

# Cowfish Limited Radio Advertising Terms & Conditions

Calypso 101.8



Welcome! These terms make advertising with us straightforward and transparent. We've kept things clear and simple so you know exactly what to expect.

**Email:** [info@cowfish.com.mt](mailto:info@cowfish.com.mt) | **Phone:** +356 7977 0000

# Getting Started

## How to Book

Cowfish Limited is the exclusive advertising partner for Calypso Radio 101.8. All advertising bookings are made through a Cowfish Order Form which you will be asked to sign in order to confirm your booking.

## Confirm Your Booking

Once you sign the Order Form, we'll hold your advertising space for **2 working days**. Your booking becomes confirmed once we receive a **25% deposit** based on the invoice we send you.

# Your Advertisement

## Audio Requirements

Please provide your audio material according to our specifications and Malta Broadcasting Authority regulations. Good quality audio helps maintain professional standards for everyone. If your audio exceeds the booked duration, we'll send it back for editing or amend your order to reflect the actual duration of your audio material.

## Language

Advertisements can be produced in Maltese or English. Should you wish us to take care of the production, production fees will apply and you will need to specify the language/s for the actual production.



**Production Fees:** Adverts produced by Calypso are for use on the station only. If you'd like to use the same production on other stations, a fee per production will apply and we will notify you of this fee accordingly in your booking.

# Scheduling & Timing

We offer flexible scheduling options through our SPOTLIGHT model to match your budget and campaign goals:



## Morning SPOTLIGHT (Peak Engagement)

06:00-09:30 & 17:00-19:30 — Your message reaches listeners during the busiest commute times when Malta is most attentive.



## HOTSPOT (Maximum Impact)

10:00-16:30 — Connect with highly engaged daytime listeners during work hours. Perfect for special promotions with our exclusive package offering 100% category protection (limited to 3 advertisers per day).



## Evening SPOTLIGHT (Extended Reach)

16:30-20:00 — Reach evening audiences as they wind down their day. Ideal for leisure, entertainment, and dining promotions.



## Overnight SPOTS (Budget-Friendly)

20:00-06:00 — Cost-effective rates for overnight airtime that still delivers impressions. Excellent for building frequency on a limited budget.



**Lead Times:** Adverts are aired within 2 working days from material approval, subject to your deposit having been paid. For advertisement production, please allow 5 working days.

Please note: All airing times are approximate.

# Payment & Cancellation

## Payment Terms

Payment terms are detailed in your Order Form. A **25% deposit** secures your booking, with the balance due according to the payment terms provided. Campaigns of **€500 or less** starting within the booked month must be paid in full in advance.

## Cancellation Policy



### Within 5 working days of signing:

You can cancel for a **full refund** (before printing begins).



### After 5 working days:

A **50% cancellation fee** applies.

## Stopping Your Campaign Early

If you wish to end your campaign before the agreed period, we can remove your advertising at the first available opportunity. However, no refund will be provided as production and installation costs have already been incurred. If we need to discontinue your advertising for any reason, we'll notify you and provide a pro-rata refund.

# Content Standards

## What We Can Air

We reserve the right to refuse any advertisement that is controversial, immoral, illicit, political in nature, or violates Maltese advertising regulations. All content must comply with Malta Broadcasting Authority rules.

## Your Responsibilities

You're responsible for ensuring your advertisement doesn't infringe any copyrights, trademarks, or other legal requirements. Any fines from the Broadcasting Authority related to your advertisement will be passed on to you. You agree to protect Cowfish and Calypso from any legal claims arising from your advertisement.

# Important Notes

## Competing Advertisers

We can't refuse bookings from your competitors. Other businesses in your industry may advertise during the same period ([except within HOTSPOT packages where 100% category protection applies](#)).

## Service Interruptions

If we can't broadcast due to events beyond our control (strikes, fires, floods, pandemics, etc.), this won't be considered a breach of our agreement. If such an event lasts more than 30 days and affects more than 20% of your advertising period, you'll receive either an extension of your campaign or a pro-rata refund (your choice).

# Additional Terms

## Right to Remove Advertising

We can remove your advertising if you don't honour the payment terms or breach these conditions.

## Third-Party Payments

We're not responsible for payments you owe to design agencies or other third parties involved in creating your advertising materials.



# Questions?

## Get in Touch

Contact us at [info@cowfish.com.mt](mailto:info@cowfish.com.mt) or  
**+356 7977 0000**

**Terms effective:** 1st November, 2025

Your personal data is handled according to GDPR

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