

BEST OF CNY PACKAGE 2025

Climb the ladder of success this festive season! Let your brand strike with the agility of a snake, delivering fortune and powerful multi-screen impact to millions of Chinese households.



DIGITAL

Package A:
RM 28,000

Package B:
RM 48,000



Astro Adressable Advertising

Enjoy an exclusive AAA on linear TV offer at RM 50 CPM with any purchase of Best of CNY Package 2025



RADIO

Tier 1:
RM 30,000
up to RM 50,000

Tier 2:
RM 50,001
up to RM 100,000

Tier 3:
RM 100,001
and above



TV

Package A:
RM 88,000

Package B:
RM 118,000



Combo Bonus*

For any purchases on minimum 2 platforms.

**Bonus only applicable on respective purchased platform*

DIGITAL

Additional entitlement(s) worth 30% of the digital investment

TV

Additional TVC spots worth RM 165,000

RADIO

10% Waiver on Festive Loading Fee

BEST OF CNY PACKAGE 2025 - DIGITAL

Join the festive buzz with online Chinese communities to stir impressions and conversations!

Chinese Platform	Entitlement	PACKAGE A RM 28,000	PACKAGE B RM 48,000
	AWARENESS		
XUAN IP (Choose one) • Hou Hi TECH • 890 Generation Gap Talk • XUAN Lab 2.0	1 x Branded Video 30 sec Branded Integration 1 x Facebook Post (Branded Video) 1 x Facebook Post (Branded Teaser Video) 1 x Instagram Post (Branded Teaser Video) 1 x Tik Tok Post (Branded Teaser Video) 1 x YouTube Shorts (Branded Teaser Video) 1 x Branded Video Upload To YouTube	4	8
MY	1 x Re-Share Facebook Post (Branded Teaser Video) 1 x Re-Share Instagram Post (Branded Teaser Video)		2
MELODY	1 x Re-Share Facebook Post (Branded Teaser Video) 1 x Re-Share Instagram Post (Branded Teaser Video)		2
GOXUAN	1 x Re-Share Facebook Post (Branded Teaser Video) 1 x Re-Share Instagram Post (Branded Teaser Video)		2
	Guaranteed Video Views	50,000	100,000
	AMPLIFICATION		
XUAN / MY / MELODY / GOXUAN	1 x In Banner Video (MREC / Halfpage / Masthead / Interstitial Ad) 1 x In-Stream Video (Web / Apps) 1 x Out-Stream Video (In-Article OOP Out-Stream Ad) 1 x YouTube Non-Skippable Short Ad Video (Up to 20 sec)	4	4
	Impressions	475,000	950,000
Total Media Value (RM)		130,500	315,000
Production Cost (RM)		8,000	8,000

Combo Bonus

Entitled to select any item(s) from our digital rate card's inventory worth up to 30% of the digital investment

**Only applicable for an investment on at least TWO (2) platforms.*

TERMS & CONDITIONS

• All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable. • The branded video in Package A & B are applicable for ONE (1) IP on XUAN only from the selection as follow: Hou Hi TECH, 890 Generation Gap Talk, XUAN Lab 2.0. • RM3,000 talent fee is included in this package. The actual talent cost may vary depending on the client's brief and the concept of the video. • The above is a final package rate with recommended campaign period of 2 weeks. • All digital entitlements must be utilised by 15 Feb 2025, no extension shall be given thereafter for any unutilised digital entitlements. • Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilised digital entitlements. • Client to provide logo bug and lower 3rd material. • The product integration is limited to 30 sec. In the event if the nature of the client's product is found to be incompatible with the DNA of the selected program, final decision is subject to producer's final discretion. • Strictly no changes of picture, caption or write up on article and social post after it goes live OR there will be a 100% penalty for any changes. • The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation. • In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign ("Deadline"), failing which any unutilised digital entitlements shall be automatically forfeited and Client shall be deemed to have waived the right to use the unutilised digital entitlements. • All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever. • This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client. • This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever. • Astro reserves the right to amend any of the above pricing categories and/or its timebelts from time to time. • The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://astromedia.com.my/advertising-terms-conditions>

BEST OF CNY PACKAGE 2025 - AAA

Enjoy an exclusive Astro Addressable Advertising (AAA) on linear TV offer at RM 50 CPM with any purchase of Best of CNY Package 2025.

TERMS & CONDITIONS

- Addressable Ad inventories are subject to availability on a first-come, first-served basis.
- Video commercial materials for Addressable Advertising to be submitted via TVCExpress / Adstream with minimum of 5 working days prior to campaign live date.
- All entitlements to be booked under one media order and must be utilized by 15 Feb 2025.

BEST OF CNY PACKAGE 2025 - RADIO

Glide into 15% bonus spots and more exclusive rates during peak CNY periods.

Investment Amount

Bonus Spots

Tier 1: RM 30,000 up to RM 50,000	5%
Tier 2: RM 50,001 up to RM 100,000	10%
Tier 3: RM 100,001 and above	15%

Combo Bonus

10% Waiver on Festive Loading Fee

**Only applicable for an investment on at least TWO (2) platforms.*

TERMS & CONDITIONS

- This offer is applicable to all advertisers using Standard Astro Radio Rate Card, SME Rate Card, Prime Time Combo, FlexiAd Rate Card, ROS X'tra Rate Card and Joint Buy Rate Card.
- All radio spots must be utilised by 15 Feb 2025, no extension shall be given thereafter for any unutilised radio spots.
- Bonus spots scheduling are on Run-On-Station basis.
- Commitment and FOC spots need to be in the same media order. All paid spots and FOC spots are to be aired concurrently.
- This offer is applicable to MY, MELODY & GOXUAN only.
- 10% Festive Loading Fee is applicable during the block-out period from 15 Jan 2025 until 12 Feb 2025.
- Talent Fee and other production costs apply when needed. (Studio Fee: RM500/hour, Translation Fee: RM150/script, Scripting Fee: RM300/script, Talent Fee: Applicable depending on script)
- Astro Radio reserves the right to revise or amend the above rates at any given time.
- All rates are subject to government tax where applicable.
- This Rate Card is subject to the Standard Terms and Conditions for the Provision Of Services ("Standard Terms")
- A copy of the Standard Terms can be viewed at <https://astromedia.com.my/advertising-terms-conditions>
- Please read and understand them as they contain legal binding terms and obligations, including rights to suspension, limitation and exclusion of our liability. The Standard Terms may be amended from time to time, hence please check the link for the latest version.

BEST OF CNY PACKAGE 2025 - TV

10 Chinese channels for 10/10 maximised visibility, reach, and engagement.

Package A: RM 88,000

Channels	Category	NO. OF SPOTS							
		10sec	15sec	20sec	25sec	30sec	40sec	60sec	90sec
Astro AEC	x9	16	12	10	9	8	6	4	3
	x5	16	12	10	9	8	6	4	3
	x4	16	12	10	9	8	6	4	3
Astro Hua Hee Dai	x8	16	12	10	9	8	6	4	3
	x6	16	12	10	9	8	6	4	3
	x4.5	16	12	10	9	8	6	4	3
Astro QJ	x6	36	27	22	20	18	14	9	6
	x3.5	20	15	12	11	10	8	5	3
Celestial Movies	x6	22	17	14	12	11	8	6	4
	x4	22	17	14	12	11	8	6	4
iQIYI HD	x6	36	27	22	20	18	14	9	6
	x3.5	20	15	12	11	10	8	5	3
TVB Jade	x8	20	15	13	11	10	8	5	3
	x6	20	15	13	11	10	8	5	3
	x5	10	8	6	6	5	4	3	2
	x4	6	5	4	3	3	2	2	1
TVB Classic	x5	28	21	17	16	14	11	7	5
	x3	8	6	5	4	4	3	2	1
TVB Xing He	x5	28	21	18	16	14	11	7	5
	x3	8	6	5	4	4	3	2	1
TVBS Asia	x3.5	20	15	13	11	10	8	5	3
	x2.5	8	6	5	4	4	3	2	1
Any 1 channel from: CCM CTI Asia KBS World Phoenix Chinese Channel Phoenix InfoNews Channel	x2.5	28	22	18	16	14	11	6	4
Total Spots		436	330	273	242	218	168	110	73

Package B: RM 118,000

Channels	Category	NO. OF SPOTS							
		10sec	15sec	20sec	25sec	30sec	40sec	60sec	90sec
Astro AEC	x9	24	18	15	13	12	9	6	4
	x5	24	18	15	13	12	9	6	4
	x4	24	18	15	13	12	9	6	4
Astro Hua Hee Dai	x8	24	18	15	13	12	9	6	4
	x6	24	18	15	13	12	9	6	4
	x4.5	24	18	15	13	12	9	6	3
Astro QJ	x6	54	41	34	30	27	21	13	9
	x3.5	30	23	19	17	15	11	7	5
Celestial Movies	x6	33	25	21	19	17	13	8	6
	x4	33	25	21	18	17	13	8	6
iQIYI HD	x6	54	41	33	30	27	21	13	9
	x3.5	30	23	19	17	15	11	7	5
TVB Jade	x8	30	23	19	17	15	12	8	5
	x6	30	23	19	17	15	12	8	5
	x5	15	11	9	8	8	6	4	3
	x4	9	7	6	5	4	3	2	2
TVB Classic	x5	42	32	26	23	21	16	12	7
	x3	12	9	8	7	6	5	4	2
TVB Xing He	x5	42	32	26	23	21	16	11	7
	x3	12	9	8	7	6	5	3	2
TVBS Asia	x3.5	30	23	19	17	15	12	8	5
	x2.5	24	9	8	7	6	5	4	2
Any 1 channel from: CCM CTI Asia KBS World Phoenix Chinese Channel Phoenix InfoNews Channel	x2.5	31	31	25	23	21	16	9	7
Total Spots		655	495	410	363	328	252	165	110

Special Top Up Offer for Package B

Asto AEC Premium Slot (Category x12)		NO. OF SPOTS							
		10sec	15sec	20sec	25sec	30sec	40sec	60sec	90sec
CNY Eve & CNY Day 1 6pm - 12am	No. of Spots	6	6	6	6	6	6	6	6
	Investment(RM)	5,000	6,600	8,000	9,000	10,000	13,000	20,000	30,000

Combo Bonus

Additional TVC spots worth RM 165,000
across Astro QJ & TVB Classic

**Only applicable for an investment on at least TWO (2) platforms.*

TERMS & CONDITIONS

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• The above package is non-cancellable and non-transferable. A 100% surcharge will be imposed upon any cancellation. • Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed. • Package availability is based on first-come, first-served basis. • All TVC spots are scheduled at Astro's discretion and are subject to airtime availability. • Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme, etc.). • Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time. • The creative concepts contained in this document have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole, in any form whatsoever. • This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client. • The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://astromedia.com.my/advertising-terms-conditions>