



RATE CARD

International Edition



Updated September 2013

STAND OUT & BE HEARD!



Every time I advertise on KRISTALfm, my booth sales go up at an amazing rate the next day!

Nik Rahmah,
Acu Tra Resources
Sdn Bhd



Give your products and services the exposure they need by advertising on Brunei's most listened to radio station!

Why KRISTALfm?

Stand out, and be heard, on Brunei's most listened to radio station.

Did you know that advertising on KRISTALfm is more effective, and surprisingly more affordable? It also reaches out to more people, as radio is by far more accessible here in Brunei.

Give your products and services the exposure they need by advertising on officially Brunei's most listened to radio station among those aged between 18-55 years* - We reach an average of 55,000-80,000 listeners every single day, so why spend thousands on a single advertisement, when you can get your message across to more, for less, on KRISTALfm?

* Based on the latest B-MaP Report - an independent survey on Brunei's market & population media consumption habits.

Try, Before You Buy.

Your first ads are on the house, no strings attached.

We guarantee that you'll see a significant increase in the awareness of your products & services after promoting them on KRISTALfm! If you're still not convinced, then we're letting you try out our services for free! If you've never advertised on our station before, or haven't done so in the past two years, you can choose either 6 complimentary spots, or a live interview!

But that's not all, once you've completed your free trial, we're giving you 10% off your first bill, as long as you advertise within two months!



GETTING STARTED: UNDERSTANDING OUR LINGO



If you're new to advertising on KRISTALfm, then the odds are that you might not understand some words and terms that we use in this industry. Here's a brief guide to what they actually mean:

Time-Belts

A typical day on radio is divided into many time-belts, to differentiate the cost of spots. You will get to choose which time-belts you'd prefer airing your advertisements in. Our time-belts are:

1. Early Morning (6.30am - 8.59am)
2. Morning (9am - 11.29am)
3. Lunch (11.30am - 1.59pm)
4. Afternoon (2pm - 3.59pm)
5. Evening (4pm - 5.30pm)
6. Night (7pm - Midnight)

For more information on what shows are aired on each time-belt, please kindly download the 'Radio Advertising Show Guide' from www.kristal.fm/ratecard.

Spots

In order for you to promote your products and services, you'll first need to purchase 'air-time' in one of our time-belts, called 'spots'. On KRISTALfm, you can either purchase spots to play your recorded commercial, or have the DJs read out your live announcements. Spots can be purchased individually (spot buys) or in bulk, at a much cheaper price-per-spot (spot packages).

Commercials

Commercials on KRISTALfm are advertisements that are pre-recorded, that can last up to 60 seconds. Commercials are the best way for you to promote your products and services in the manner and tone that you want, and can include sound effects, background music, etc. If you don't already have your own commercials recorded, you have the choice of producing them at our studio - rates depend on how long the commercials are (see page 10).

Live Announcements

Live announcements on KRISTALfm are scripts which are read out by DJs, promoting your products and services. These scripts have to be less than 100 words long. Live announcements can also be used for on-air competitions and call-ins.

Live Interviews

Live interviews are question and answer sessions between a representative of your company and our DJ. These can be used to promote your products and services, or upcoming events, in a more informative manner. You will also be able to let the listeners ask questions via SMS. Live interviews can last either up to 15 minutes or 30 minutes, with songs in between, depending on the type of product promoted.

Show / Segment Sponsorship

Sponsor a show / segment on KRISTALfm for maximum exposure. Your company / products will be mentioned at least every 15 minutes during the show, on top of your commercials or announcements. Exclusive sponsorships mean that no other client will be able to advertise in your show.

SUBMISSION DEADLINES

	Deadline for Standard Rates, Packages	Deadline for Ad-Hoc Rates
MONDAY	10am, Thursday	12pm, Friday
TUESDAY	10am, Friday	12pm, Monday
WEDNESDAY	10am, Monday	12pm, Tuesday
THURSDAY	10am, Tuesday	12pm, Wednesday
FRIDAY	10am, Wednesday	12pm, Thursday
SATURDAY	10am, Thursday	12pm, Friday
SUNDAY	10am, Thursday	12pm, Friday

Please note that KRISTALfm needs time to process your advertising requests before they can go on air. Above are the submission deadlines for signed agreements, materials, schedules, ready-to-air commercials and live announcement scripts. KRISTALfm has the right to reject clients who do not meet the guidelines given.

Live Announcement Script Guidelines & Tips

- Live announcement scripts should be no longer than 100 words.
- Scripts are to be submitted via email to our Sales / Marketing representative before the submission deadline.
- Script content should be short and simple, highlighting just the key points of the product / service / event.
- There should be only one contact number, so it's easy for the listeners to remember.
- Scripts may be in 'bullet-point' form.

Technical Specifications for Externally-Made Commercials

The recorded material should be:

- Distortion and noise free.
- Induced hum etc. should not be audible.
- Of broadcast quality.
- Not more than 60 seconds.

Audio Medium:

- Audio CD.
- Data CD.
- Email.

Digital Format:

- mp3 / wav file.
- 16 Bit 44.1 kHz Linear PCM Stereo Interleaved.
- Program peak @ -2dBFS.

Contact Info in KL



www.dmdc.com.my

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