

## FlexiAd 2018 General Terms and conditions:

### 1. FlexiAd Scheduling:

- a. Radio Broadcast Region: National or Peninsula Malaysia or Sabah (Kota Kinabalu and Sandakan) or Sarawak (Kuching and Miri)
- b. Duration of each FlexiAd spot: 30 seconds
- c. Radio Broadcast period: Starting date of no later than 1 April 2018 and up till 31 January 2019
- d. Placement of FlexiAd spots for all stations via Run-of-Station (ROS) starts from 6am to 2am, Monday to Sunday, except –
  - i. MY FM: 10am to 2am, Monday to Friday and Run-of-station (ROS) 6am-2am, Saturday and Sunday, subject to the availability at the time of scheduling
  - ii. MELODY FM: 6am to 1pm and 4pm-2am, Monday to Friday and Run-of-station (ROS) 6am-2am, Saturday and Sunday, subject to the availability at the time of scheduling
  - iii. ERA fm, MY FM and hitz fm (Sabah and Sarawak): Run-of-station (ROS), 6am to 12am, Monday to Sunday, subject to the availability at the time of scheduling
- e. Compressed radio commercial scheduling for –
  - i. MIX fm, LiteFM, Sinar FM, THR Raaga, THR Gegar and MELODY FM is up to a maximum of 60 spots a week and up to a maximum of 120 spots a month depending on availability at the time of scheduling
  - ii. ERA fm, MY FM and hitz fm is up to a maximum of 40 spots a week and up to a maximum of 80 spots a month depending on availability at the time of scheduling
  - iii. ERA fm, MY FM and hitz fm (Sabah and Sarawak), it is subject to the availability at the time of scheduling
- f. Hari Raya Festive block-out period for ERA fm, SINAR FM and THR Gegar: 14 May - 24 June 2018
- g. Chinese New Year Festive block-out period for MY FM and MELODY FM: 29 January - 25 February 2018 and 21 January - 17 February 2019
- h. Deepavali Festive block-out period for THR Raaga: 29 Oct - 11 Nov 2018
- i. Placement of FlexiAd are subject to availability at the time of booking and will not be available during the block-out period
- j. All changes in Programme /Campaign dates are subject to advance notice of three months and are subject to availability at the time of booking

### 2. Exclusive Additional Early Bird BONUS: Packages signed before 15 November 2017

- a. National and Peninsula Malaysia
  - i. Renewal Client: 80 Bonus Radio Spots
    - Bonus Commercial Scheduling: 20 spots per quarter on top of paid radio spots to be aired concurrently.
  - ii. New client: 40 Bonus Radio Spots
    - Bonus Commercial Scheduling: 10 spots per quarter on top of paid radio spots to be aired concurrently.
- b. Sabah and Sarawak
  - i. Renewal and New Client: 20 Bonus Radio Spots
    - Bonus Commercial Scheduling: to be utilized before 30 June 2018

### 3. Digital entitlements and inventory requirement for FlexiAd packages and Top-up packages:

- a. Each FlexiAd package includes digital products on the corresponding station digital platform.
  - b. Digital entitlements must be utilised within 3 months of the scheduling of the 1<sup>st</sup> radio FlexiAd commercial. Failing which, the digital entitlements will be forfeited.
  - c. Astro Radio Sdn Bhd reserves the right to charge full amount for any cancellation and unutilised digital entitlements.
  - d. Billing for the digital entitlements will be reflected on a monthly basis.
  - e. All digital entitlements are subject to availability at the time of booking. Astro Radio Sdn Bhd reserves the right to change or alter digital entitlements to accommodate all requests.
  - f. Digital materials must be provided at least 7 working days BEFORE the campaign start date.
  - g. Client may choose any ONE radio station when using FlexiAd Digital Entitlements for FlexiAd Combo related packages.
  - h. A one-time free production with existing creative adaption for Instream Mid-Roll companion visual ad is offered for each FlexiAd package purchased.
  - i. ALL Facebook entitlements must conform to Facebook Branded Content Guidelines as listed on <https://www.facebook.com/policies/brandedcontent/> and Astro Radio Content Approval.
  - j. Unless otherwise specified, materials for all digital Audio Ad Units will be taken from the on air commercial.
  - k. All digital materials must conform to Astro Radio Material Guidelines. Information on this can be found on [www.astroradio.com.my](http://www.astroradio.com.my).
  - l. Digital top-up packages are only available for clients who have purchased any FlexiAd packages.
  - m. Changes to any digital video production is limited to two (2) times. Additional charges are applicable after that.
  - n. Digital top-up Packages may be used in conjunction with any tactical campaign run within Astro Radio properties.
  - o. Digital video packages are based on a SIMPLE Production Quality (i.e. Single Camera Shots). Additional cost will apply depending on the complexity of the production sought.
  - p. All digital video packages are subject to talent fee, venue rental and prop costs.
4. All rates are inclusive of 6% GST.
  5. All FlexiAd packages are limited in availability and is on a first-come-first-serve basis.
  6. Production charges and voice talent fees are not included in this package.
  7. A 100% surcharge is applicable upon cancellation of any packages.