

ADVERTISING RATES & SPECS

WITH EFFECT FROM JANUARY 1, 2017

All rates are quoted in RM • 6% service tax is applicable

DISPLAY RATES					RM per single-column cm	
	ROP* / Classified Display**		Appointments & Notices	Classified Liners	RM53.00	RM13.00 per line
	Full Colour / Spot Colour	Black & White				
Casual	53	53	Min size: 5cm x 2cols	Minimum 4 lines	RM53.00	RM13.00 per line
6 insertions	51	51				
13 insertions	47	47				
26 insertions	43	43				
39 insertions	39	43				
52 insertions	36	43				

* Min size: 12cm x 2col

** Min size: 5cm x 1col

*** NOTE: FOR BLACK & WHITE ADS, LOWEST DISCOUNTED RATE IS RM43 PSCCM @ 26X RATE

COLOUR SURCHARGE				RM per insertion	
	Full Colour	2-Spot Process	1-Spot Process		
Full Edition	9,000	4,500	3,500		

FULL PAGE READY RATES					RM per insertion	
	Full Colour	2-Spot Process	1-Spot Process	Black & White		
Casual	24,688	20,188	19,188	15,688		
6 insertions	24,096	19,596	18,596	15,096		
13 insertions	22,912	18,412	17,412	13,912		
26 insertions	21,728	17,228	16,228	12,728		
39 insertions	20,544	16,044	15,044	12,728		
52 insertions	19,656	15,156	14,156	12,728		

LOADINGS			% premium on advertisement cost	
Back Page	Full Page Full Colour (FC) only		+ 50%	
DPS	Full Page FC only		+ 50%	
Page 2 (mainpaper)	T&C applies Full Page FC only		+ 50%	
Page 3 (any section)	Full Page FC only		+ 50%	
Pages 5, 7 & 9	Full Page FC/Spot Colour (SC) only		+ 40%	
Pages 11 & 13	Full Page FC/Spot Colour (SC) only		+ 35%	
Specified Front Half Right Page	Full Page FC/Spot Colour (SC) only		+ 35%	
Specified Front Half Pages			+ 25%	
Front Page			+ 100%	
Specified Position on Page			+ 50%	
Specified Page/Specified Section of Newspaper			+ 30%	
Centre-spread/Facing Pages/Consecutive/Continuous	FC & SC only		+50%	
Appointments & Notices out of Classified Page			+ 30%	

BOTTOM PANEL ADS / BLOCK BUY				RM per insertion	
		Front Page 8cm x 8cols	ROP 10cm x 8cols		
Casual		25,000	13,240		
13 insertions	1 block	21,000	11,000		
26 insertions	2 blocks	20,000	10,200		
39 insertions	3 blocks	19,000	9,700		
52 insertions	4 blocks	18,000	9,200		

NOTE: Fixed Position advertisement contracts cannot be cancelled.

COVER JACKET				RM per insertion	
Full Wrap	4 Pages	Full Colour	130,000		
Surcharge for Simili			70,000		
Half Wrap	2 Pages	Full Colour	100,000		

FRONT PAGE				RM per insertion	
Billboard	7cm x 4cols	Full Colour	25,000		
<i>Top right hand corner of front cover.</i>					
Top Banner	5cm x 8cols	Full Colour	25,000		
<i>Below masthead on front cover.</i>					
Extended Billboard	(billboard + top banner)	Full Colour	70,000		
<i>Near masthead on front cover.</i>					
<i>To ensure no wrap on the front page, add RM30,000</i>					

BIG IMPACT IMPRESSIONS				RM per insertion	
First Double Page Spread	Page 2 & Page 3	Full Colour	78,000		
Last Double Page Spread	IBC Page & Facing Page	Full Colour	67,000		

PAGE DOMINANT EXECUTIONS				RM per insertion	
Island Ad (Maximum Size 15cm x 4cols)	ROP	30,000			
Sandwich Ad (Maximum Size 15cm x 8cols)	ROP	30,000			
Odd Shape Ad (On Full Page)	ROP	30,000			

BRANDING SPOTS				RM per insertion	
Page - Top Panel Branding Spot	2cm x 4cols	Full Colour	7,000		
<i>On top page right or left hand</i>					
6cm x 2cols Small Branding Spot	ROP	Full Colour	4,500		
10cm x 2cols (Maximum size)	ROP	Full Colour	6,000		
10cm x 2cols (Specified position)	ROP	Full Colour	8,000		
10cm x 2cols (Specified position)	Front Half	Full Colour	10,000		

STICK ONS					Sticker printing & Stick ons • RM per piece of sticker	
(Post-it note) glued on one side	National 306K	Klang Valley 228K	Selected Areas			
			100K	>50K		
Size A: 2.75" x 3.00"	0.20	0.25	0.28	0.38		
Size B: 3.00" x 4.00"	0.25	0.29	0.35	0.42		
Size C: 4.00" x 6.00"	0.32	0.35	0.39	0.47		

Stick-on rates include the cost of printing on one side only • 50% pre payment with booking 21 working days prior to insertion date • To ensure no wrap on the stick-on, add RM35,000.

LOOSE INSERTS					Insertion & Distribution • RM per piece of insert	
	National 306K	Klang Valley 228K	Selected Areas			
			100K	>50K		
1-fold Max 110gsm (30cm x 20cm)	0.17	0.19	0.30	0.35		
2-fold Max 110gsm (30cm x 20cm)	0.19	0.21	0.35	0.40		
3-fold Max 110gsm (30cm x 20cm)	0.21	0.23	0.40	0.45		

A sample of the insert design must be pre-approved 21 working days prior to insertion date • Booklets will be based on different costing.

C O L U M N W I D T H M E A S U R E M E N T S

1 col	2 col	3 col	4 col	5 col	6 col	7 col	8 col
3.0cm	6.3cm	9.6cm	12.9cm	16.2cm	19.5cm	22.8cm	26.0cm

Centre-spread (across the gutter) 54 cm

TERMS AND CONDITIONS

AD REQUIREMENTS

Booking deadline

- General, Centre-spread, Full Wrap / Half Wrap (newsprint) 3 working days prior to publication date
- Loose Inserts 7 working days prior to publication date
- Stick-on 21 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date

Copy deadline

- General, Centre-spread, Loose Inserts, Full Wrap / Half Wrap, 2 working days prior to publication date
- Full Wrap (simili paper) 10 working days prior to publication date
- Stick-on 21 working days prior to publication date

Repeat Copy Instructions

Repeat copy instructions for both Display and Classified ads must be accompanied by a photocopy of the advertisement.

Cancellation Notice

- General, Centre-spread, Loose Inserts, Full Wrap / Half Wrap 14 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date
- Stick-on 21 working days prior to publication date

Cancellation Charges

- 100% of ad cost will be charged where cancellation notice is not given in accordance with the schedule above.
- The advertiser and/or its advertising agency will bear any production/creative services/charges rendered/incurred by theSun regardless of the cancellation of the ad.

Tearsheets

Requests for tearsheets must be forwarded to theSun within 7 days of publication.

Service Tax

All ads are subject to 6% service tax.

Payment Terms

- Approved advertisers and/or advertising agencies must make payment within 30 days from the invoice date, failing which late interest calculated at 1.0% per month will be imposed.
- CASH WITH ORDER is required for other advertisers.
- In the event that an advertiser and/or its advertising agency fails to make timely payment, theSun may immediately cancel all orders for advertising and the advertiser and/or its advertising agency shall indemnify theSun for all expenses incurred in connection with the collection of amounts payable, including any legal fees incurred.

Publishing Conditions

- All advertisements must comply with prevailing laws, regulations and guidelines governing such advertisements or the products or services being advertised.
- theSun reserves the right to restrict the sizes of advertisements.
- theSun assumes no liability for unsatisfactory ad reproduction results if the ad material is not prepared in accordance to theSun's requirements.
- theSun reserves the right to reject or cancel any order without explanation, notwithstanding the acceptance of payment and assumes no liability for the omission of any advertisement.
- theSun reserves the right to hold an advertiser and/or its advertising agency jointly and severally responsible for such monies that are due and payable to theSun. Advertiser and/or its advertising agency shall fully indemnify theSun from all claims, actions, demands, losses, damages, costs and expenses, of any nature whatsoever, including legal fees, which theSun may become liable by reason of its publication of the advertiser's advertising or provision of production services to the advertiser.
- Advertiser and/or its advertising agency shall fully indemnify theSun from all claims, actions, demands, losses, damages, costs and expenses, of any nature whatsoever, including legal fees, which theSun may become liable by reason of its publication of the advertiser's advertising or provision of production services to the advertiser.
- Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by theSun and such order, when accepted by theSun, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
- All contracts are conditional on strikes, fires, acts of God, or any cause not subject to the control of theSun, excluding advertiser's failure and/or inability to perform.

GENERAL TECHNICAL SPECIFICATIONS

Acceptable Ad Sizes

Columns per page	8
Full Page	37cm (H) x 8cols (W)
Centre-spread	37cm (H) x 16cols (W)
Half Page (horizontal)	18cm (H) x 8cols (W)
Half Page (vertical)	37cm (H) x 4cols (W)
Quarter Page	18cm (H) x 4cols (W)
Junior Page*	24cm (H) x 5cols (W)

*Maximum size: 28cm x 6 col

Ad Formats

theSun accepts ad materials in digital format.

Digital Format

- Digital ad formats should only be in Adobe Acrobat PDF or EPS formats with all fonts embedded. Colour contribution should be in CMYK.
- theSun accepts delivery of digital ad formats in CDs and via Asia On Time and EADS' networks.

Image Resolution

- Images should be prepared at a resolution of 300 dpi at full size.
- Line copy should be prepared in black.

Cropping & Bleeds

- All artwork must be cropped to size.
- Do not include bleeds as theSun is a NON-bleed publication.

Line Screen

- 85 lines per inch

BLACK & WHITE ADS

Proofing

- A proof of the ad material is required.
- Proofs should be printed on normal newsprint.

COLOUR ADS

Font Type/specs

White text reversed out of four-colour background should not be less than 14-point size. A boldface type font is recommended. Thin strokes in type and lettering will result in mis-registration of background colours.

Fine wordings or small text in black - use only single black printer. Avoid using rich black / 4-colour black which will result in mis-registration.

Proofing

- 2 pieces of final colour proofs are required.
- Proofs should be printed on normal newsprint.

SPECIAL REQUIREMENTS

Proofs

- Digital ad formats should only be in Adobe Acrobat PDF or EPS formats with all fonts embedded. Colour contribution should be in CMYK.
- theSun accepts delivery of digital ad formats in CDs and via Asia On Time and EADS' networks.
- 1 set of progressive proofs on simili paper is required.