

Full Color  
Display Ads  
(ROP)

Frequency	Full Page	Half Page (Vertical)	Half Page (Horizontal)	Junior Page
	(37cm x 6cols)	(37cm x 3cols)	(18cm x 6cols)	(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	x3

**Notes:**

- a) All advertising rates are subject to 6% SST
- b) Advertising rates are subject to changes

Premiums **Premium Bottom Panel Ads Fixed Publications**  
Bottom Panel Ads 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:**

- a) All advertising rates are subject to 6% SST
- b) Advertising rates are subject to changes