



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

NATIONAL BROADCAST

(PENINSULAR MALAYSIA, SABAH & SARAWAK)

	EFFECTIVE 1 JAN '24	27 JAN '24 - 24 FEB '24 15 JAN '25 - 12 FEB '25
DAY & TIME		10% LOADING
MON TO FRI 6AM – 10AM	2,040	2,244
MON TO FRI 10AM – 1PM	840	924
MON TO FRI 1PM – 4PM	810	891
MON TO FRI 4PM – 8PM	1,390	1,529
MON TO FRI 8PM – 12MN	560	616
MON TO FRI 12MN – 6AM	100	110
SAT TO SUN 6AM – 10AM	380	418
SAT TO SUN 10AM – 1PM	520	572
SAT TO SUN 1PM – 4PM	490	539
SAT TO SUN 4PM – 8PM	460	506
SAT TO SUN 8PM – 12MN	330	363
SAT TO SUN 12MN – 6AM	100	110

ROS RATES

ROS MON TO FRI	1,060	1,166
ROS MON TO SUN	880	968
ROS SAT TO SUN	480	528

** 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.

LIU REGIONAL BROADCAST

REGIONAL (LIU) MONDAY TO SUNDAY BROADCAST WITH A MINIMUM OF 35 SPOTS OVER 7 CONSECUTIVE DAYS ON ANY AVAILABLE REGIONAL BROADCAST TIME ZONE

	EFFECTIVE 1 JAN '24	27 JAN '24 - 24 FEB '24 15 JAN '25 - 12 FEB '25
		10% LOADING
CENTRAL REGION	460	506
NORTHERN REGION	280	308
SOUTHERN REGION	270	297
EAST COAST REGION	200	220
SABAH REGION	80	88
SARAWAK REGION	80	88

REGIONAL BROADCAST TIMINGS 6AM TO 12MN

6AM – 10AM (MAX. 4 SPOTS) / 10AM – 1PM (MAX. 3 SPOTS) / 1PM – 4PM (MAX. 3 SPOTS) / 4PM – 8PM (MAX. 4 SPOTS) / 8PM – 12MN (MAX. 4 SPOTS)

COMMERCIAL DURATIONS	CANCELLATION AND REVISION SURCHARGES	PRODUCTION COST
<ul style="list-style-type: none"> 15 Seconds: 65% 20 Seconds: 75% 40 Seconds: 140% 45 Seconds: 150% 60 Seconds: 200% 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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

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