



LINs AD®

MALAYSIA • SINGAPORE

360° Integrated Advertising Agency

2022

**RATE
CARD**

**RADIO ADS
HOT FM**

SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week

6 AM – 10 AM	10 AM – 4 PM	4 PM – 8 PM	8 PM – 12 AM	12 AM – 6 AM
(Breakfast)	(AM/PM)	(Drive Time)	(Evening)	(Overnight)
RM 1,020	RM 650	RM 820	RM 600	RM 150

RUN OF STATION

Spread evenly over 5 available time zones between 6am – 12 am

	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM 640
PACKAGE 2	35	Mon-Sun	RM 560
PACKAGE 3	30	Thu-Sun	RM 510
PACKAGE 4	20	Sat-Sun	RM 460

LIVE READ

Minimum of 5 spots a week

6 AM – 10 AM	10 AM – 4 PM	4 PM – 8 PM	8 PM – 12 AM
(Breakfast)	(AM/PM)	(Drive Time)	(Evening)
RM 2,040	RM 1,300	RM 1,640	RM 1,200

ACTIVATION

REC. POINTERS & LIVE CROSSES	CLIENT LOCATION REQUEST	LIVE UPDATES	PROD. COST DAILY OUTSTATION
RM 560	RM 1,120	RM 2,240	RM 1,900
	Prod cost RM100 for each Client Location Request (CLR)	Prod cost RM100 for each update	PROD. COST WEEKLY OUTSTATION
			RM 10,500

Engage your audience with Interads

RM 45.00 PER CPM (cost per impression)

OTHER COMMERCIAL CHARGES

20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 10 DAYS before broadcast date
50% SURCHARGE	10 – 19 DAYS before broadcast date
30% SURCHARGE	20 – 29 DAYS before broadcast date
10% SURCHARGE	More than 30 DAYS before broadcast date

hotfm

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