



澳門廣播電視股份有限公司
TDM - TELEDIFUSÃO DE MACAU, S. A.

《Rádio Macau》(Portuguese Radio) FM98.0 Rate Card

*Effective from 01 January 2021 to 31 December 2021

TIME	MOP (Per Second)	Programs (Time-Slots)
07:51-10:35	27	Main News (08:00-08:30)
12:31-14:00	22	Main News (12:00, 12:30, 13:00) 13:30 Bloco de Notas
17:51-19:30		18:15 Bloco da Notas, 19:00 Main News , 19:15 Som da Semana
19:31-22:50		15:00-20:00 Rua das Mariazinhas
07:01-07:50	15	Before Main News (08:00-08:30)
10:36-12:30		News / Program (14:30 Som da Semana, 15:00-20:00 Rua das Mariazinhas)
14:01-17:50		
22:51-07:00	10	Other Programs

Rebate:

- 10 % rebate for the airtime purchase of 3,000 seconds or above
- 20 % rebate for the airtime purchase of 6,000 seconds or above
- 30 % rebate for the airtime purchase of 10,000 seconds or above

Rebate Package :

Package Price (MOP)	Package	Time Slots Description			
		07:51-10:35	12:31-14:00 17:51-19:30 19:31-22:50	07:01-07:50 10:36-12:30 14:01-17:50	22:51-07:00
130,000.00	10,000 sec	2,000 sec	4,000 sec	3,000 sec	1,000 sec
230,000.00	20,000 sec	4,000 sec	8,000 sec	6,000 sec	2,000 sec
328,000.00	30,000 sec	6,000 sec	12,000 sec	9,000 sec	3,000 sec
400,000.00	40,000 sec	8,000 sec	16,000 sec	12,000 sec	4,000 sec

Remarks:

1. The aforesaid prices are applicable in both the OMTT (Chinese Radio Channel) and Rádio Macau.
2. Any fixed time required by advertiser is charged for double of the time slots aforesaid.
3. The full payment should be settled before the advertisement is launched.
4. Commercial spots are sold on a first-come, first-serve basis.
5. Availability of time slot must be confirmed with Marketing Department one month in advance, other arrangement will be made if the quota is full.
6. Advertiser should provide the advertisement 5 working days prior to the launch in formats that meet TDM's requirement.
7. TDM reserves the right to approve or reject the content of the radio advertising script provided by the advertiser.
8. This rate card is for reference only. The transaction terms and conditions are subject to the official quotation document issued by TDM. In case of dispute, TDM reserves the right of final decision.