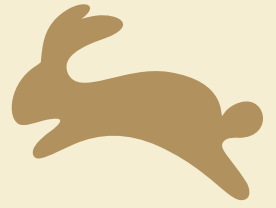


# BEST OF CNY PACKAGE 2023

Happy Chinese New Year 兔 You



Spring into action across multiple audience touchpoints with our revamped packages. Power up brand prosperity with five new offerings, including cost-efficient Astro Addressable Advertising deals to effectively leap into the right Chinese homes.

**H**olistic Engagement  
Influence beyond reach across multiple touchpoints.

**U**nprecedented CNY Offering  
Cater to different sizes of advertisers.

**A**udience Based  
Media planning optimised to deliver effective outcome.

**T**argeted Advertising  
Reach various Chinese households across Linear TV & OTT/VOD.

**HUAT 88**

<p>Addressable Advertising + TV <b>RM88,000</b></p>	<p>Addressable Advertising + Digital <b>RM88,000</b></p>	<p>Radio + SYOK Digital Audio <b>RM88,000</b></p>
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**AUSPICIOUS 188**

Addressable Advertising + TV + Digital + Radio

**RM188,000**

**PROSPEROUS 288**

Addressable Advertising + TV + Digital + Radio + Influencer

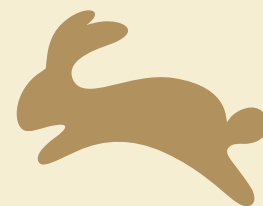
**RM288,000**

# HUAT 88

## Addressable Advertising + TV



**RM88,000**



Astro Addressable Advertising	
Target Audience	Deliverables
Chinese T20 & Chinese M40	400,000 Impressions

TV		
Channels	Category	No. of Spots (30 sec)
Astro AEC	x9	6
	x5	6
	x4	4
Astro Hua Hee Dai	x8	8
	x6	8
Astro Quan Jia HD	x8	5
	x6	6
	x3.5	5
Astro Shuang Xing	x7	8
	x3.5	8
TVB Jade	x8	6
	x6	8
	x5	8
	x4	6
iQIYI HD	x7	6
	x5	4
TVB Classic	x4	10
	x3	4
TVB Xing He	x5	3
	x4	3
TVBS Asia	x3.5	3
	x2.5	3
Other Channels (Any 2 channels from): CTI Asia, CCM, Celestial Movies, KBS World, Phoenix Chinese Channel, Phoenix InfoNews, Astro Xiao Tai Yang	x2.5	20
	<b>Total Spots</b>	<b>148</b>

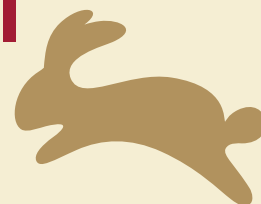
ROI: 9      Total Media Value: RM782,500

# HUAT 88

## Addressable Advertising + Digital



**RM88,000**



Astro Addressable Advertising	
Target Audience	Deliverables
Chinese T20 & Chinese M40	650,000 Impressions

Digital		
Platforms	Entitlements	Deliverables
Pick any 1 platform from the list: MY, MELODY, GOXUAN, XUAN, SYOK CHI	Video Catfish/Video Parallax/ Video In Image	550,000 Impressions
	Pre-Roll Video (Up to 15s Non-Skippable)	350,000 Impressions
	1x Facebook Post 1x Instagram Post Guaranteed Video Views	100,000 Views

ROI: 2.1	Total Media Value: RM185,500
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# HUAT 88

## Radio + SYOK Digital Audio



**RM88,000**



Radio	
Platforms	No. of Spots (30 Sec)
MY (National) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)
MELODY (Pen M'sia) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)
GOXUAN (Pen M'sia) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)

SYOK Digital Audio		
Platforms	Entitlements	Deliverables
SYOK	Pre-Roll & Mid-Roll Audio Targeted Ads (Language, Region, State)	360,000 Impressions

ROI: 1.3

Total Media Value: RM117,070

# AUSPICIOUS 188



**RM188,000**



Astro Addressable Advertising	
Target Audience	Deliverables
Chinese T20 & Chinese M40	500,000 Impressions

TV		
Channels	Category	No. of Spots (30 sec)
Astro AEC	x9	12
	x5	27
	x4	24
Astro Hua Hee Dai	x8	12
	x6	27
	x4.5	24
Astro Quan Jia HD	x8	9
	x6	24
	x3.5	30
TVB Jade	x8	6
	x6	9
	x5	24
	x4	24
TVB Classic	x4	33
	x3	30
<b>Total Spots</b>		<b>315</b>

Digital		
Platforms	Entitlements	Deliverables
Pick any 1 platform from the list: MY, MELODY, GOXUAN, XUAN, SYOK CHI	Pre-Roll Video (Up to 15s Non-Skippable)	250,000 Impressions
	1x Facebook Post 1x Instagram Post Guaranteed Video Views	65,000 Views

Radio	
Platforms	No. of Spots (30 Sec)
MY (National) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)

**ROI: 9.3**      **Total Media Value: RM1,741,260**

# PROSPEROUS 288



**RM288,000**

Astro Addressable Advertising	
Target Audience	Deliverables
Chinese T20 & Chinese M40	680,000 Impressions

TV		
Channels	Category	No. of Spots (30 sec)
Astro AEC	x9	24
	x5	44
	x4	44
Astro Hua Hee Dai	x8	24
	x6	44
	x4.5	44
Astro Quan Jia HD	x8	16
	x6	40
	x3.5	56
Astro Shuang Xing	x7	48
	x3.5	64
TVB Jade	x8	12
	x6	12
	x5	44
	x4	44
TVB Classic	x4	64
	x3	48
TVB Xing He	x5	40
	x4	16
	x3	56
Total Spots		784

Digital		
Platforms	Entitlements	Deliverables
Pick any 1 platform from the list: MY, MELODY, GOXUAN, XUAN, SYOK CHI	Video Catfish/Video Parallax/ Video In Image	550,000 Impressions
	Pre-Roll Video (Up to 15s Non-Skippable)	350,000 Impressions
	1x Facebook Post 1x Instagram Post Guaranteed Video Views	100,000 Views

# PROSPEROUS 288



**RM288,000**



Continued >>>

Radio	
Platforms	No. of Spots (30 Sec)
MY (National) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)
MELODY (Pen M'sia) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)
GOXUAN (Pen M'sia) Mon-Sun, 6am-12mn	<b>70</b> ROS (min 35/week x 2 weeks)

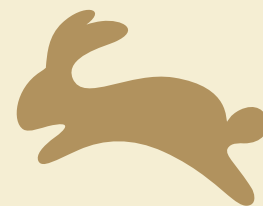
Influencer	
Talents	Deliverables per Talent
Pick any 1 Influencer Talent from the list: Emily, Jie Ying, Yoon, Jack Yap	3x 30sec client created talkset on same timebelt, same week any 3 weekdays  1x Photo post on talent's personal Facebook or Instagram - review of the product
Pick any 1 Influencer Talent from the list: Aki, Daniel, Jentzen, Vivienne, Weon, Mei Sin, William San, Nicholas Ong	2x IG Story (15sec) on talent's personal Instagram - review of the product  1x Share of photo post from talent's profile to station's Facebook & Instagram

ROI: 14.5

Total Media Value: RM4,175,170

# BEST OF CNY PACKAGE 2023

Happy Chinese New Year 兔 You



## Terms & Conditions



- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Addressable Ad inventories are subject to availability on stream types, and is on a first-come, first-served basis.
- Maximum addressable ad duration for AstroGo VOD is at 15 seconds while Set-Top Boxes VOD and linear stream is at 30 seconds.
- Video commercial materials for Addressable Advertising to be submitted via TVCXpress/Adstream with minimum of 5 working days prior to campaign live date.
- All TV and Radio commercial spots are scheduled on ROS basis at Astro's discretion and subject to airtime availability.
- Radio commercial is subject to talent fee and other production costs i.e.:
  - a) Studio Fee/hour: RM500
  - b) Translation Fee: RM150/script
  - c) Scripting Fee: RM300/script
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements is suggested for 1 month. Any changes such as addition targeting/duration adjustment, are subject to availability of inventories upon campaign booking submission.
- Selection of Influencer Talent is subject to availability at time of booking.
- Package offered is only valid for One product/brand per advertiser.
- All entitlements to be booked under One media order and must be utilised by 28 February 2023.
- Astro reserves the right to amend any of the above pricing categories and/or its timebelts from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- 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.
- 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://www.quake.com.my/advertising-terms-and-conditions>