

2016 NSTP FRONT PAGE PANEL

NSTP 
Going further than print



Rates 2016



NEW STRAITS TIMES

Benefit Entitlement :

1. 13 insertions of Front Page Panel
2. MRec in NST Website for 6 Weeks
www.nst.com.my with 450,000 impressions

Total Package @ RM 195,000



Benefit Entitlement :

1. 13 insertions of Front Page Panel
2. MRec in BH Website for 6 Weeks
www.bharian.com.my with 1,920,000 impressions

Total Package @ RM 195,000



Benefit Entitlement :

1. 13 insertions of Front Page Panel
2. MRec in HM Website for 6 Weeks
www.hmetro.com.my with 3,000,000 impressions

Total Package @ RM 260,000

Sample of Print Front Panel



Ad Size : 6cm x 8col

NEW STRAITS TIMES

ANOTHER AIRCRAFT DOWNED MH17?

Malaysia's First Energy Efficient Vehicle

A new era begins with MALAYSIA'S FIRST ENERGY EFFICIENT VEHICLE

21.8km/l

MYVI

BH Berita Harian

IS HARAM, SENTUH ANJING LANGGAR SYARAK

JIMAT RM1,000 UNTUK MODEL TERLARIS.

Doopavali Delight

Kawasan Metro

APARTMEN AIR MATA

JIMAT RM1,000 UNTUK MODEL TERLARIS.

Doopavali Delight

JIMAT RM1,000 UNTUK MODEL TERLARIS.

Doopavali Delight

PELAKSANAAN CESTRANSI BAHARU

Maybank

Sample of MRec



MRec

<http://www.nst.com.my>



MRec

<http://www.bharian.com.my>



MRec

<http://www.hmetro.com.my>

T&C



*** TERMS AND CONDITIONS:**

- 1) The advertisements must be in full colour for the main section.
For other sections, the advertisement can be in full color, spot color or black and white.
- 2) Advertisers must buy a minimum of one slot i.e. 13 insertions.
- 3) There is no color rebate.
- 4) The bookings are strictly non - cancelable. Should cancellation occur, a 100% surcharge will be levied on the remaining insertions.
- 5) The above costing is subject to 6% Government Service Tax.
- 6) NSTP reserve the right to accept Wraparound Advertisement for all the three publications in the event there is Front Page advertisers on the same day. **No compensation will be given to the advertiser.**
- 7) Digital package validity is from Jan 1 to Dec 31, 2016. **To be utilised within 3 months upon confirmation.**
- 8) Recommended impressions are subject to inventory availability at the point of confirmed media booking.
- 9) Finalized creative to be submitted at least 4 working days prior to campaign launch
- 10) Creative to be provided by client.
- 11) In case of a cancellation, an email **MUST** be sent at least 5 working days **BEFORE LIVE** date. Failing to-do-so, a 50% penalty will be charged.

Ad Specifications

Medium Rectangle (MREC)

- 1x Standard Mid Rec (.swf) [300(w) x 250(h)]
- Clicktag must be inserted at the top most layer
- File Size: Less than 100KB
- 1x Fallback image (.jpeg) [300(w) x 250(h)]
- File Size: Less than 100KB

Flash & ClickTag Settings

Setting for flash: Adobe Flash Player 8.0 & Actionscript 2.0
ClickTag
on (release) {
 getURL (_level0.clickTAG, "_blank");
}

**** Clicktag is case sensitive please use this as it is.**