



SPOT BUY MONDAY - FRIDAY

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
6.00AM - 10.00AM	410	451
10.00AM - 1.00PM	300	330
1.00PM - 4.00PM	320	352
4.00PM - 8.00PM	370	407
8.00PM - 12.00MN	340	374
12.00AM - 6.00AM	70	77

SPOT BUY SATURDAY - SUNDAY

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
6.00AM - 10.00AM	225	248
10.00AM - 1.00PM	250	275
1.00PM - 4.00PM	250	275
4.00PM - 8.00PM	250	275
8.00PM - 12.00MN	200	220
12.00AM - 6.00AM	30	33

* Ramadan/Raya: 6th June – 10th July 2016

RUN OF STATION (ROS) RATE

Time Zone	Casual Rate Purchases (RM)	Festive Rate* (RM)
Monday - Sunday 35 spots per week (Minimum 35 spots over consecutive 7 days on any available time zone between 6am - 1am)	310	341
Monday - Friday 25 spots per week (Minimum 25 spots over consecutive 5 days on any available time zone between 6am - 1am)	313	344
ROS Saturday - Sunday (Minimum 30 spots over consecutive 2 days for 3 weeks on any available time zone between 6am - 1am)	223	245

Regional Rate ROS (Mon-Sun). 35 spots per week

Central
(Including Southern)
RM155

Northern
RM90

Rates quoted are for 30 Sec Spot Buys / ROS Spots.

Other Commercial Durations & Loading Fee

15 Sec : 75% 45 Sec : 150% 60 Sec : 200%

Rates quoted are for 30 Sec Spot Buys & ROS Spots.
Festive Rates for Ramadan & Raya add 10%

PREMIUM PLACEMENT LOADING FEES

First or last placement of commercial in ANY (scheduled) ad break*.

Example: If the ad break schedule is from 6.10am - 6.12am, the commercial can be placed first or last, and will be charged 1.5 times the time zone rate. *Not a specific ad break

50% Loading Fee

Commercial placed within a specific (scheduled) ad break.

Example: The commercial is placed anytime between 7am - 8am

100% Loading Fee

Commercial placed within a specific (scheduled) ad break.

Example: The commercial is placed in the 2nd advertising break which occurs between 7.20am - 7.22am

200% Loading Fee

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	RM15/second (RM450 for 30 sec)	Talent Fee	Per individual Talent Fee	Notice in writing shall be given prior to the cancelation of the agreement between 9am-5pm, Monday through Friday, except on Saturday, Sunday and public holidays.	



DIGITAL RATE CARD

2016

Effective January 1st

DISPLAY ADS ON HOMEPAGE

Type	Weekly Advertising Rates	Production Fee
Rectangle Banner (Below The Fold)	RM1,800	RM950
Island Banner	RM1,700	RM950
Station Feature Sponsorship	RM1,600	RM950

FACEBOOK ADS **

Type	Weekly Advertising Rates	Production Fee
Status + Photo/ Link (Visual)	RM1,600	Included
Status + Video	RM1,900	Included

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- Note that this will be on a first come, first serve basis. We are limiting to only 5 posts per week for paid clients.
- Clients are allowed only one revision. A fee of RM250 will be imposed for each additional round of revision/changes.
- SMRG holds the rights to reject any request deemed unfit for the station's Facebook audience.

OTHER PRODUCTS

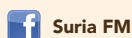
Type	Weekly Advertising Rates	Production Fee
Multi Tab Promo Page (Max 3 Tabs*)	RM2,300	RM500
Audio Podcast	RM1,600	RM700
Video Podcast (Basic)	RM1,900	RM2,500
Video Podcast (Premium)	RM1,900	RM6,500
Mobile Splash Ad	RM2,200	RM450

BACKEND PRODUCTION COSTS

Contest Registration Page & Engine	RM1,000
Photo OR Video Gallery	RM1,500

*

- Multi-tab up to 3 tabs on this page.
- Header and visual can consist of client's branding.
- Client's promotional video (only 1 allowed), but as when it slows down our website, the team has the right to remove it.
- Body text with visuals (up to 2-3 visuals).
- At least 3 working days required for production.



Suria FM



@suriafmmalaysia



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