 – 30 NOV '21	DEC '21
DAY & TIME		10% loading
MON TO FRI 6AM – 10AM	459.00	504.90
MON TO FRI 10AM – 1PM	303.00	333.30
MON TO FRI 1PM – 4PM	303.00	333.30
MON TO FRI 4PM – 8PM	425.00	467.50
MON TO FRI 8PM – 12MN	269.00	295.90
MON TO FRI 12MN – 6AM	74.00	81.40
SAT TO SUN 6AM – 10AM	197.00	216.70
SAT TO SUN 10AM – 1PM	226.00	248.60
SAT TO SUN 1PM – 4PM	215.00	236.50
SAT TO SUN 4PM – 8PM	237.00	260.70
SAT TO SUN 8PM – 12MN	207.00	227.70
SAT TO SUN 12MN – 6AM	74.00	81.40
ROS RATES		
ROS MON – FRI	373.00	410.30
ROS MON – SUN	311.00	342.10
ROS SAT & SUN	206.00	226.60

** 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 – 30 NOV '21	DEC '21
CENTRAL REGION		156.20
NORTHERN REGION		93.50
SOUTHERN REGION		93.50
EAST COAST REGION		84.70

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* • *Subject to Individual Charges • Scripting Fee: RM300 / SCRIPT • Translation Fee: RM150 / SCRIPT