



TELEVISION ADS



2023 RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.
(436623-M)
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| FILMET RATE / BASE RATE | | | | | | |
|-------------------------|-----|-----|-----|-------|-------|-------|
| DUR/SEC | 10 | 15 | 20 | 30 | 40 | 60 |
| X FACTOR (RM) | 420 | 550 | 700 | 1,000 | 1,300 | 2,000 |

How To Calculate Tv Media Value / Rate Card Cost Based On Segment Factor?

Media Value / Rate Card Cost = Filmet Rate / Base Rate X (X)Factor

Example for programme @ Segment x5:

- 10sec TVC : RM420 X (x) 5 = **RM2,100**
- 15sec TVC : RM550 X (x) 5 = **RM2,750**
- 20sec TVC : RM700 X (x) 5 = **RM3,500**
- 30sec TVC : RM1,000 X (x)5 = **RM5,000**

Sample schedule:

| Hrs | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Hrs |
|------|-----------------------------------|---------|-----------|----------|--------|----------|--------|------|
| 0800 | CEMPAKA X4 SAYANG TAK DIKENANG | | | | | | | 0800 |
| 0900 | BULETIN PAGI (30 mins) X5 | | | | | | | 0900 |
| 0930 | MALAYSIA HARI INI (LIVE) X4.5 | | | | | | | 0930 |
| 1000 | | | | | | | | 1000 |
| 1030 | DETIK NIAGA (2 mins) | | | | | | | 1030 |

