

SIZE: FULL COLOUR	CASUAL RATE	6x	12x	24x	36x	52x
Full Page (37cm x 7col)	RM 14,878	RM 13,842	RM 13,324	RM 12,547	RM 11,770	RM 10,734
Half Page (37cm x 4col/Vertical)	RM 10,216	RM 9,624	RM 9,328	RM 8,884	RM 8,440	RM 7,848
Half Page (18cm x 7col/Horizontal)	RM 9,292	RM 8,788	RM 8,536	RM 8,158	RM 7,780	RM 7,276
Junior Page (28cm x 5col)	RM 9,880	RM 9,320	RM 9,040	RM 8,620	RM 8,200	RM 7,640
Quarter Page (18cm x 4col)	RM 7,024	RM 6,736	RM 6,592	RM 6,376	RM 6,160	RM 5,872

SIZE: BLACK & WHITE	CASUAL RATE	6x	12x	24x	36x	52x
Full Page (37cm x 7col)	RM 10,878	RM 9,842	RM 9,324	RM 8,547	RM 7,770	RM 6,734
Half Page (37cm x 4col/Vertical)	RM 6,216	RM 5,624	RM 5,328	RM 4,884	RM 4,440	RM 3,848
Half Page (18cm x 7col/Horizontal)	RM 5,292	RM 4,788	RM 4,536	RM 4,158	RM 3,780	RM 3,276
Junior Page (28cm x 5 col)	RM 5,880	RM 5,320	RM 5,040	RM 4,620	RM 4,200	RM 3,640
Quarter Page (18cm x 4col)	RM 3,024	RM 2,736	RM 2,592	RM 2,376	RM 2,160	RM 1,872

SPECIAL-SIZE ADS: BOTTOM PANEL	FIXED RATE
Front Page Panel (Full Colour) only (7cm x 7Col)	RM 12,000
Property Front Page Panel (Full Colour) (7cm x 7Col)	RM 8,000

INSIDE PAGE	FIXED RATE
Full Colour (10cm x 7Col)	RM 5,000
1 Spot Colour (10cm x 7Col)	RM 4,500
Black & White (10cm x 7Col)	RM 3,800

For ad sizes 15cm-18cm (H), half page rates apply

HIGH IMPACT ADVERTISING	
Wrap Around	RM 100,000
Half Wrap	RM 75,000

RATE PER CM/COL	
1x	42
6x	38
12x	36
24x	33
36x	30
52x	26

COLOUR SURCHARGE (PER ADVERTISEMENT)	
Full Colour Surcharge	RM 4,000
Spot Color Surcharge	RM 3,500

LOADING	
1st to 3rd colour position	40%
Outside Back Cover	40%
Front Half Right	35%
Front Half Left	25%
Specified Page/Position	40%
Solus Position	100%
Centrespread	40%
Creative Buy	40%
Facing Pages/DPS (Specified)	40%
Facing Pages/DPS (ROP)	30%

COLUMN WIDTH	
1 col	34mm
2 cols	72mm
3 cols	110mm
4 cols	148mm
5 cols	186mm
7 cols	262mm
10 cols	384mm
14 cols	536mm

TECHNICAL SPECIFICATIONS	
Columns per page	7 col
Full-Page Type Area	370mm(H) x 262mm(W)
Column Width	38mm(rule to rule), 34mm(type area)
Column Depth	370mm

All rates quoted do not include 6% Govt Tax

TERMS & CONDITIONS

MATERIAL REQUIREMENTS	COLOUR REQUIREMENTS	DEADLINES
Digital Format: Acrobat PDF format with embedded fonts, colour contribution in CMYK and image resolution at 300dpi. Please provide a colour proof for colour reference. * We accept digital ad via Datamation and email	<ul style="list-style-type: none"> Spot colour advertisements will be printed as CMYK colours There should be no underlying colour for any solid black background. White text reversed on a four-colour background should not be less than 12 points. A boldface sans-serif type is recommended. Thinstrokes in type can result in mis-registration of background colours. All body text should not be less than 7 points. Lines must not be less than 0.5 point 	<ul style="list-style-type: none"> Booking deadline: 2 weeks before publication date. Copy/material deadline: By 4pm every FRIDAY, the week before publication date. Cancellation deadline: 2 weeks before publication date OR full cancellation surcharge will be imposed. Publication date every SATURDAY.