

astro
UNIVERSE

UPFRONT24

One Ecosystem, Infinite Possibilities

2024 UPFRONT OFFER

Save BIG, Gain MORE

Commit Now to Enjoy **Special Bonuses** All Year-Long :



- Get a **20% additional bonus** for TV IP Sponsorships and Radio FlexiAd Package Buy.



- **Higher ROI** for ad products and complimentary Astro Addressable Advertising Linear.
- Special **top up offer** for Astro Addressable Advertising Linear.



- Enjoy up to **15% worth of free postings** for commitment starting from RM100K.



2024 UPFRONT OFFER

20% additional bonus of paid media value for any upfront commitment on TV IP* & Radio FlexiAd Package Buy*

How to calculate additional bonus value

| | Without Upfront Offer | Upfront Offer 2024 | |
|---|--|---|---------------------------|
| Platform : TV & Radio | Media Value (A) | 20% bonus based on Paid Media Value (B) | Total Media Value (A+B) |
| TV IP Sponsorship i.e The Sandbox Tier 2 | RM 2,160,450 | RM 432,090 | RM 2,592,540 |
| Radio FlexiAd Package Buy i.e FlexiAd Era National | RM 180,000 Paid + RM 36,000 FOC (250 Paid + 50 FOC spots) | RM 36,000 (20% x 180K) (50 spots) | RM 252,000 (350 spots) |

Some samples of TV Ips and Radio Package Buy

TV IP Sponsorship

On Going :

- Gegar Vaganza
- Masked Singer
- Family Feud Malaysia
- Awani 745
- Classic Golden Melody
- Prime Talk
- Evening Edition
- Ulagam Awards

New IP :

- Hardest Singing Show (Reality)
- Keluang Man (Movie)
- Project: Exit (Astro Original series)
- Takdir Itu Milik Aku (Raya Drama)
- The Hidden Dragon (CNY Drama)

Radio FlexiAd Package Buy

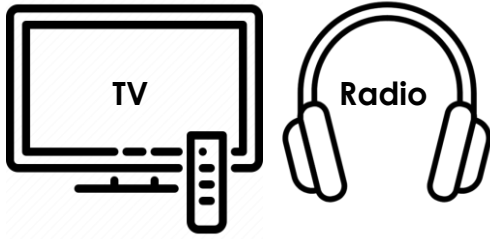
- Nationwide
 - Peninsular Malaysia
 - Sabah and Sarawak
 - Regional
 - Language Buy
- (FlexiAd Digital & Digital Screen are not included in this offer)

Click here for more info :

[Details of TV IP](#)

*Exclude special sports event, festive package i.e Best of CNY Package and special sales campaigns ie Mid Year Offer
Terms & conditions apply.





2024 UPFRONT OFFER

Terms & Conditions :

- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable.
- All media bookings/commitment letters have to be submitted latest by 31 OCTOBER 2023.
- Utilisation of entitlements :
 - TV IP Sponsorship : In accordance with respective IP's campaign period.
 - Radio FlexiAd Package : Utilise by 31 JANUARY 2025.
- This offer is not applicable for special sports event, festive package and special sales campaigns ie Mid Year Offer.
- 20% additional bonus is based on PAID media value for any upfront commitment on :
 - All sponsorship packages of TV IPs based on the upfront agreed pricing and media value (exclude packages for special sports events)
 - All Radio FlexiAd packages with fixed pricing and paid media value. (Paid media value denotes value excluding commitment bonus and renewal bonus in the offer)
 - Final pricing and entitlements for all TV IP Sponsorships & Radio FlexiAd Package Buy utilized under this 2024 Upfront Offer are to follow the latest offering by Astro, subject to availability at the time of booking.
- Utilisation of 20% additional bonus :
 - TV IP Sponsorship - TVC and promo spots on ROS basis across paid TV channels in the same booking order.
 - Radio FlexiAd Package - Radio commercial on ROS basis across respective paid stations in the same booking order.
 - Astro shall not be liable for any unclaimed ad spots due to whatever reasons.
- All inventories are subject to availability and is on a first-come, first-served basis.
- This Offer is non-cancellable and non-transferable once booking is sent. 100% surcharge will be imposed upon any cancellation.
- All elements described in this document remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- The Offer is subject to the following which are deemed incorporated by reference:
 - (a) the Standard Terms and Conditions for the Provision of Services ("Standard Terms"). A copy of the Standard Terms can be viewed at: <https://quake.com.my/advertising-terms-and-conditions>; and
 - (b) the detailed Terms and Conditions of each package in the respective Booking Form, booklet, Confirmation Order and/or Media Order.



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Enjoy Higher ROI all year-long with Complimentary AAA

| Investment Commitment | Content ROI | Inventory ROI | ADDITIONAL VALUE ADDED <i>Complimentary AAA on Linear TV MEDIA VALUE WORTH*</i> |
|-----------------------|-------------|---------------|--|
| RM 500K – 999K | 2.5 | 5.0 | 10% of Total Investment Commitment |
| RM 1.0 Mil – 1.59 Mil | 3.5 | 6.8 | 12% of Total Investment Commitment |
| RM 1.6 Mil – 1.99 Mil | 4.0 | 7.5 | 15% of Total Investment Commitment |
| RM 2.0 Mil & Above | 5.0 | 9.0 | 18% of Total Investment Commitment |

TOP UP OFFER: Enjoy a special rate of RM 45 CPM (normal rate card: RM 60 CPM) for Astro Addressable Advertising (AAA) on Linear TV, comes with an entitlement to one (1) Brand Lift Study (BLS).

- CONTENT ROI is applicable to Branded Advertorial (incl branded content video) and Social Media.
- INVENTORY ROI is applicable to Display (Standard Banner & Rich Media) and Audio. (excluding pre-roll/mid-roll video).
- Terms & conditions apply.



2024 UPFRONT OFFER

Terms & Conditions :

- This offer is applicable to all Astro Digital Platforms (Awani, Gempak, Era, Sinar, Zayan, sooka, Keluarga, Pa&Ma, Mingguan Wanita, Maskulin, Remaja, Rasa, Nona, Hijabista, Pengantin, Vanilla Kismis, Media Hiburan, Kashoorga, Libur, Umpan, Impiana, My, Melody, GoXuan, Xuan, Hitz, Mix, Lite, Rojak Daily, Raaga, Ulagam, Syok, Stadium Astro)
- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable.
- All bookings/commitment letter have to be submitted latest by 31 OCTOBER 2023.
- All entitlements must be utilised from 1 OCTOBER 2023 until 30 SEPTEMBER 2024; no extension shall be given thereafter for any unutilised entitlements.
- All bonus entitlements must be claimed together with the paid entitlements in the same media order and Astro shall not be liable for any unclaimed ad spots due to whatever reasons.
- Video Inventory (pre-roll/ mid-roll) is not entitled in this 2024 Upfront Offer.
- All pointers, directions and visuals to be provided by Client
- Video commercial materials for Addressable Advertising to be submitted via TVCXpress/Adstream at least 5 working days before the campaign's live date.
- Complimentary Astro Addressable Advertising on Linear TV must be utilised within 3 months from the first advertising campaign goes live.
- Complimentary production for 15sec TVC is capped at RM7,000 for Addressable Advertising, any additional cost will be borne by advertiser.
- All advertisement materials produced under this package are strictly for Astro broadcasts.
- Final pricing and entitlements for all packages utilized under this 2024 Upfront Offer are to follow the latest offering by Astro, subject to availability at the time of booking.
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2024 UPFRONT OFFER

Book Upfront to Enjoy Free Social Postings

| Investment Commitment | Free Posting |
|-----------------------|---|
| RM 100K – 299K | Free posting worth 10% of Total Investment Commitment (e.g. 200K investment will entitle free posting worth of 20K) |
| RM 300K – 499K | Free posting worth 12% of Total Investment Commitment |
| RM 500K & Above | Free posting worth 15% of Total Investment Commitment |

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- All bonus entitlements must be claimed together with the paid entitlements in the same media order and Astro shall not be liable for any unclaimed ad spots due to whatever reasons.
- Talent selection/ eligibility is subject to below conditions :
 - Talent to be selected from RFE talent pool
 - Talent is not endorsing any conflicting products
 - Talent is keen and available within the campaign period
- The standard COE is required between RFE and “client”
- The free posting only applies once total investment commitment is met and fulfilled and it can be redeemed through accumulated campaigns.
- Advertisers are required to top up the difference/variance in the event extra charges is required.
- Final pricing and entitlements for all packages utilized under this 2024 Upfront Offer are to follow the latest offering by Astro, subject to availability at the time of booking.
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THANK YOU