

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

### NATIONAL BROADCAST (PENINSULAR MALAYSIA, SABAH & SARAWAK)

	EFFECTIVE 1 JAN '24	1 DEC '24 - 31 DEC '24
<b>DAY &amp; TIME</b>		<b>10% LOADING</b>
MON TO FRI 6AM – 10AM	1,560	1,716
MON TO FRI 10AM – 1PM	670	737
MON TO FRI 1PM – 4PM	730	803
MON TO FRI 4PM – 8PM	1,210	1,331
MON TO FRI 8PM – 12MN	770	847
MON TO FRI 12MN – 6AM	80	88
SAT TO SUN 6AM – 10AM	300	330
SAT TO SUN 10AM – 1PM	300	330
SAT TO SUN 1PM – 4PM	300	330
SAT TO SUN 4PM – 8PM	350	385
SAT TO SUN 8PM – 12MN	290	319
SAT TO SUN 12MN – 6AM	80	88
<b>ROS RATES</b>		
ROS MON TO FRI	960	1,056
ROS MON TO SUN	800	880
ROS SAT TO SUN	320	352

\*\* 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	1 DEC '24 - 31 DEC '24
		<b>10% LOADING</b>
CENTRAL REGION	330	363
NORTHERN REGION	170	187
SOUTHERN REGION	160	176
EAST COAST REGION	130	143
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"> <li>15 Seconds: <b>65%</b></li> <li>20 Seconds: <b>75%</b></li> <li>40 Seconds: <b>140%</b></li> <li>45 Seconds: <b>150%</b></li> <li>60 Seconds: <b>200%</b></li> </ul>	<ul style="list-style-type: none"> <li>Less than 14 Days Before Broadcast Date: <b>100% SURCHARGE</b></li> <li>Between 15 to 30 Days Before Broadcast Date: <b>50% SURCHARGE</b></li> <li>More than 30 Days Before Broadcast Date: <b>10% SURCHARGE</b></li> </ul>	<ul style="list-style-type: none"> <li>Studio Fee: <b>RM 500 / HOUR</b></li> <li>Re-recording Studio Fee: <b>RM 500</b></li> <li>Talent Fee: <b>FROM RM 20 / SECOND</b> (Subject to Individual Charges)</li> <li>Scripting Fee: <b>RM 300 / SCRIPT</b></li> <li>Translation Fee: <b>RM 150 / SCRIPT</b></li> </ul>

**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**