

RATE CARD
廣告價格表

2017

星洲 媒體集團

SIN CHEW MEDIA CORPORATION BERHAD

SIN CHEW MEDIA CORPORATION BERHAD 98702-V

LINSAD

MALAYSIA • SINGAPORE



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“S in Chew Daily was incorporated in 1929, and has continued publications in various circumstances; under British colonialism, Japanese Occupation, Independence Movement, as well as the early years of nationhood until today.

Sin Chew Daily was suspended on two occasions; first during the Japanese Occupation of Malaya and Singapore between 1942 and 1945, and the second time was when the Malaysian government suspended Sin Chew Daily's licence under the Printing Presses and Publications Act in 1987. With the effort of the current chairman Tan Sri Sir Tiong Hiew King, Sin Chew Daily resumed publication on 8th April 1988.

The circulation of Sin Chew Daily has improved steadily ever since the resumption of its publication. Today, some 400,000 copies of the newspaper are sold each day, with more than 1.18 million people reading it in Malaysia, making Sin Chew Daily not only the best selling Chinese language newspaper in Southeast Asia, but also the largest Chinese language newspaper outside mainland China.

In October 2004, Sin Chew Daily, along with its sister publications Guang Ming Daily, Eye Asia, Sinchew.com.my and three educational publications Cahaya Sin Chew, Sinaran Sin Chew and Bintang Sin Chew, were formally restructured as Sin Chew Media Corporation Berhad, and was listed on the Main Board of Bursa Malaysia.

“星洲日报创刊于1929年，经历过英国殖民地时代、抗日时期、独立运动，直至建国之后的今天。

《星洲日报》曾二度停刊，第一次是在1942至1945年，因日军南侵，马、新两地相继沦陷而被迫停刊；第二次是1987年遭马来西亚政府援引出版和印刷法令吊销出版准证。1988年4月8日，在现任社长丹斯里张瑞麟爵士及高层的努力争取之下，《星洲日报》得以复刊。

复刊后，发行量节节上升，今已达40万份，每天有超过118万的马来西亚人阅读《星洲日报》，使《星洲日报》不仅成为东南亚发行量最高的华文报章，也是中港台以外最大的华文日报。

2004年10月，《星洲日报》连同《光明日报》、《亚洲眼》、《星洲网》及其它3份教育周刊《学海》、《星星》及《小星星》正式组成星洲媒体集团，并在吉隆坡证券交易所主要交易板上上市。

On 29 January 2007, Sin Chew Media Corporation and the Ming Pao Group of Hong Kong announced a merger program, and invited the participation of Nanyang Press Holdings. Under the merger program, Sin Chew Media Corporation will acquire Ming Pao Enterprise through a reverse takeover as a positive step towards its globalisation plan. Ming Pao Enterprise will take over Sin Chew Media Corporation's listing status on the Main Board of Bursa Malaysia, to become the first company seeking a dual listing in both Malaysia and Hong Kong.

In January 2008, Sin Chew Media Corporation, Nanyang Press Holdings and Ming Pao Enterprise held their respective EGMs, and the merger program was accepted unanimously by all three EGMs.

The new group will be called Media Chinese International Limited. Among the Chinese language publications under its banner are Ming Pao, Sin Chew Daily, Guang Ming Daily, Nanyang Siang Pau, China Press, as well as Yezhou Zoukan, Eye Asia and more than 30 other periodicals. Ming Pao is published in four different editions in North America, namely Toronto, Vancouver, New York and San Francisco. They are joined by other publications under Tan Sri Sir Tiong's other companies such as Cambodia Sin Chew Daily, Harian Indonesia and the English language daily The National in Papua New Guinea.

2007年1月29日，星洲媒体集团和香港明报集团宣布合并，并邀请南洋报业参与。在合并计划下，星洲媒体将倒置收购明报企业，实现走向全球的计划。明报企业将取代星洲媒体在大马股票交易所主要交易板的上市地位，成为第一家在大马与香港双边上市的公司。

2008年1月，星洲媒体、南洋报业以及明报企业分别举行股东特大。三个特大都以近100%的票数通过合并计划。

新集团取名“世华媒体”，旗下中文日报包括《明报》、《星洲日报》、《光明日报》、《南洋商报》、《中国报》，以及《亚洲周刊》、《亚洲眼》等三十多家杂志。其中，《明报》在北美发行4个地方版本，分别是多伦多版、温哥华版、纽约版与三藩市版，外加张瑞麟旗下公司出版的《柬埔寨星洲日报》、《印尼星洲日报》与巴布亚新几内亚英文报《The National》，业务版图分布得极广。



TYPE 广告类别	EDITION 版别	NATIONAL (West + East Malaysia) 全国 (西马+东马)	WEST MALAYSIA 西马	SC & GM West + East Malaysia 星洲 + 光明 全国 (西马+东马)	SC & GM West Malaysia 星洲 + 光明 西马	METRO (KL & Selangor) 大都会 (雪/隆)	JOHORE 柔佛	N.S. 森美兰	MALACCA 马六甲	PERAK 霹靂	NORTHERN (Penang, Perlis & Kedah) 北马	EAST COAST (Pahang, Terengganu & Kelantan) 东海岸	EAST MALAYSIA (Sarawak & Sabah) 东马 (砂朥越及 沙巴)
		RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
DISPLAY / NOTICE / THANK YOU 商业广告 / 通告 / 鸣谢													
Black & White	黑白												
Casual	短期	82.00	73.00	104.00	90.00	41.00	24.50	8.00	8.00	13.00	8.00	8.00	17.00
Contract	长期	67.00	58.00	89.00	75.00	26.00	21.50	6.80	6.80	12.00	6.50	6.50	15.00
Full Colour / 2 - spot Colour	彩色 / 双色	129.00	103.00	166.00	140.00	40.00	33.00	11.50	10.50	19.00	10.00	10.00	27.00
GREETINGS / CONDOLENCE / OBITUARY 贺词 / 挽词 / 讣告 / 人事广告													
Black & White	黑白	58.00	49.00	76.00	62.00	23.00	20.50	6.80	6.50	12.00	5.50	6.50	15.00
Full Colour / 2 - spot Colour	彩色 / 双色	118.00	92.00	148.00	122.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
RECOMMENDED SIZES 标准面积													
Full Colour / 2 - spot Colour	彩色 / 双色												
Full Page	全版	55,000.00	45,500.00	70,000.00	60,000.00	21,200.00	17,490.00	6,095.00	5,565.00	10,070.00	5,300.00	5,300.00	14,310.00
Half Page#	半版#	33,000.00	27,000.00	41,500.00	35,500.00	10,600.00	8,745.00	3,045.00	2,780.00	5,035.00	2,650.00	2,650.00	7,155.00
SPOT COLOUR 套色													
1 - spot (2 negatives)	单色 (2 张菲林)	8,000.00	6,500.00	10,000.00	8,500.00	4,000.00	1,500.00	650.00	650.00	750.00	650.00	650.00	1,500.00
EAR SPACE 报耳													
Front Page**	封面**	2,800.00	N/A	N/A	N/A	1,900.00	*1,290.00	325.00	230.00	500.00	240.00	185.00	N/A
Back Page (6 col x 6 cm)	封底 (6 col x 6 cm)	N/A	N/A	N/A	N/A	1,500.00	N/A	310.00	200.00	400.00	140.00	185.00	N/A

Rates shown above are subject to 6% tax 上述价格须另加6%政府税

Half page size 半版面积: 10 col x 26.5 cm / 5 col x 53 cm

* Johore edition front page ear space surcharge 20% for Saturday & Sunday 柔佛版封面报耳·星期六及日另加20%附加费

** Front page ear space sizes 封面报耳面积: (1) National edition: 7.5 cm (W) x 6 cm (H)

(2) Sarawak & Sabah edition: 8 cm (W) x 6 cm (H)

(3) Regional edition: 5 col x 6cm (H)



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Effective 生效日期: 1st Dec 2014

TYPE OF AD 廣告類別	EDITION 版別	NATIONAL (West Malaysia) 全國 (西馬) RM	NORTH MALAYSIA 北馬 RM	NATIONAL (Without North) 全國版 (不包括北馬) RM	SC + GM NORTHERN (Penang, Perak & Kedah) 霹靂聯合北馬 北馬版 RM
DISPLAY (Display, Greetings etc.) Black & White	商業廣告 (商業、通告及人際廣告價格均一) 黑白				
Casual	短期	38.00	18.00	27.00	20.00
Contract	長期	30.00	17.00	20.00	19.00
Full Colour Rate per col cm	彩色 價格 (每柱公分)				
Casual	短期	50.00	40.00	37.00	N/A
Contract	長期	45.00	37.00	34.00	39.00
SPOT COLOUR	套色				
1-spot (2 Negatives)***	單色 (2張菲林)***	4,000.00	3,000.00	3,000.00	3,000.00
2-spot (3 Negatives)***	雙色 (3張菲林)***	8,000.00	4,500.00	4,500.00	4,500.00
EAR SPACE*	報耳 (封面)	1,400.00	700.00	700.00	N/A
Entertainment / Sport**	娛樂 / 體育**	1,700.00	N/A	N/A	N/A

* Front page ear space size 封面報耳面積: 7.5 cm(W) x 6 cm(H)

** Entertainment / Sport size 娛樂 / 體育面積: 10 col x 6 cm

*** Includes black film 包括黑版

EDITION 版別	COLOUR 顏色	Black & White 黑白 RM	Full Colour 彩色 RM
KL / SELANGOR	雪隆	13.00	21.00
N. SEMBILAN	森美蘭	5.00	8.00
JOHORE	柔佛	7.00	13.00
MALACCA	馬六甲	5.00	8.00
PERAK	霹靂	7.00	11.00
EAST COAST	東海岸	5.00	7.00

Rates shown above are subject to 0% tax 上述價格須另加0%政府稅



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Specified Position Loading

		National Edition	Regional Edition
Main section	Front page	100%	80%
	Front half right	40%	30%
	Front half	35%	20%
	1st colour	50%	N/A
	2nd colour	45%	N/A
	Centre spread	40%	30%
	Back page	40%	30%
	Page 2	45%	30%
	Page 3	55%	40%
	Page 4	40%	N/A
	Right hand page	20%	10%
R.O.P.	15%	N/A	
Business Entertainment Feature Sports	Front half right	30%	N/A
	Front half	20%	N/A
	Back page	30%	N/A
	Centre spread	30%	N/A
	Any specified	20%	N/A

Creative Buy Rates

Creative Buy	Medium	Edition	Rates
Cover page (single page)	SC	West Malaysia	RM360,000
	SC + GM	West Malaysia	RM460,000
	SC	West + East Malaysia	RM420,000
	SC + GM	West + East Malaysia	RM550,000
Cover wrap (front & back, 2 pages)	SC	West Malaysia	RM480,000
	SC + GM	West Malaysia	RM550,000
	SC	West + East Malaysia	RM550,000
	SC + GM	West + East Malaysia	RM820,000
Cover wrap (front, back, inner front & back, 4 pages)	SC	West Malaysia	RM550,000
	SC + GM	West Malaysia	RM620,000
	SC	West + East Malaysia	RM800,000
	SC + GM	West + East Malaysia	RM670,000
Front page cover top panel (size: SC - 5 cm x 10 col, GM - 6 cm x 8 col)	SC	West Malaysia	RM70,000
	SC + GM	West Malaysia	RM80,000
	SC	West + East Malaysia	RM80,000
	SC + GM	West + East Malaysia	RM90,000

Loose insert rate

Not more than A3 size with single folded - RM0.30 per copy (minimum quantity - 10,000 copies)

Effective 生效日期: 1st Dec 2014

National & Various Regions 全國及各地方版	STANDARD SIZES 標準面積		MINIMUM SIZES 最小面積	MAXIMUM SIZES 最大面積
	1 col	2 col		
WEST MALAYSIA 西马 (各地方版刊出)	RM 37.00 (per col cm)	RM 40.00 (per col cm)	1 col x 2cm 2 col x 4cm	1 col x 30cm 2 col x 30cm
NATIONAL 西马+东马	RM 45.00 (per col cm)	RM 48.00 (per col cm)	1 col x 2cm 2 col x 4cm	1 col x 30cm 2 col x 30cm
METRO 大都会	RM 20.00 (BW 黑白) RM 21.00 (F/C 彩色) (per col cm)	RM 20.00 (BW 黑白) RM 21.00 (F/C 彩色) (per col cm)	1 col x 2cm 2 col x 4cm 3 col x 6cm 4 col x 10cm	1 col x 30cm 2 col x 30cm 3 col x 30cm 4 col x 30cm
SIN CHEW + GUANG MING METRO 大都会 + 光明雪隆	RM 24.00 (per col cm)	RM 24.00 (per col cm)	1 col x 2cm 2 col x 4cm 4 col x 10cm	1 col x 30cm 2 col x 30cm 4 col x 30cm
PERAK 霹靂	RM 7.50 (per col cm)	RM 7.50 (per col cm)	1 col x 4cm 2 col x 6cm	1 col x 28cm 2 col x 28cm
MALACCA 古城	RM 3.60 (per col cm)	RM 3.60 (per col cm)	1 col x 6cm 2 col x 6cm	1 col x 18cm 2 col x 18cm
JOHORE 大柔佛	RM 11.00 (per col cm)	RM 15.00 (per col cm)	1 col x 4cm 2 col x 6cm	1 col x 20cm 2 col x 12cm
EAST COAST 东海岸	RM 2.50 (per col cm)	RM 3.20 (per col cm)	1 col x 4cm 2 col x 6cm	1 col x 20cm 2 col x 12cm
N. SEMBILAN 森美兰	1 col x 4cm @ RM24.00 1 col x 6cm @ RM30.00 1 col x 8cm @ RM40.00 1 col x 10cm @ RM50.00 1 col x 12cm @ RM60.00	2 col x 4cm @ RM40.00 2 col x 6cm @ RM60.00 2 col x 8cm @ RM80.00 2 col x 10cm @ RM100.00 2 col x 12cm @ RM120.00		

- Notes:
1. Display rates apply to non-standard sizes.
 2. Only even number sizes accepted for classified ads.
 3. Rates shown above are subject to 6% tax.
 4. Reversed white 20% loading.
 5. P.O. Box service Fee: RM150.00

- 注意事項:
1. 非标准面积，一律以普通价格计算。
 2. 分类只接受偶数面积。
 3. 上述价格不包括6%政府税。
 4. 反白另加20%附加费。
 5. 邮箱服务费RM150.00。



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Edition 版別	Standard Sizes 標準面積	
	1 col	2 col
SC WEST MALAYSIA + GM NATIONAL (without North) 星洲西马 + 光明 (兼北马)	RM 42.00 (per col cm)	RM 45.00 (per col cm)
SC + GM METRO 星洲大都会 + 光明雪隆	RM 24.00 (per col cm)	RM 24.00 (per col cm)
SC + GM JOHORE 星洲 + 光明柔佛	RM 13.00 (per col cm)	RM 17.00 (per col cm)
SC + GM PERAK 星洲 + 光明霹靂	RM 8.50 (per col cm)	RM 8.50 (per col cm)
SC + GM MALACCA 星洲 + 光明古城	RM 3.60 (per col cm)	RM 4.60 (per col cm)
SC + GM EAST COAST 星洲 + 光明东海岸	RM 3.75 (per col cm)	RM 4.80 (per col cm)
SC + GM NORTH* 星洲 + 光明北马*	2col (6.2cm) x 2.5cm	RM 48.00 (per ad)
	2col (6.2cm) x 5cm	RM 94.00 (per ad)
	2col (6.2cm) x 7.5cm	RM 140.00 (per ad)
	2col (6.2cm) x 10cm	RM 188.00 (per ad)
	2col (6.2cm) x 12.5cm	RM 234.00 (per ad)
	2col (6.2cm) x 15cm	RM 280.00 (per ad)

Rates shown above are subject to 6% tax 上述价格须另加6%政府税
Rates apply to standard sizes only 以上价格只适用于标准面积

*Inclusive of 6% tax 包括6%政府税

学海 星星 小星星 Advertisement Rates 廣告價格

Circulation	CAHAYA SIN CHEW 學海	SINARAN SIN CHEW 星星	BINTANG SIN CHEW 小星星
	45,000	90,000	75,000
Full Page Size 全版面积	8 col x 30 cm	8 col x 30 cm	5 col x 22 cm
Black & White 黑白	RM 11.00	RM 15.00	RM 13.00
Spot Colour 套色	RM 13.00	RM 17.00	RM 15.00
Full Colour 彩色	RM 15.00	RM 19.00	RM 17.00

CAHAYA / SINARAN 學海 / 星星

Only 5 sizes accepted

只接受5种面积:

- 1) 30 cm (H) x 26.5 cm (W) - Full Page 全版
- 2) 16 cm (H) x 26.5 cm (W)
- 3) 15 cm (H) x 26.5 cm (W) - Horizontal Half Page 横半版
- 4) 24 cm (H) x 16.4 cm (W)
- 5) 10 cm (H) x 26.5 cm (W) - Panel Ad 横条

BINTANG 小星星

Only 2 sizes accepted

只接受2种面积:

- 1) 22 cm (H) x 15 cm (W) - Full Page 全版
- 2) 11 cm (H) x 15 cm (W) - Horizontal Half Page 横半版



SinChew.com.my
Effective from 1st January 2015

Placement	Cost(RM)	Impressions (Guaranteed)
A. HOMEPAGE (www.sinchew.com.my)		
Leaderboard (ROS)	9,500/week	400,000 per week
+ Expandable	10,500/week	400,000 per week
Rectangle I	9,200/week	200,000 per week
+Expandable	9,700/week	200,000 per week
Rectangle II	7,500/week	200,000 per week
+Expandable	8,000/week	200,000 per week
Mid Banner	3,000/week	120,000 per week
+Expandable	3,500/week	120,000 per week
Plus Bottom Banner	4,000/week	100,000 per week
Button (ROS)	2,000/month	12 mil per month
B. Inner Pages (ROS)		
Top News Banner	7,000/week	300,000 per week
Bottom News Banner	2,000/week	300,000 per week
AdQuotes	600/week	80,000 per week
C. News.sinchew.com.my		
Rectangle	7,200/week	250,000 per week
+ Expandable	7,700/week	250,000 per week
D. Biz.sinchew.com.my		
Rectangle	5,500/week	150,000 per week
+ Expandable	6,000/week	150,000 per week
E. Ent.sinchew.com.my		
Rectangle	5,000/week	120,000 per week
+ Expandable	5,500/week	120,000 per week
F. Sports.sinchew.com.my		
Rectangle	3,000/week	75,000 per week
+ Expandable	3,500/week	75,000 per week
G. Life.sinchew.com.my		
Rectangle	4,000/week	100,000 per week
+ Expandable	4,500/week	100,000 per week
H. MyKampung.sinchew.com.my		
Rectangle	3,000/week	120,000 per week
+ Expandable	3,500/week	120,000 per week
I. www.MySinchew.com (English)		
Leaderboard (ROS)	3,800/month	120,000 per month
Rectangle (ROS)	3,500/month	120,000 per month
J. www.Soccerfanz.com.my		
Leaderboard (ROS)	4,800/week	120,000 per week
Rectangle (ROS)	4,500/week	120,000 per week

*ROS=Run of Site

Homepage

Innerpage



logon.com.my

A. HOMEPAGE

Leaderboard RM1000/week
Carousel RM1200/week
Rectangle RM600/week

B. CATEGORY PAGE

Leaderboard RM600/week
Rectangle RM400/week

Effective from 1st January 2015

Homepage

Pre Roll Video
No skip button for video ads not more than 15 seconds, skip button for video ads of 30 seconds

poCKETimes.my

PRE ROLL VIDEOS RM50 per CPM
For title sponsorship/Infomercial/
campaign collaboration, please contact:
BENG TECK 03-7965 8811

Note:

- All cost in the above Rate Card is subject to 6% Government Service Tax.
- Close button is compulsory for Expandable Ad (Leaderboard: 16 font size; Rectangle: 14 font size).
- For Expandable Ad: When user mousesover/clicks on the panel expands. When user mousesout or clicks on close button the ad retracts immediately.
- For Pre-Expandable Ad: the expandable portion of the panel is preexpanded for 10 seconds and then it automatically retracts. "Replay" button is compulsory for expanding the ad again.
- File format: JPG / GIF / Flash. Rich media (including video) loading fee at 30%.
- Booking Deadline: 7 working days before starting date; Creative Deadline: 5 working days before starting date.

Advertisement Terms and Conditions

- All advertisement bookings are governed by the rules and regulations of the Publisher who reserves the right to change or amend these rules whenever necessary.
- Notwithstanding the terms and conditions stated on the advertisers' or agencies' contracts, the placing of an order or contract will be deemed an acceptance of the publishers' rules and regulations.
- The Publisher will not be responsible for any omission to insert an advertisement and reserves the right to reject or cancel any order without explanation, notwithstanding acceptance of payment.
- The Publisher is indemnified against all claims, actions, suits, demands, losses, cost and expenses in respect of advertisement published under instructions from an advertiser or his advertising agency.
- Placement of ads on specified pages are subject to the prevailing loading charges. Whilst the Publisher endeavours to place all ads in the best positions possible where no loading charge is levied the ad will be placed at the discretion of the Publisher.
- Advertisement space sold is governed by the Publisher's technical requirement.
- Restrictions on sizes of advertisements are governed by prevailing conditions and will vary from time to time according to Publisher's advice.
- Copy in English required to be set in Chinese will be charged a translation fee.
- All casual ads must be paid in advance. Cheques should be made payable to MCEI Multimedia Sdn Bhd.
- The advertiser should furnish the Publisher with the name, address, E-mail, and other particulars, as required in the Ad contract.
- Cancellation of advertisement bookings in writing must be received 7 working days before campaign live date.
- There is no penalty for booking cancellations in writing that is received 7 working days before campaign live date.
- A 50% charge for the unused inventory booked is applicable for booking cancellation in writing that is received less than 7 working days before campaign live date.
- Notice of postponement of campaign bookings due to creative material issues must be received in writing 3 working days before campaign live date. A new campaign live date must be provided in the notice.
- Once a postponement is accepted by publisher postponed campaign inventory will be released. There is no penalty for the postponement if its notice is received in writing 3 days before campaign live date.
- Postponed campaigns must be utilized within 60 days from the original campaign start date. Should there be no available inventory for the postponed campaign within 60 days, hence the postponement will be taken as a booking cancellation with applicable penalty.
- A maximum number of postponing a booked campaign is 3 times. A 50% penalty will be charged from the forth and subsequent postponements. The postponed campaigns must be utilized within 60 days from the original campaign start date. (For example: The original campaign start date is 7th Jan 2015 the postponed campaign start date must be before 6th Mar 2015)

Specifications 規格

Effective 生效日期 : 1st Dec 2014

		SIN CHEW + GUANG MING 星洲 + 光明			CAHAYA SIN CHEW / SINARAN SIN CHEW 學海 / 星星	BINTANG SIN CHEW 小星星
		Display / Notice / Greetings 展刊 / 通告 / 賀聯詞		Classified 分類		
		NATIONAL & REGIONAL 全國及地方版	FEATURE / HAPPY SUNDAY / FORTUNE INVESTMENT WEEKLY / THE DOCTOR 星洲副刊 / 周刊 / 投資致富 / 名醫			
FULL PAGE	全版	53cm x 33.2cm	32cm x 26.5cm	53cm x 32.5cm	30cm x 26.5cm	22cm x 15cm
COL WIDTH	每欄寬度	3.1cm	3.1cm	2.4cm	3.1cm	—
COL PER PAGE	全版欄數	10	8	13	8	5
1 Col	1欄	3.1cm	3.1cm	2.4cm	3.1cm	—
2 Cols	2欄	6.4cm	6.4cm	4.95cm	6.4cm	—
3 Cols	3欄	9.8cm	9.8cm	7.5cm	9.8cm	—
4 Cols	4欄	13.15cm	13.15cm	10cm	13.15cm	—
5 Cols	5欄	16.4cm	16.4cm	12.5cm	16.4cm	15cm
6 Cols	6欄	19.8cm	19.8cm	15cm	19.8cm	—
7 Cols	7欄	23.2cm	—	17.5cm	—	—
8 Cols	8欄	26.5cm	26.5cm	20cm	26.5cm	—
9 Cols	9欄	—	—	22.5cm	—	—
10 Cols	10欄	33.2cm	—	25cm	—	—
13 Cols	13欄	—	—	32.5cm	—	—
CENTRE SPREAD	中央對開	68.4cm	54cm	—	54cm	—

COPY DEADLINE 截稿日期

SIN CHEW DAILY / GUANG MING DAILY 星洲日報 / 光明日報

Black & white	2 clear days	黑白	前2天
Spot colour	3 clear days	套色	前3天
Full colour	3 clear days	彩色	前3天
Feature / Supplement	5 clear days	副刊 / 特輯	前5天
Centre spread	5 clear days	中央對開	前5天
Classifieds	3 clear days	分類	前3天

OTHER 其他刊物

Cahaya / Sinaran / Bintang	3 weeks	學海 / 星星 / 小星星	前3星期
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Specifications 規格

ARTWORK PREPARATION GUIDELINES :

- Graphic Resolution : 200 dpi minimum
 File Format : High Resolution PDF files created to (PDF/x-1a PLUS Newspaper v2) Specification, JPG, TIFF, PSD and EPS
 File Size : Maximum 100MB
 Native Program : Photoshop CS5, Illustrator CS5
 Images Guidelines :
 - Accept only CMYK colour space, RGB colour space is not allowed.
 - Dot area = 3%, Shadow Dot area = 85% maximum
 - All fonts must be embedded.
 - Do not use 2, 3 or 4 tone images that have not been converted to CMYK.
 - All Greyscale or CMYK elements must have a DPI of 200.
 - All Lineart should be scanned at 800 DPI.

PRODUCTION/ COLOUR GUIDELINES :

- Dot Shape : Round / Elliptical / Euclidean
 Screen Ruling : 100 lpi
 Screen Angles : C=15°, M=75°, Y=90°, K=135°
 Print Sequence : CMYK
 Density of Tone : For 2 colour printing, total ink value should not exceed 160% and only one colour may be solid.
 For 4 colour printing, total ink value should not exceed 240%
 Dot Gain : 30% in the midtone area
 Colour Reproduction : Grey Component Replacement (GCR)

TONAL REPRODUCTION GUIDELINES :

- Grayscale Images : Highlight area = 3% ~ 5%
 Shadow area = 80% ~ 85%
 Colour Images : Highlight area = C 3%, M 2%, Y 2%, K 0%
 Shadow area = Total Ink value 240%, with K min 85%

PROOFING GUIDELINES :

- Number of Proof : 2 final proof/ colour guide that delivery together with any digital file should be made on the 45gsm standard newsprint and according to Web Offset Newsprint Specifications.
 Proof Sequence : CMYK, with Ink density C=0.90, M=0.90, Y=0.85, K=1.05

OTHER REQUIREMENTS :

All advertisement supplied must be 3mm less on the depth of advertisement space booked.



HOTLINE : +603 9221 3388

Fax : +603 9223 8688

Email : media@linsad.com.my

Terms & Conditions 刊登廣告規則規格

TERMS & CONDITIONS :

- All advertisement bookings are governed by the standard terms and conditions of the Publisher, who reserves the right to change or amend these terms and conditions whenever necessary.
- Notwithstanding the terms and conditions stated on the advertisers' or agencies' contracts, the placing of an order or contract will be deemed an acceptance of the publisher's rules and regulations.
- The publisher will not be responsible for any omission to insert an advertisement and reserves the right to reject or cancel any order without explanation, notwithstanding acceptance of payment.
- The publisher is indemnified against all claims, actions, suits demands, losses, costs and expenses in respect of any advertisement published under instructions from an advertiser or his advertising agency.
- Placement of ads on specified pages are subject to the prevailing loading charges. whilst the publisher endeavors to place all ads in the best position possible where no loading charge is levied, the ad will be placed at the discretion of the publisher.
- Advertisement space sold is governed by the publisher's technical data.
- Restrictions on sizes of advertisement are governed by prevailing conditions and will vary from time to time according to publisher's advice.
- Copy of English advertisement required to be set in Chinese will be charged a translation fee.
- All casual ads must be paid in advance. Cheques should be made payable to Sin Chew Media Corporation Berhad.
- Complaints on ads must be brought to the publisher's attention within seven days of publication, otherwise they may not be entertained.
- The advertiser should furnish the publisher with name, address, I/C No. and other particulars requested by the publisher.
- Any advertisement that simulates editorial format, the publisher reserves the right to insert the word 'advertisement' on the top of the page.
- In the case where the digital artwork is provided by the advertiser, the publisher will not be responsible for any technical fault or any differences in artwork compare to the original references due to incompatible computer operating systems.
- The publisher reserves the right to change copy deadlines as and when necessary.
- Incomplete artwork will not be accepted, notwithstanding acceptance of the contract in advance. However, clients/agencies will be charged for the space booked in the event of non-publication due to late/ incomplete artwork.
- The publisher can provide the service of designing the artwork for the advertisement. In such cases, a reasonable fee will be charged.

CANCELLATION SURCHARGE :

- Within 30 days before publication : 50% surcharge.
- Within 7 days before publication : 100% surcharge.

刊登条例:

- 刊登廣告，須遵照本報所擬定之規則，本報保留在必要時更改此規則之權利。
- 本報不受廣告刊戶或廣告代理商在其廣告合約或訂單上所列明之任何條件之限制，在本報刊登廣告，即被視為接受本報所擬定之規則與條例。
- 本報對因任何原因未能如期刊登之廣告所產生任何損失，概不負責，同時亦保留在無須說明理由的情形下，拒絕或取消任何廣告之權利（包括已付款之廣告）。
- 遵照廣告刊戶或廣告代理商指示刊登之廣告若引起任何糾紛，法律訴訟，賠償損失或其他費用，本報概不負責。
- 凡指明刊登在指定之廣告，均需另付指定版位附加費，否則，廣告刊登之版位概由本報分配，不得異議。
- 廣告面積必須依照本報之規定。
- 對廣告面積之限制，本報有權隨時更改。
- 以英文書寫之廣告稿如要代譯華文，將酌量收取翻譯費。
- 所有短期廣告需預付，支票付給：Sin Chew Media Corporation Berhad
- 若對已刊登之廣告有任何異議，則須在廣告刊登後之七天內通知本報，逾期將不受處理。
- 廣告刊戶應提供本身姓名與身分證號碼。
- 凡以新聞式刊登之廣告，本報有權在版位上註明為「廣告」的字眼。
- 客戶提供電子格式稿，并由本報代為開版採用，如因電腦系統及制作格式不同等影響刊出內容效果不符原稿，本報概不負責後果。
- 本報可隨時更改廣告截稿時間。
- 不論廣告合約或訂單是否已被本報所接受，本報將不接受任何未完成之稿稿，倘因稿件遲來或稿稿未完成而使廣告未能刊出，則刊戶或廣告代理商必須照付廣告費。
- 本報可協助廣告設計稿稿，收費合理。

取消廣告附加費:

- 若在刊登30天內取消，刊戶須承擔50%廣告費。
- 若在刊登7天內取消，刊戶須承擔100%廣告費。

Enquiries & Booking 詢問及廣告預定



HOTLINE : +603 9221 3388

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Email : media@linsad.com.my



明報
MING PAO

星洲日報
SINGAPORE FREE PRESS

星洲日報
SINGAPORE FREE PRESS