

BERNAMA RADIO

Rate Card 2021

AD Spot Buy

6AM - 10AM	RM350/SPOT
10AM - 12 NN	RM259/SPOT
12NN - 2 PM	RM280/SPOT
2PM - 4PM	RM259/SPOT
4PM - 8 PM	RM350/SPOT
ROS 6AM - 12 MN	RM220/SPOT

*Minimum booking of 35 spots consecutive 7 days

*ROS - Ad Run on Station (Mon - Sun)

LIVE READ	RM350/SPOT
2 MIN INFO CAPSULE	RM720/SPOT

*Minimum booking of 35 spots consecutive 7 days *ROS - Ad Run on Station (Mon - Sun)

*Not Inclusive of Production Cost

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Talkshow / Sponsorship Programme

TALKSHOWS	
15-MINUTES	RM2,500
30-MINUTES	RM3,500
45-MINUTES	RM4,200

PROGRAMME SPONSORSHIP 13 EPISODE	
SPONSORED TALKSHOW	RM32,500
Opening, Closing & Tag Before & After Programme	One-off RM2,000

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BERNAMA RADIO *News Coverage*

Normal News Coverage / Coverage	RM3,000
Special Report (5 min - 8 min)	RM5,000 + Repeat 3x in same day

*News Coverage will be for Utama Waktu Ini (Hourly News Bulletin)

Production *Cost*

Studio Fee, In-House Talent, Scripting & Editing	RM1,500 /Production
Audio Clip - News / Programme Clip	RM800
1-3 Minutes Video Production	RM5,000

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BERNAMA Radio Digital

Social Media (FB, Twitter & Instagram) News Clip, Infographics, News With Photo, Live Read, Info Capsule	RM1,500/Posting
LIVE FB / LIVE IGTV - 5 Minutes	RM3,000 / Event
FB LIVE - INTERRUPTERS	RM1,500 For 3 Days - 5x per day
FB LIVE CRAWLER	RM500 / Day
POST SHARE	RM500 / Platform
24 Hour Story on Social Media	RM500 / Platform
E-Poster on Social Media	RM500 / Platform
Website Banner Radio Page Mid Page Rectangular (970 x 90) Bottom Page Rectangular (970 x 90) Podcast Page Rectangular (970 x 90)	RM3,000 / Month RM2,500 / Month
Production of Special Podcast	RM3,000 - 25 minute podcast Uploaded to Radio Website, Radio App, Spotify and Social Media (post links to website)
Ad on Radio App: Splash Video Pre-Roll Audio Spot Pre-Roll Audio Spot with Static Visual Ad Pre-Roll Audio Spot with Static Visual Ad with Link In Stream Audio Spot In Stream Audio Spot with Static Visual Ad In Stream Audio Spot with Static Visual Ad with Link Digital Coupon	5,000 per month RM800 per month RM2,300 per month RM2,500 per month RM800 per month RM2,300 per month RM2.500 per month RM5,000 per month

*Social Media posting Client to provide materials which are ready to post.

*E-Poster provided by Client

*Interrupters copywriting and logo to be provided by Client and only one review is allowed.

*Crawlers words to be less than 12 and the production team may edit accordingly.

*Client to provide the website banner according to the specification.