



# TELEVISION ADS



2024/2025

Effective from July 2024

# RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.

(436623-M)

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## FILMET RATE / BASE RATE

DUR/SEC	10	15	20	30	40	60
X FACTOR (RM)	420	550	700	1,000	1,300	2,000

## How To Calculate Tv Media Value / Rate Card Cost Based On Segment Factor?

$$\text{Media Value / Rate Card Cost} = \text{Filmet Rate / Base Rate} \times (\text{X})\text{Factor}$$

### Example for programme @ Segment x5:

10sec TVC : RM420 X (x) 5 = **RM2,100**

15sec TVC : RM550 X (x) 5 = **RM2,750**

20sec TVC : RM700 X (x) 5 = **RM3,500**

30sec TVC : RM1,000 X (x)5 = **RM5,000**

### Sample schedule:

Hrs	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hrs
0800	CEMPAKA X4 SAYANG TAK DIKENANG							0800
0900	BULETIN PAGI (30 mins) X5							0900
0930	MALAYSIA HARI INI (LIVE) X4.5							0930
1000								1000
1030	DETIK NIAGA (2 mins)							1030

