

ADVERTISEMENT RATES

Full Color Display Ads (ROP)	Frequency	Full Page (37cm x 6cols)	Half Page (Vertical) (37cm x 3cols)	Half Page (Horizontal) (18cm x 6cols)	Junior Page (28cm x 4cols)
	1x	RM19,980	RM9,990	RM9,720	RM10,080
3x	RM19,425	RM9,713	RM9,450	RM9,800	
6x	RM18,870	RM9,435	RM9,180	RM9,520	
12x	RM18,093	RM9,047	RM8,802	RM9,128	
26x	RM16,893	RM8,492	RM8,262	RM8,568	

Rate Per Column CM	Special Size Ads	Frequency	Full Colour	Item Code	Description	Rates
		1x	RM90.00	FCEA	Front Cover Ear Ad (5cm x 5cm)	RM10,540.00
		3x	RM87.50	IL	Island Logo (4cm x 4cm)	RM6,460.00
		6x	RM85.00	HW-F	Half Wrap (2 pages) - Front	RM95,200.00
		12x	RM81.50	HW-B	Half Wrap (2 pages) - Back	RM73,100.00
		26x	RM76.50	FW	Full Wrap (4 pages)	RM119,000.00

Premiums	Item Code	Description	Loadings (%)
	FDPS	First Double Page Spread	+50%
	OBC	Outside Back Cover	+50%
	MP3	Main Paper Page 3 (Full Page Size Only)	+50%
	MP5	Main Paper Page 5 (Full Page Size Only)	+45%
	MP7	Main Paper Page 7 (Full Page Size Only)	+40%
	MP9-15	Main Paper Page 9 - 15 (Full Page Size Only)	+35%
	MPFHR	Main Paper : Front Half Right (Full Page Size Only)	+30%
	MPFHL	Main Paper : Front Half Left (Full Page Size Only)	+25%
	SPOP	Specified Position (Page 9 and above)	+50%
	SP/SS	Specified Page/Specified Section (Page 16 and above)	+30%
	CS/CP/FP/DPS	Centre-Spread /Consecutive Pages/Facing Pages/ Double Page Spread	+50%
	IBC	Inside Back Cover	+45%
	BHR	Back Half Right	+15%
	ADVT	Advertorial	+50%

Notes:

a) All advertising rates are subject to 6% GST.

b) Advertising rates are subject to changes.



ADVERTISEMENT RATES

**Premiums
Bottom
Panel Ads**

Premium Bottom Panel Ads Fixed Publications

1 set of either First Publications or Second Publications of the month

Frequency	Front Cover	Pullout/Content Page	Back Cover
	7cm x 6cols (per insertion rate)		
1x	RM28,305	RM16,150	RM19,125
3x	RM27,370	RM15,640	RM18,445
6x	RM26,265	RM14,875	RM17,765
12x	RM24,990	RM14,195	RM16,915
26x	RM23,460	RM13,260	RM15,810

**Bottom
Panel Ads**

Frequency	10cm X 6cols	8cm X 6cols
1x	RM7,735	RM6,545
3x	RM7,480	RM6,290
6x	RM7,225	RM6,035
12x	RM6,885	RM5,695
26x	RM6,545	RM5,355

**Page
Domination
/Creative
Ads (ROP)**

(Applicable for Page 9 & above only)

Frequency	eg: Sandwich Ad (Horizontal/Vertical), Island Ad or L-Shape Ad
1x	RM18,275
3x	RM17,680
6x	RM17,000
12x	RM16,150
26x	RM15,215

Notes:

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- b) Advertising rates are subject to changes.

No.	Published Month	Published Date	Booking Deadline	Material Deadline
1	Jan	7	27 December 2016	30 December 2016
2		21	10 January 2017	13 January 2017
3	Feb	4	24 January 2017	27 January 2017
4		18	07 February 2017	13 February 2017
5	March	4	21 February 2017	24 February 2017
6		18	07 March 2017	10 March 2017
7	April	1	21 March 2017	24 March 2017
8		15	04 April 2017	07 April 2017
9		29	18 April 2017	21 April 2017
10	May	13	02 May 2017	05 May 2017
11		27	16 May 2017	19 May 2017
12	June	10	30 May 2017	02 June 2017
13		24	13 June 2017	16 June 2017
14	July	8	27 June 2017	30 June 2017
15		22	11 July 2017	14 July 2017
16	Aug	5	25 July 2017	28 July 2017
17		19	08 August 2017	11 August 2017
18	Sept	2	22 August 2017	25 August 2017
19		16	05 September 2017	08 September 2017
20		30	19 September 2017	25 September 2017
21	Oct	14	03 October 2017	06 October 2017
22		28	17 October 2017	20 October 2017
23	Nov	11	31 October 2017	03 November 2017
24		25	14 November 2017	17 November 2017
25	Dec	9	28 November 2017	04 December 2017
26		23	12 December 2017	15 December 2017

Remarks

Jan 1 - New Year

Jan 28 & 29 - Chinese New Year

Feb 1 - Federal Territory Day

Feb 10 - Thaipusam

May 1 - Labour Day

May 10 - Wesak Day

June 3 - Agong's Birthday

June 12 - Nuzul Quran

June 26 & 27 - Hari Raya Puasa

August 31 - National Day

Sept 1 - Hari Raya Haji

Sept 16 - Malaysia Day

Sept 22 - Awal Muharam

Oct 19 - Deepavali

Dec 1 - Prophet Muhammad's Birthday

Dec 11 - Sultan Selangor Birthday

Dec 25 - Christmas

SPECIFICATIONS

Full Page Dimension

Type Area 24.2cm (w) x 35cm (h)

Display Ad

Columns per page 6

Full-page type area 26.2cm (w) x 37cm (h)

Column width 4.4cm (rule to rule), 4.0cm (type area)

Column depth 37cm

Column (Type Area)	Width Specifications
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1 Column	4cm
2 Columns	8.4cm
3 Columns	12.8cm
4 Columns	17.2cm
6 Columns	26.2cm

Type MALAYSIA SME® business newspaper

Frequency Fortnightly

Paper size Tabloid 27.5cm (w) x 39cm (h)

Column per page 6

Language English

Circulation Guaranteed circulation 50,000 copies

Printing format Offset using four process colours

Material Requirements

- Colour mode in CMYK only
- Bleed advertising materials are NOT ACCEPTABLE
- 2 colour ad proof
- Save as: Illustrator CS or latest version (AI file)
/ hi-res PDF is also acceptable
- Picture format (Tiff / Jpeg file - 300dpi)
- Ad material can be sent through AOT or Datamation



Full Page

Trim size:
Width: 26.2cm
Height: 37cm
Bleed size: None



Half Page Horizontal

Trim size:
Width: 26.2cm
Height: 18cm
Bleed size: None



Half Page Vertical

Trim size:
Width: 12.8cm
Height: 37cm
Bleed size: None



Junior Page

Trim size:
Width: 17.2cm
Height: 28cm
Bleed size: None



Quarter Page

Trim size:
Width: 12.8cm
Height: 18cm
Bleed size: None



Front Cover Panel

Trim size:
Width: 26.2cm
Height: 7cm
Bleed size: None