



RADIO ADS

hotfm

hotfm.audio

2024/2025

Effective from July 2024

RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.

(436623-M)

Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur

Email: solutions@mediaprima.com.my

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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)
RM 1,100	RM 650	RM 900	RM 600	RM 100

RUN OF STATION

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

	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM 700
PACKAGE 2	35	Mon-Sun	RM 600
PACKAGE 3	20	Sat-Sun	RM 300

LIVE READ

6 AM - 10 AM (Breakfast)	10 AM - 3 PM (AM/PM)	3 PM - 7 PM (Drive Time)	7 PM - 12 AM (Evening)
RM 2,200	RM 1,300	RM 1,800	RM 1,200 <small>*n/a from 7-8pm</small>

PRODUCTION COST

STUDIO RENTAL, MIXING AND EDITING	SCRIPTING	TRANSLATION	STANDARD V/O FEE
RM 1,250	RM 300	RM 150	RM 600

*Not applicable to all talents.

OTHER COMMERCIAL CHARGES

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

