zayaa™

LINS AD®
MALAYSIA • SINGAPORE
360º Integrated Advertising Agency

ON AIR ADVERTISING RATES (RM) – PER 30 SECOND COMMERCIAL BROADCAST

	EFFECTIVE 1 JAN '26	9 FEB '26- 29 MAR '26 1 FEB '27 - 21 MAR '27
DAY & TIME		10% LOADING
MON TO FRI 6AM – 10AM	290	319
MON TO FRI 10AM – 1PM	220	242
MON TO FRI 1PM – 4PM	210	231
MON TO FRI 4PM – 8PM	250	275
MON TO FRI 8PM – 12MN	140	154
MON TO FRI 12MN – 6AM	100	110
SAT TO SUN 6AM – 10AM	230	253
SAT TO SUN 10AM – 1PM	150	165
SAT TO SUN 1PM – 4PM	150	165
SAT TO SUN 4PM – 8PM	200	220
SAT TO SUN 8PM – 12MN	110	121
SAT TO SUN 12MN – 6AM	60	66
ROS RATES		
ROS MON TO FRI	250	275
ROS MON TO SUN	190	209
ROS SAT TO SUN	100	110

** ROS MONDAY TO FRIDAY: MINIMUM 35 SPOTS OVER 5 CONSECUTIVE DAYS (MIN. 7 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.
** ROS MONDAY TO SUNDAY: MINIMUM 35 SPOTS OVER 7 CONSECUTIVE DAYS (MIN. 5 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.
** ROS SATURDAY TO SUNDAY: MINIMUM 20 SPOTS OVER 2 CONSECUTIVE DAYS (MIN. 10 SPOTS PER DAY) OVER ANY AVAILABLE TIME ZONE BETWEEN 6AM TO 12MN BROADCAST.

COMMERCIAL DURATIONS

- 15 Seconds: **65%**
- 20 Seconds: **75%**
- 40 Seconds: **140%**
- 45 Seconds: **150%**
- 60 Seconds: **200%**

CANCELLATION AND REVISION SURCHARGES

- Less than 14 Days Before Broadcast Date: **100% SURCHARGE**
- Between 15 to 30 Days Before Broadcast Date: **50% SURCHARGE**
- More than 30 Days Before Broadcast Date: **10% SURCHARGE**

PRODUCTION COST

- Studio Fee: **RM 500 / HOUR**
- Re-recording Studio Fee: **RM 500**
- Talent Fee: **FROM RM 20 / SECOND** *(Subject to Individual Charges)*
- Scripting Fee: **RM 300 / SCRIPT**
- Translation Fee: **RM 150 / SCRIPT**

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