



PAKEJ TV RAMADAN RAYA 2021

BAHAGIAN PEMASARAN DAN
PROMOSI



رمضان كريم
Ramadan Kareem

TX DATE : (30 DAYS)
 TX TIME : TBC (TV1)
 RATE / INVESTMENT : AS APPENDED
 (NOT INCLUSIVE 6% SST)

SPOT BUY BEFORE AZAN MAGHRIB						
SPOT POSITIONING	ZONE	NO OF SPOT	TOTAL INVESTMENT (RM)			
			15 SEC SOUND SLIDE	15 SEC FILMLET	20 SEC FILMLET	30 SEC FILMLET
1 ST SPOT BEFORE AZAN (WITH 30%)	P	30				140,400
2 ND SPOT BEFORE AZAN (WITH 25%)	P	30				135,000
3 RD SPOT BEFORE AZAN (WITH 20%)	P	30				129,600
4 TH SPOT BEFORE AZAN (WITH 15%)	P	30				124,200
5 TH SPOT BEFORE AZAN (WITH 10%)	P	30				118,800
6 TH SPOT ONWARDS SPOT BUY BEFORE AZAN (ROS BASIS)	P	30	X	X	X	108,000

**MEMPEROLEHI ROI 30% BERDASARKAN PELABURAN MASA SIARAN
 ROI PERLU DIHABISKAN DLM TEMPOH 3 BULAN BERMULA SELEPAS RAMADAN**

DOA + AZAN MAGHRIB SPONSORSHIP
 TX DATE : (30 DAYS)
 TX TIME : TBC (TV1)
 RATE / INVESTMENT : AS APPENDED BELOW (NOT INCLUSIVE 6% SST)

DOA + AZAN MAGHRIB SPONSORSHIP (ZON M)	
ITEM	DOA FASTING + AZAN MAGHRIB + BONUS AZAN SUBUH
TX DATE	RAMADAN MONTH 2021
TX TIME	AZAN MAGHRIB : APPROX (TBC)
BENEFITS	<p>1 X 10 SEC OPENING & CLOSING CREDIT WITH CLIENT BRANDING EVERYDAY THROUGHOUT RAMADAN (MAGHRIB)</p> <p>1 X 10 SEC OPENING & CLOSING CREDIT WITH CLIENT BRANDING EVERYDAY THROUGHOUT RAMADAN (SUBUH)</p> <p>BONUS BOTTOM PANEL/LOGO WITH CLIENT BRANDING DURING THE DOA BUKA PUASA + 10 SPOT COMMERCIAL SPOT</p>
AIRTIME INVESTMENT (exclude 6% sst)	RM 99,000

JADUAL WAKTU BERBUKA PUASA DAN IMSAK
 TX DATE : (30 DAYS)
 TX TIME : TBC (TV1)
 RATE / INVESTMENT : AS APPENDED (NOT INCLUSIVE 6% SST)



JADUAL WAKTU BERBUKA PUASA & IMSAK (BASED ON KAPSUL RATE)		
ITEMS	JADUAL WAKTU BERBUKA PUASA	
TX DATE	2021	
TX TIME	SLOT 1: 17.30PM – 17.35PM DAILY SLOT 2: 10.00PM - 10.05PM DAILY (BONUS) SLOT 3: 4.05PM - 4.10PM DAILY (BONUS) SLOT 4: IMSAK 11.05PM – 11.10PM (BONUS)	TV1
	SLOT 1: 4. 05PM – 4.10 DAILY (BONUS)	TV OKEY
DURATION	APPROX. 5 MINS	
BENEFITS	1 X OPENING & CLOSING (EACH SLOT) 2 X BOTTOM PANEL INSIDE CAPSULE (EACH SLOT) LOGO BOTTOM PANEL WITH CLIENT BRANDING DURING INSIDE CAPSULE + 10 UCAPAN RAYA / PUASA	
AIRTIME INVESTMENT	RM60,000	

JADUAL WAKTU BERBUKA PUASA DAN IMSAK
TX DATE : (30 DAYS)
TX TIME : TBC (TV1)
RATE / INVESTMENT : AS APPENDED (NOT INCLUSIVE 6% SST)



JADUAL WAKTU BERBUKA PUASA & IMSAK (BASED ON KAPSUL RATE)

ITEMS	JADUAL WAKTU BERBUKA PUASA	
TX DATE	2021	
TX TIME	SLOT 1: 17.30PM – 17.35PM DAILY SLOT 2: 10.00PM - 10.05PM DAILY (BONUS) SLOT 3: 4.05PM - 4.10PM DAILY (BONUS) SLOT IMSAK 11.05PM – 11.10PM (BONUS)	TV2
DURATION	APPROX. 5 MINS	
BENEFITS	1 X OPENING & CLOSING (EACH SLOT) 2 X BOTTOM PANEL INSIDE CAPSULE (EACH SLOT) LOGO BOTTOM PANEL WITH CLIENT BRANDING DURING INSIDE CAPSULE + 10 UCAPAN RAYA / PUASA	
AIRTIME INVESTMENT	RM60,000	

ANNOUNCEMENT OF RAMADAN AND HARI RAYA AIDILFITRI
 TX DATE : (30 DAYS)
 TX TIME : TBC (TV1)
 RATE / INVESTMENT : AS APPENDED BELOW (NOT INCLUSIVE 6% SST)



ANNOUNCEMENT OF RAMADAN & HARI RAYA AIDILFITRI (ZON K-FILMLET)	
ITEMS	ANNOUNCEMENT OF RAMADAN & RAYA/ AIDIL ADHA
TX DATE	<p>ANNOUNCEMENT OF RAMADAN : 2020 – ONE TIME ONLY ON TV1 PRIME TIME</p> <p>ANNOUNCEMENT OF RAYA : 2020 – ONE TIME ONLY ON TV1 PRIME TIME</p> <p>ANNOUNCEMENT OF RAYA AIDIL ADHA : 2020 – ONE TIME ONLY ON TV1 PRIME TIME</p>
TX TIME	<ul style="list-style-type: none"> • RAMADAN :8.00 PM– 9.00 PM • RAYA : 8.00 – 9.00 PM • RAYA AIDIL ADHA : 8.00 – 9.00 PM DURING NASIONAL 8 (TBC)
DURATION	APPROX. 2 MINS
BENEFITS	1 X 10 SEC OPENING & CLOSING CREDIT (EACH SLOT)
AIRTIME INVESTMENT	RM 11,700

TAKBIR RAYA PACKAGE
TX DATE : 2021
TX TIME : TBC (TV1)
RATE / INVESTMENT : AS
APPENDED (NOT INCLUSIVE 6%
SST)

- **TERM & CONDITION :**
- **A COMPLETE PACKAGED VIDEOS ARE TO BE SUBMITTED TO RTM**
- **ALL TECHNICAL & BROADCAST SPECIFICATIONS ARE ADHERED**

TAKBIR RAYA PACKAGE (BASED CAPSULE PACKAGE)

ITEMS

TAKBIR RAYA AIDIL FITRI / AIDIL ADHA

TX DATE

2 X MALAM RAYA AIDIL FITRI @ SEHINGGA HARI RAYA PERTAMA
DAN
3 X MALAM RAYA AIDIL ADHA @ SEHINGGA HARI KE 3 AIDIL ADHA

DURATION

APPROX. 5 MINS

BENEFITS

1 X 10 SEC OPENING & CLOSING CREDIT (EACH SLOT)
CREDIT ON SUPER LOWER THIRD FRAME

AIRTIME INVESTMENT

SPOT

PRICE (RM)

BUY 5

RM 5,000

CAPSULE RAMADAN SPONSORSHIP
TX DATE : 2020
TX TIME : TBC (TV1)
RATE / INVESTMENT : AS APPENDED
(NOT INCLUSIVE 6% SST)

- **TERM & CONDITION :**
- **A COMPLETE PACKAGED CAPSULES ARE TO BE SUBMITTED TO RTM**
- **ALL TECHNICAL & BROADCAST SPECIFICATIONS ARE ADHERED**

CAPSULE RAMADAN SPONSORSHIP (TV1/TV2/TV OKEY)

ITEMS	CAPSULE RAMADAN (PSA)
TX DATE	RAMADAN 2021
TX TIME	1830 – 1832 (3 MINUTE) 0530 – 0532 (3 MINUTE) (BONUS)
BENEFITS	1 X 10 SEC OPENING & CLOSING CREDIT WITH CLIENT BRANDING EVERYDAY THROUGHOUT RAMADAN
AIRTIME INVESTMENT (Subject to 6% sst)	RM1,500 per spot

CAPSULE RAMADAN
(NASIONAL 8)
TX DATE : 2020
TX TIME : TBC (TV1)
RATE / INVESTMENT : AS APPENDED
BELOW (NOT INCLUSIVE 6% SST)

- **TERM & CONDITION :**
- **A COMPLETE PACKAGED CAPSULES ARE TO BE SUBMITTED TO RTM**
- **ALL TECHNICAL & BROADCAST SPECIFICATIONS ARE ADHERED**

CAPSULE RAMADAN

DETAILS

CAPSULE RAMADAN IN BERITA PERDANA

TX DATE

2021

TX TIME

2015 – 2016 (1 MINUTE)
(29 SPOTS)

BENEFITS

1 X 10 SEC OPENING & CLOSING CREDIT WITH CLIENT
BRANDING EVERYDAY THROUGHOUT RAMADAN
(NASIONAL 8)

AIRTIME INVESTMENT

RM30,000

SPECIAL GREETING PACKAGE
RAMADAN AND HARI RAYA
TX DATE : 2020
TX TIME : TBC (TV1)
RATE / INVESTMENT : AS APPENDED
(NOT INCLUSIVE 6% SST)

- **TERM & CONDITION :**
- **A COMPLETE GREETINGS VIDEOS ARE TO BE SUBMITTED TO RTM**
- **ALL TECHNICAL & BROADCAST SPECIFICATIONS ARE ADHERED**

**SPECIAL GREETINGS PACKAGE FOR
RAMADAN AND HARI RAYA AIDIL FITRI (ZON U)**

DETAILS	RAMADAN AND HARI RAYA GREETINGS
TX DATE	2021
TX TIME	TBC
BENEFITS	1 SPOTS (30 SEC)
AIRTIME INVESTMENT	RM 900 LOGO BRANDING / BOTTOM PANEL