

SPOT BUY RATE				
SPOT BUY	MONDAY – FRIDAY		SATURDAY – SUNDAY	
Time Zone	Casual - Festive (RM)		Casual - Festive (RM)	
6:00 am–10:00 am	630	693	300	330
10:00 am-1:00 pm	380	418	350	385
1:00 pm-4:00 pm	400	440	350	385
4:00 pm -8:00 pm	450	495	350	385
8:00 pm-1:00 am	380	418	280	308
1:00 am-6:00 am	80	88	60	66

RUN OF STATION (ROS) RATE						
ROS	NATIONAL		CENTRAL		NORTHERN	
TimeZone	Casual - Festive (RM)		Casual - Festive (RM)		Casual - Festive (RM)	
Monday-Sunday	400	440	280	308	250	275
Monday-Friday	450	495	-	-	-	-
Saturday-Sunday	300	330	-	-	-	-

*All rates quoted are based on duration of 30 second commercial

*Festive Period: 10th - 30th April 2023

***ROS (National):**

ROSMonday –Sunday : Minimum 35 spots over 7 consecutive days on any available time zone between 6am –1am

ROS Monday –Friday : Minimum 25 spots over 5 consecutive days on any available time zone between 6am –1am

ROS Saturday –Sunday : Minimum 30 spots over 2 consecutive days for 3 weeks on any available time zone between 6am –1am

*ROS (Central & Northern Region): 35 spots per week; only 30 second & 60 second available

OTHER COMMERCIAL DURATIONS & LOADING FEE				
15 sec : 75%	20 sec : 85%	40 sec : 140%	45 sec : 150%	60 sec : 200%

PRODUCTION COST & CANCELLATION SURCHARGE			
PRODUCTION COST		CANCELLATION SURCHARGE	
Studio Fee RM1,050/hour	Re-recording Fee RM525	<14 days before broadcast date	75% charge
Scripting Fee RM300/script	Translation Fee RM300/script	15-30 days before broadcast date	50% charge
VO Fee < 20 Sec RM300 (flat rate)	Rejection Fee 50% of respective item	>30 days before broadcast date	10% charge
VO Fee > 20 Sec RM20/second (RM600 for 30 sec)	Talent Fee Per individual Talent Fee	<i>Notice in writing shall be given prior to the cancellation of the agreement between 9am-5pm, Monday to Friday, except on Saturday, Sunday and Public Holidays.</i>	

LINs Advertising & Marketing Sdn Bhd (199601033075 (405427-K))

No.72-4, Fraser Business Park, Jalan Metro Pudu, 55100 Kuala Lumpur, Malaysia.

Tel : +603 9221 3388 Fax : +603 9223 8688 e-mail : media@linsad.com.my

For enquiries, please contact our media dept or respective sales representative

Mara Meria Tan +60 12 239 0323

PREMIUM PLACEMENT LOADING FEES

PREMIUM PLACEMENT	LOADING	CALCULATION
<p>The Commercial is placed in the 1st or last spot in any ad breaks within the requested time zone.</p> <p><i>Note: Not on a specific advertising break</i></p> <p>Example: Suria: Time Zone @ 6am-10am : RM630 per spot</p>	+50%	RM630 x 1.5 = RM945
<p>The Commercial is placed anytime within a specific 2-hour block at the requested time zone.</p> <p>Example: Suria: Time Zone @ 8am-9am : RM630 per spot</p>	+50%	RM630 x 1.5 = RM945
<p>The Commercial is placed anytime within a specific 1-hour block at the requested time zone rate.</p> <p>Example: Suria: Time Zone @ 4pm-8pm : RM450 per spot</p>	+100%	RM 450 x 2 = RM900
<p>The Commercial is placed in the 1st, 2nd or 3rd ad break within a specific hour at the requested time zone.</p> <p>Example: Suria: Time Zone @ 5pm-6pm : RM450 per spot</p>	+200%	RM450 x 3 = RM 1,350
<p>The Commercial is the 1st spot within a specific 2-hour block at the requested time zone.</p> <p>Example: Suria: Time Zone @ 8pm-1am : RM380 per spot</p>	+250%	RM380 x 3.5 = RM1,330
<p>The Commercial is the 1st spot in the 3rd ad break at the requested time zone.</p> <p>Example: Suria: Time Zone @ 8pm-1pm : RM380 per spot</p>	+250%	RM380 x 3.5 = RM1,330

*Calculated to the nearest Ringgit

Note:

There will be no exact or a specific time placement available (i.e: placement at 5.53pm).
All spots are subject to availability upon confirmation.

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DISPLAY		
Type	Weekly Rates (RM)	Production Fee (RM Per Item)
Leaderboard (Home)	5,900	950
Leaderboard (Inner Pages)	4,550	950
Rectangle Banner (Home)	4,000	950
Rectangle Banner (Inner Pages)	4,000	950
Station Feature Sponsorship Banner	2,800	950

RADIO STREAM	
Type	Rates(RM/CPM)
Pre –Roll (Audio)	65

APPLICATION		
Type	Weekly Rates (RM)	Production Fee (RM Per Item)
Mobile Splash Advertisement	3,220	950

BRANDED ARTICLE PACKAGE		
Type	Weekly Rates (RM)	Production Fee (RM Per Item)
Exclusive Branded Article (on website) x1	1,200	800

PROMOTIONAL PAGES		
Type	Weekly Rates (RM)	Production Fee (RM Per Item)
Inside Pages (Multi-Tab)	2,950	500
Contest	-	1,000
Gallery (Photo)	-	1,000
Gallery (Video)	-	1,500

SOCIAL MEDIA		
Type	Posting Rate (RM)	Boosting Fee (RM)
Facebook –Visual posting	5,500	1,000 (80k reach)
Facebook –Video posting	8,500	5,000 (100k views)
Facebook – Live (from clients event or custom live)	6,500 (basic between 3-5mins)	-
Instagram	3,000	-

VIDEO PRODUCTION PACKAGES	
Type	Rate(RM)
Camera Production (Single Camera)	2,500
Camera Production (More than one camera)	4,500
Live Streaming(Live Feed)	6,500

*Price excludes 10% Withholding Tax & 6% Digital Tax



Note:

- Duration per video is a maximum of 5 minutes. Additional charges will apply for videos exceeding 5 minutes.
- Rates DO include video editing.
- Rates DO NOT include additional equipment (i.e. stage, lighting, etc.), talent fees, location rental, props, transportation and accommodation.
- For live streaming video shoots, additional charges may incur if an internet connection is required (assuming there is no available Wi-Fi at the shooting location).
- For clients who wish to place the video on external platforms (non-SMRG), are lease for misrequired and additional fees will be charged.
- Please allow 3-7 working days for the production of the video, depending on client's requirements.

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