



Reaching
***16.7 Million**
Malaysians

Radio Advertising Rate Card • Effective 1 January 2024

LINs AD®
MALAYSIA • SINGAPORE

360° Integrated Advertising Agency

DIGITAL MARKETING | BRAND CONSULTING | ONLINE ADVERTISING

LINs Advertising & Marketing Sdn Bhd (199601033075 (405427-K))
No.72-3 & 4, Fraser Business Park, Jalan Metro Pudu, 55100 Kuala Lumpur, Malaysia.
Tel : +603 9221 3388 Fax : +603 9223 8688 e-mail : linsweb@linsad.com.my



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

NATIONAL BROADCAST
(PENINSULAR MALAYSIA, SABAH & SARAWAK)

PENINSULAR MALAYSIA BROADCAST ONLY

	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24
DAY & TIME	10% LOADING		10% LOADING	
MON TO FRI 5AM – 10AM		2,167		2,090
MON TO FRI 6AM – 10AM	1,970		1,900	
MON TO FRI 10AM – 1PM	930	1,023	840	924
MON TO FRI 1PM – 4PM	810	891	710	781
MON TO FRI 4PM – 8PM	1,480	1,628	1,390	1,529
MON TO FRI 8PM – 12MN	740	814	640	704
MON TO FRI 12MN – 6AM	110	121	110	121
SAT TO SUN 6AM – 10AM	460	506	420	462
SAT TO SUN 10AM – 1PM	440	484	380	418
SAT TO SUN 1PM – 4PM	400	440	350	385
SAT TO SUN 4PM – 8PM	460	506	400	440
SAT TO SUN 8PM – 12MN	440	484	390	429
SAT TO SUN 12MN – 6AM	110	121	110	121

ROS RATES

ROS MON TO FRI	1,110	1,221	1,020	1,122
ROS MON TO SUN	920	1,012	850	935
ROS SAT TO SUN	450	495	370	407

- ** 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 OCT '23	4 MAR '24 - 21 APR '24
	10% LOADING	
CENTRAL REGION	340	374
NORTHERN REGION	200	220
SOUTHERN REGION	180	198
EAST COAST REGION	140	154

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

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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

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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
DAY & TIME		10% LOADING
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

ROS RATES

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
		10% LOADING
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"> • 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



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

	EFFECTIVE 1 JAN '24	1 DEC '24 - 31 DEC '24
DAY & TIME		10% LOADING
MON TO FRI 6AM – 10AM	480	528
MON TO FRI 10AM – 1PM	320	352
MON TO FRI 1PM – 4PM	320	352
MON TO FRI 4PM – 8PM	450	495
MON TO FRI 8PM – 12MN	280	308
MON TO FRI 12MN – 6AM	80	88
SAT TO SUN 6AM – 10AM	210	231
SAT TO SUN 10AM – 1PM	240	264
SAT TO SUN 1PM – 4PM	230	253
SAT TO SUN 4PM – 8PM	250	275
SAT TO SUN 8PM – 12MN	220	242
SAT TO SUN 12MN – 6AM	80	88
ROS RATES		
ROS MON TO FRI	390	429
ROS MON TO SUN	330	363
ROS SAT TO SUN	220	242

** 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.
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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
		10% LOADING
CENTRAL REGION	140	154
NORTHERN REGION	90	99
SOUTHERN REGION	90	99
EAST COAST 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

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

	EFFECTIVE 1 JAN '24	1 DEC '24 - 31 DEC '24
DAY & TIME		10% LOADING
MON TO FRI 6AM – 10AM	500	550
MON TO FRI 10AM – 1PM	290	319
MON TO FRI 1PM – 4PM	220	242
MON TO FRI 4PM – 8PM	370	407
MON TO FRI 8PM – 12MN	230	253
MON TO FRI 12MN – 6AM	60	66
SAT TO SUN 6AM – 10AM	150	165
SAT TO SUN 10AM – 1PM	160	176
SAT TO SUN 1PM – 4PM	140	154
SAT TO SUN 4PM – 8PM	180	198
SAT TO SUN 8PM – 12MN	120	132
SAT TO SUN 12MN – 6AM	60	66
ROS RATES		
ROS MON TO FRI	330	363
ROS MON TO SUN	280	308
ROS SAT TO SUN	140	154

** 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.
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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
		10% LOADING
CENTRAL REGION	120	132
NORTHERN REGION	70	77
SOUTHERN REGION	70	77
EAST COAST REGION	60	66

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 100 Talent Fee: FROM RM 20 / SECOND (Subject to Individual Charges) Scripting Fee: RM 300 / SCRIPT Translation Fee: RM 150 / SCRIPT

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

	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24
DAY & TIME		10% LOADING
MON TO FRI 5AM – 10AM		1,353
MON TO FRI 6AM – 10AM	1,230	
MON TO FRI 10AM – 1PM	630	693
MON TO FRI 1PM – 4PM	480	528
MON TO FRI 4PM – 8PM	780	858
MON TO FRI 8PM – 12MN	400	440
MON TO FRI 12MN – 6AM	70	77
SAT TO SUN 6AM – 10AM	300	330
SAT TO SUN 10AM – 1PM	350	385
SAT TO SUN 1PM – 4PM	240	264
SAT TO SUN 4PM – 8PM	290	319
SAT TO SUN 8PM – 12MN	230	253
SAT TO SUN 12MN – 6AM	70	77
ROS RATES		
ROS MON TO FRI	760	836
ROS MON TO SUN	630	693
ROS SAT TO SUN	250	275

** 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.
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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	4 MAR '24 - 21 APR '24
		10% LOADING
CENTRAL REGION	310	341
NORTHERN REGION	170	187
SOUTHERN REGION	160	176
EAST COAST REGION	150	165

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

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

	EFFECTIVE 1 JAN '24	17 OCT '24 - 31 OCT '24
DAY & TIME		10% LOADING
MON TO FRI 6AM – 10AM	340	374
MON TO FRI 10AM – 1PM	280	308
MON TO FRI 1PM – 4PM	230	253
MON TO FRI 4PM – 8PM	310	341
MON TO FRI 8PM – 12MN	200	220
MON TO FRI 12MN – 6AM	80	88
SAT TO SUN 6AM – 10AM	260	286
SAT TO SUN 10AM – 1PM	250	275
SAT TO SUN 1PM – 4PM	190	209
SAT TO SUN 4PM – 8PM	220	242
SAT TO SUN 8PM – 12MN	120	132
SAT TO SUN 12MN – 6AM	80	88
ROS RATES		
ROS MON TO FRI	310	341
ROS MON TO SUN	250	275

** 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.

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

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	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24
DAY & TIME		10% LOADING
SUN TO THU 5AM – 10AM		374
SUN TO THU 6AM – 10AM	340	
SUN TO THU 10AM – 1PM	150	165
SUN TO THU 1PM – 4PM	150	165
SUN TO THU 4PM – 8PM	190	209
SUN TO THU 8PM – 12MN	120	132
SUN TO THU 12MN – 6AM	60	66
FRI TO SAT 6AM – 10AM	240	264
FRI TO SAT 10AM – 1PM	120	132
FRI TO SAT 1PM – 4PM	100	110
FRI TO SAT 4PM – 8PM	120	132
FRI TO SAT 8PM – 12MN	80	88
FRI TO SAT 12MN – 6AM	60	66
ROS RATES		
ROS SUN TO THU	200	220
ROS SUN TO SAT	160	176

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

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 <i>(Subject to Individual Charges)</i> • Scripting Fee: RM 300 / SCRIPT • Translation Fee: RM 150 / SCRIPT

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

	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	510	561
MON TO FRI 10AM – 1PM	330	363
MON TO FRI 1PM – 4PM	320	352
MON TO FRI 4PM – 8PM	430	473
MON TO FRI 8PM – 12MN	190	209
MON TO FRI 12MN – 6AM	60	66
SAT TO SUN 6AM – 10AM	140	154
SAT TO SUN 10AM – 1PM	200	220
SAT TO SUN 1PM – 4PM	190	209
SAT TO SUN 4PM – 8PM	170	187
SAT TO SUN 8PM – 12MN	110	121
SAT TO SUN 12MN – 6AM	40	44
ROS RATES		
ROS MON TO FRI	370	407
ROS MON TO SUN	310	341
ROS SAT TO SUN	160	176

** 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 OCT '23	27 JAN '24 - 24 FEB '24
		10% LOADING
CENTRAL REGION	120	132
NORTHERN REGION	80	88
SOUTHERN REGION	80	88
EAST COAST REGION	70	77

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))

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

	EFFECTIVE 1 JAN '24	4 MAR '24 - 21 APR '24
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	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

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

	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	200	220
MON TO FRI 10AM – 1PM	100	110
MON TO FRI 1PM – 4PM	100	110
MON TO FRI 4PM – 8PM	200	220
MON TO FRI 8PM – 12MN	180	198
MON TO FRI 12MN – 6AM	50	55
SAT TO SUN 6AM – 10AM	110	121
SAT TO SUN 10AM – 1PM	70	77
SAT TO SUN 1PM – 4PM	70	77
SAT TO SUN 4PM – 8PM	140	154
SAT TO SUN 8PM – 12MN	130	143
SAT TO SUN 12MN – 6AM	50	55
ROS RATES		
ROS MON TO FRI	140	154
ROS MON TO SUN	120	132
ROS SAT TO SUN	70	77

** 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	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 <i>(Subject to Individual Charges)</i> • Scripting Fee: RM 300 / SCRIPT • Translation Fee: RM 150 / SCRIPT

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

	SABAH	SARAWAK
	EFFECTIVE 1 JAN '24	EFFECTIVE 1 JAN '24
DAY & TIME		
MON TO FRI 6AM – 10AM	130	130
MON TO FRI 10AM – 1PM	100	100
MON TO FRI 1PM – 4PM	100	100
MON TO FRI 4PM – 8PM	120	120
MON TO FRI 8PM – 12MN	90	90
SAT TO SUN 6AM – 10AM	60	60
SAT TO SUN 10AM – 1PM	70	70
SAT TO SUN 1PM – 4PM	60	60
SAT TO SUN 4PM – 8PM	70	70
SAT TO SUN 8PM – 12MN	60	60
ROS RATES		
ROS MON TO FRI	100	100
ROS MON TO SUN	90	90

** 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.

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 <i>(Subject to Individual Charges)</i> • Scripting Fee: RM 300 / SCRIPT • Translation Fee: RM 150 / SCRIPT

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Live Read Premium Rate

Placement Restrictions	Loading	Example
Placed as first commercial in ANY advertising break. <i>*For other placement request, refer to loading charges in Spot Buy Premium Placement.</i>	100%	2.0 times the time zone rate RM 440 x 2.0 = RM 880.00

Spot Buy Premium Placement Loading Charges

Placement Restrictions	Loading	Example
Placed as first or last commercial in ANY (scheduled) advertising break.* Example: If the advertising break scheduled is from 6.10am – 6.13am, the commercial can be placed first or last and charged 1.5 times the time zone rate. <i>*Not a specific advertising break.</i>	50%	1.5 times the time zone rate RM 440 x 1.5 = RM 660.00

Placed within the specific hour/s of a time zone. Example: The commercial is placed anytime between 7am – 8am.	100%	2.0 times the time zone rate RM 440 x 2.0 = RM 880.00
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Placed within a specific (scheduled) advertising break. Example: If it is to be placed in the 2nd advertising break and that breaks occurs between 7.20am – 7.22am.	200%	3.0 times the time zone rate RM 440 x 3.0 = RM 1,320.00
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NOTE:

- There will be no fixed chronological time placement available (e.g. a commercial placed at 7.30am daily)
- There will not be any commercial placement within any News Broadcast
- All spots are subject to availability upon confirmation
- All loading charges will be calculated to the nearest Ringgit

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