

**RADIO
SEGMENT
DOMINATION
2024**

SPOTLIGHT SPECIAL

Dominate the airwaves and ignite conversations with Astro's Radio Segment Domination 2024 Packages. Commandeer specific timebelts, seize 100% share of voice, and captivate audiences with integrated talksets, feature credits, and bespoke content extended to digital as well. While doing so, you also get to enjoy extraordinary **95% savings for a limited time only!**

PACKAGE BOOKING PERIOD

Package bookings are open from now until **30 June 2024**, whereas campaign broadcast will be **from 1 February 2024 to 31 January 2025.**

Secure your spots today for the prime chance to obtain high brand exposure.

ENGLISH STATIONS



Deliverables	Media Value	Segment Domination	Savings
HITZ DAYS (10am-3pm)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 300 x Feature Credit (4 weeks, 75 per week, 3 per hour)	1,068,720.00	53,500.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
HITZ TONIGHT (8pm-12am)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)	984,720.00	49,300.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
MIX DAYS (10am-3pm)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 300 x Feature Credit (4 weeks, 75 per week, 3 per hour)	511,020.00	25,600.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
MIX DRIVE (3pm-8pm)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 400 x Feature Credit (4 weeks, 100 per week, 4 per hour)	817,900.00	40,900.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			

Deliverables

Media Value

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MIX NIGHTS (8pm-12am)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)</p>	391,980.00	19,600.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			

LITE WORKDAY (10am-3pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 300 x Feature Credit (4 weeks, 75 per week, 3 per hour)</p>	432,940.00	21,700.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			

LITE DRIVE (3pm-8pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 400 x Feature Credit (4 weeks, 100 per week, 4 per hour)</p>	539,020.00	27,000.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			

LITE NIGHTS (8pm-12am)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)</p>	333,580.00	16,700.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			

CHINESE STATIONS



Deliverables	Media Value	Segment Domination	Savings
MY MORNING SEGMENT- MY ON LAH WEI (10am-1pm)			
<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)</p>	867,540.00	43,400.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post</p> <p>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			
MY AFTERNOON SEGMENT - MY LET'S FUN (1pm-4pm)			
<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)</p>	843,060.00	42,200.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post</p> <p>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			
MY EVENING SEGMENT - NGAM CHANNEL (4pm-8pm)			
<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 320 x Feature Credit (4 weeks, 80 per week, 4 per hour)</p>	2,094,740.00	104,800.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post</p> <p>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			
MY NIGHT SEGMENT - MY WHAT TO DO TONIGHT (8pm-12am)			
<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)</p>	773,460.00	38,700.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post</p> <p>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</p>			

Deliverables

Media Value

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MELODY MORNING SHOW (10am-1pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)</p>	360,780.00	18,100.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

MELODY DAILY AFTERNOON JOY (1pm-4pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)</p>	352,620.00	17,700.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

GOXUAN B610 UNIVERSE (6am-10am)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 320 x Feature Credit (4 weeks, 80 per week, 4 per hour)</p>	346,200.00	17,400.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

GOXUAN 3 ON 3 (10am - 1pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)</p>	152,600.00	7,700.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

Deliverables

Media Value

Segment Domination

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GOXUAN 45678 (4pm-8pm)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 320 x Feature Credit (4 weeks, 80 per week, 4 per hour)</p>	346,200.00	17,400.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

GOXUAN SWEET & SALT (8pm-12am)

<p>ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)</p>	261,080.00	13,100.00	95%
<p>DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small></p>			

MALAY STATIONS



Deliverables	Media Value	Segment Domination	Savings
ERATHON (10am-1pm)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)	850,940.00	42,600.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
GEMPAK HIT ERA (1pm-4pm)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 180 x Feature Credit (4 weeks, 45 per week, 3 per hour)	744,860.00	37,300.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
PM 40 ERA (8pm - 12am)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)	841,340.00	42,100.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			
BAH KASI JADI ERA (8pm-12am)			
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)	161,040.00	8,100.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post (*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)			

Deliverables

Media Value

Segment Domination

Savings

MALAM ONZ ERA (8pm-12am)

ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)	161,040.00	8,100.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small>			

GEGAR MALAM (8pm-12am)

ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 240 x Feature Credit (4 weeks, 60 per week, 3 per hour)	200,028.00	10,100.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small>			

ZAYAN PAGI (6am - 10am)

ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 320 x Feature Credit (4 weeks, 80 per week, 4 per hour)	477,540.00	23,900.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small>			

ZAYAN 10-3 (10am-3pm)

ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 300 x Feature Credit (4 weeks, 75 per week, 3 per hour)	358,820.00	18,000.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small>			

Deliverables

Media Value

Segment Domination

Savings

H&H Di ZAYAN (3pm-7pm)

Deliverables	Media Value	Segment Domination	Savings
ON AIR Deliverables 100 x Recorded Promo (4 weeks, 25 per week) 12 x Integrated Talkset (4 weeks, 3 per week) 320 x Feature Credit (4 weeks, 80 per week, 4 per hour)	316,900.00	15,900.00	95%
DIGITAL Deliverables 2 weeks x Content Tile Ad 4 weeks x Sponsorship Page 1 x FB Post 1 x IG Post <small>(*Only 1 x Social Media Post per month and 1 x Content Tile Ad every two weeks will be committed)</small>			

Terms & Conditions

- Package is offered to all advertisers, with NEW booking, valid **till 30 June 24 ONLY**.
- Campaign Broadcast date effective **till 31 Jan 25 ONLY**.
- Package is sold **by week/month** and the Campaign Broadcast day is always from Monday. Eg, Monday to Friday OR Monday to Sunday.
- Booking is on a first-come, first-served basis and subject to package availability at the time of booking.
- Discount does not apply to production cost and talent fees.
- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Festive / Seasonality Rate (+10%) is applicable on MY, MELODY and GOXUAN **from 30 Dec 2024 to 16 Feb 2025**.
- Festive / Seasonality Rate (+10%) is applicable on ERA, SINAR, GEGAR and ZAYAN throughout the month of **March & April 2024**.
- The package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my

Want to know more? Reach us here:

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