LINS•AD
MALAYSIA • SINGAPORE

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Advertisement Rate

Newspapers

DISPLAY (b/w)

		National	Central & Utusan Kota	Northern	Southern & East Coast
Casual		RM43	RM27	RM20	RM17
Contract:	6 insertions	RM41	RM25	RM19	RM16
	13 insertions	RM39	RM24	RM18	RM15
	26 insertions	RM36	RM23	RM17	RM14
	39 insertions	RM34	RM22	-	-
	52 insertions	RM32	RM21	RM16	RM13

CLASSIFIED

Appointments,Notices And Announcements	RM50	RM33	-	-
Classified Into ROP	RM55	-	-	-
Run-On (First 4 lines)	RM22	-	-	-
Additional Lines (max 15 lines)	RM4.50 per line	-	-	-

Cinema

(Max Size 100 col/cm)	RM20	-	-	-

Additional col/cm will be treated as casual display

Colour Surcharge

1 spot process	RM4,000	RM2,500	RM1,500	RM1,500
2 spot process	RM7,000	RM4,000	RM3,000	RM3,000
1 standard spot	RM6,000	RM3,500	RM1,800	RM1,800
Full colour	RM12,000	RM7,000	RM6,000	RM6,000

Specified Position Loading

Section 1	50%	-	-	-
Across The Gutter	50%	30%	30%	30%
Preferred Pages	50%	-	-	-
Odd Sizes	50%	30%	15%	15%
Facing Pages	30%	30%	30%	30%
Consecutive Pages	30%	30%	30%	30%
Preferred Section	50%	-	-	-

Front Page Panel (Section 1)

Contract:

13 insertions (Full Colour)	RM10,000	-	-	-

Front Page Panel (Section 2)

Contract:

13 insertions (Full Colour)	RM7,000	-	-	-

Front Page Panel (Section 3 / TV Page)

Contract:

13 insertions (Full Colour)	RM6,000	-	-	-

Panel Ad (Business Section)

Contract:

13 insertions (Full Colour)	RM6,000	-	-	-

Front Page Panel (Utusan KOTA - Friday Only)

Contract:

13 insertions (Full Colour)	-	RM3,500	-	-

DISPLAY (b/w)

		National
Casual		RM50
Contract:	6 insertions	RM44
	12 insertions	RM43
	26 insertions	RM42
	39 insertions	RM41
	52 insertions	RM40

CLASSIFIED

Appointments,Notices And Announcements	RM55
Classified Into ROP	RM60
Run-On (First 4 lines)	RM23
Additional Lines (max 15 lines)	RM4.00 per line

Cinema

(Max Size 100 col/cm)	RM23.00

Additional col/cm will be treated as casual display

Colour Surcharge

1 spot process	RM6,000
2 spot process	RM9,000
1 standard spot	RM8,000
Full colour	RM14,000

Specified Position Loading

Section 1	50%
Across The Gutter	50%
Preferred Pages	50%
Odd Sizes	50%
Facing Pages	30%
Consecutive Pages	30%
Preferred Section	50%

Front Page Panel (Section 1)

Contract:

13 insertions (Full Colour)	RM13,000
26 insertions	RM12,100
52 insertions	RM11,300

Front Page Panel (Section 2)

Contract:

13 insertions (Full Colour)	RM8,300
26 insertions	RM7,700
52 insertions	RM7,100

TV Page Panel

Contract:

13 insertions (Full Colour)	RM7,100
26 insertions	RM6,500
52 insertions	RM5,900

UTUSAN / MINGGUAN MALAYSIA Column Width

COLUMNS	SIZE (CM)	COLUMNS	SIZE (CM)
1	3.0	6	19.5
2	6.3	7	22.8
3	9.6	8	26.1
4	12.9	9	29.4
5	16.2	10	32.7

DISPLAY (b/w)

		National
Casual		RM43
Contract:	6 insertions	RM41
	12 insertions	RM39
	26 insertions	RM36
	52 insertions	RM32

Cinema Ads

(Max size 100 col / cm)
Additional col cm will be treated as casual display — RM23

Colour Surcharge

1 spot process	RM6,000
2 spot process	RM9,000
1 standard spot	RM8,000
Full colour	RM11,000

Specified Position Loading

Section 1	50%
Across The Gutter	50%
Preferred Pages	50%
Odd Sizes	50%
Facing Pages	30%
Consecutive Pages	30%

Creative Buy

Half Wrap (L-Shape + 1 FPFC)	150,000.00
Full Wrap (L-Shape + 3 FPFC)	200,000.00

Panel Ads (13 Insertions Commitment)

	Per Panel
Size 8cm x 8 col (Section 1)	9,000.00
Size 8cm x 8 col (Section 2 Cover)	7,000.00
Size 6cm x 8 col (Section 2 Feature Cover)	6,000.00

CLASSIFIED

Appointments, Notices and Announcements	45.00

Run-Ons / Liners

First 4 lines	RM32.00
Additional line (max x 10 lines)	RM7.00

اوتوسن ملايو

UTUSAN MELAYU MINGGUAN
(Every Monday together with Utusan Malaysia)

DISPLAY (b/w)

		Daily
Casual		RM15
Contract:	6 insertions	RM14
	12 insertions	RM13
	26 insertions	RM12
	52 insertions	RM11

Colour Surcharge

1 spot process	RM1,000
2 spot process	RM2,000
1 standard spot	RM1,500
Full colour	RM3,500

Specified Position Loading

Across The Gutter	50%
Preferred Pages	30%
Odd Sizes	50%
Facing Pages	30%
Consecutive Pages	30%
Preferred Section	30%
Centerspread	50%
Creative Buy	50%

**Prime Pages priority would be given to FPFC*

Online

Utusan Online
www.utusan.com.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 1200 IP - 600	ROS - 6500 IP - 3500	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	20kb 40kb (RM)
Rectangular Ads 1 (Upper)	ROS - 1400 IP - 700	ROS -8000 IP - 4000	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)
Rectangular Ads 2 (Lower)		ROS -3800 IP - 1500	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)
Site-Take-Over (STO)	HP-10,000		780 pix (w) x 585 pix (h) Landing: Leaderboard	-

* 50% Loading for all rich media (RM) / expandable ad

KOSMO! Online
www.kosmo.com.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 800 IP - 400	ROS - 4500 IP - 2500	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	20kb 40kb (RM)
Rectangular Ads	ROS - 900 IP - 450	ROS -5000 IP - 2500	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)

* 50% Loading for all rich media (RM) / expandable ad

Mangga Online
www.manggaonline.com.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 450 IP - 250	ROS - 2500 IP - 1500	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	20kb 40kb (RM)
Rectangular Ads	ROS - 500 IP - 350	ROS -3000 IP - 2000	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)

* 50% Loading for all rich media (RM) / expandable ad

Saji Online
www.sajionline.com.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 250 IP - 150	ROS - 1500 IP - 800	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	-
Rectangular Ads	ROS - 600 IP - 300	ROS - 2000 IP - 1300	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)

* 50% Loading for all rich media (RM) / expandable ad

Tutor Online
www.tutor.com.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 350	ROS - 2000	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	20kb
Rectangular Ads	ROS - 450	ROS - 2500	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)

* 50% Loading for all rich media (RM) / expandable ad

disini.my
www.disini.my

HP : Homepage
ROS : Run-of-Site
IP : Inner page

Ad Unit	Daily (RM)	Weekly (RM)	Banner Size	File Size
Leaderboard	ROS - 350	ROS - 2000	728 pix (w) x 90 pix (h) Expand to 728 pix (w) x 315 pix (h)	20kb
Rectangular Ads	ROS - 450	ROS - 2500	300 pix (w) x 250 pix (h) Expand to 600 pix (w) x 500 pix (h)	20kb 40kb (RM)

* 50% Loading for all rich media (RM) / expandable ad

LOOSE BUY				ADVERTORIAL
WEBSITE	HP	ROS	IP	
UTUSAN ONLINE	30	28	25	8000/WEEK
KOSMO ONLINE	28	25	22	5000/WEEK
MANGGA ONLINE	25	22	20	3000/WEEL
SAJI ONLINE	25	22	20	-
TUTOR ONLINE	25	22	20	-
DISINI ONLINE	25	22	20	-

*Advertorial price exclude editorial fee

191214

LINS•AD BRANDS!
4As MALAYSIA GROWING BRANDS THROUGH CREATIVITY
Excellence BRAND
HONESTY ENTERPRISE
KEMENTERIAN KEWANGAN (MOF)