



# RADIO ADS **KOOL 101**

**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

Website: www.mediaprimaomnia.my

### SPOT BUY

Spot placements within specific time zones

<b>6 AM - 10 AM</b> (Breakfast)	<b>10 AM - 3 PM</b> (AM/PM)	<b>3 PM - 7 PM</b> (Drive Time)	<b>7 PM - 12 AM</b> (Evening)	<b>12 AM - 6 AM</b> (Overnight)
RM <b>356</b>	RM <b>234</b>	RM <b>252</b>	RM <b>150</b>	RM <b>38</b>

### RUN OF STATION

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

	MIN. SPOTS	DAYS	RATE
<b>PACKAGE 1</b>	<b>30</b>	<b>Mon-Fri</b>	RM <b>235</b>
<b>PACKAGE 2</b>	<b>35</b>	<b>Mon-Sun</b>	RM <b>200</b>
<b>PACKAGE 3</b>	<b>20</b>	<b>Sat-Sun</b>	RM <b>116</b>

### LIVE READ

<b>6 AM - 10 AM</b> (Breakfast)	<b>10 AM - 3 PM</b> (AM/PM)	<b>3 PM - 7 PM</b> (Drive Time)	<b>7 PM - 12 AM</b> (Evening)
RM <b>712</b>	RM <b>468</b>	RM <b>504</b>	RM <b>300</b> <small>*n/a from 7-8pm</small>

### PRODUCTION COST

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

\*Not applicable to all talents.

### OTHER COMMERCIAL CHARGES

<b>20 SEC:</b>	<b>85%</b>
<b>40 SEC:</b>	<b>140%</b>
<b>60 SEC:</b>	<b>200%</b>

### CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

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

