

tvS SPOTLIGHT

Rate Cards 2025

TV Airtime

Media Entitlement	Duration	Rate (RM)
TVC spot (ROS)	10 secs	600 per spot
	30 secs	1,800 per spot
	60 secs	3,600 per spot
Crawler	60 secs	2,700 per day
Animated bug	60 secs	3,600 per day
L-shape frame	60 secs	3,600 per day
Brand / product placement	10 mins	Starting from 5,000 per placement in the program
Airtime sponsorship (program and live telecast)	60 mins	Starting from 10,000

Website

Placement	Type of Buy	Rate (RM)
Top leaderboard	Cost Per Mille	60
Middle leaderboard		40
Bottom leaderboard		30
Floating ads		30
Side Panels		30

Social Media Posting

Media Entitlement	Rate (RM)
Facebook / Instagram post	1,500 per post
Facebook / Instagram story	1,000 per post
Facebook / Instagram reels	2,000 per post
TikTok post	3,000 per post
Branded article (website)	2,000 per article

News Coverage

Type of News	Duration	Rate (RM)
Normal (Fringe hour)	1 min	3,000 per report
Special Report (Prime-time)	3 mins	9,000 per report

Talk Show Guest Appearance

Type of Program	Duration	Rate (RM)
Normal	15 mins	8,000 per slot
Dialog TVS	60 mins	25,000 per slot

For advertising opportunities, please contact:
Editorial and Business Solutions

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TVS Channel 122 MYTV, Unifi TV and Astro

