

THE MORNING RUN	<p>Sharper and stronger than a double espresso. We bring you the executive summaries of local and global business. All you have to do is tune in.</p> <p>The Breakfast Grille World Market Watch The 6AM Stretch Morning Brief Pressing Matters Spotlight Ringgit and Sense The Property Show</p>
ENTERPRISE	<p>The essential toolkit for business, all in one place: from learning what to do and what not to do to the intricacies of keeping it all humming together nicely.</p> <p>Open For Business Enterprise Biz Bytes Raise Your Game Resource Centre HerVantage Tech Talk</p>
THE BIGGER PICTURE	<p>We talk to artists, environmentalists, medical experts and just plain interesting people about the issues close to us.</p> <p>The Daily Digest Earth Matters Front Row Live & Learn Health & Living</p>
THE EVENING EDITION	<p>We're on, when you're off. Tune in as we take on hot-potato issues to inform and entertain you, soundtracked by the thumping music that only BFM plays.</p> <p>The Evening Edition Talkback Popek Popek Skip Intro By the Book On the Ball Off the Ball Movers and Shakers Townhall Q & Eh? 101 Grandstand</p>
NIGHT SHIFT & WEEKEND	<p>Winding down. Ditch the suit, loosen your collar and slip into something a little more comfortable.</p> <p>The Pulse Night School 33 RPM A Bit of Culture Take Five Pick of the Pops Bila Larut Malam Bar None I Love KL Wavelength Into the Blue Cruise Control Breaking Bread</p>

COMMERCIAL <i>RM per 30sec rotational spot</i>			
BELT	TIME	SPOT	LIVE READ*
The Morning Run	6am - 10am	890	2700
Enterprise	10am - 2pm	540	1750
The Bigger Picture	2pm - 5pm	480	1500
The Evening Edition	5pm - 9pm	700	2100
Night Shift	9pm - 12mn	390	1200
Bila Larut Malam	12mn - 6am	120	n.a.

*Note: Only 1 live read/hour allowed per advertiser and limited to a maximum of 2 live reads per time belt and a maximum of 1 week campaign for every script.

ROS PACKAGES <i>RM per 30sec rotational spot</i>	
1. WEEKDAYS (Mon-Fri) 500 RM15,000 per week	Min 30 spots, 6am - 12mn, over 5 consecutive days, evenly distributed across all time belts
2. FULL WEEK (Mon-Sun) 410 RM14,350 per week	Min 35 spots, 6am - 12mn, over 7 consecutive days, evenly distributed across all time belts
3. WEEKEND (Thu-Sun) 320 RM6,400 per week	Min 20 spots, 6am - 12mn, over 4 consecutive days, evenly distributed across all time belts

ADVERTISING CAMPAIGN OPTIONS

- Sponsorship of Full Programmes •
- Sponsorship of Programme Segments •
- Sponsorship of Mini-Series • Sponsorship of Documentaries •
- Featuringttes • Advertorials • Info Capsules

For more information, contact us at: salesteam@bfm.my

VARIABLE SPOT DURATION PRICING <i>x applicable 30sec rotational spot rate</i>			
10 sec	50%	40sec	160%
15 sec	60%	45sec	180%
20 sec	80%	60sec	200%

SPECIFIED SPOT POSITION LOADING <i>factor on applicable rate</i>	
Within Breakfast Grille programme (8:15am)	300%
Within Breakfast Grille hour (8am - 9am)	250%
Before or after any programme	200%
Within a specific ad break	200%
Specified position within ad break	250%
Within a specific hour	150%
More than 5 spots/belt per day (subject to approval)	150%

TERMS & CONDITIONS

- All rates quoted are for 30sec unless otherwise specified.
- All advertising bilings subject to 6% service tax.
- Media booking must be received 14 working days before broadcast date.

Cancellation	Penalty
Less than 7 days to broadcast date	100%
Less than 21 days to broadcast date	50%
22 days and above to broadcast date	25%

- Production process can start only upon receipt of signed and stamped media booking.
- Broadcast ready material must be submitted at least 3 working days before broadcast date.

TUNE IN TO



**BUILDING
FIRST-WORLD
MINDSETS**