

2019 New Sabah Times Rate Card

Publication : New Sabah Times
 Frequency : Daily
 Language : English + (Bahasa Malaysia/ Kadazandusun)
 Format : Tabloid
 Size : 36cm (H) x 26.2cm (W)

Circulation : 8,173(ABC Report Dec 2017)
 Coverage : KK / Tawau / Sandakan / Lahad Datu
 Kudat / Keningau / Labuan

Advertisement Rate

Casual Rate – English Section : RM 8.00 per.cm.col
 Casual Rate – BM Section : RM 8.00 per.cm.col
 Announcement : RM 8.00 per.cm.col
 Classified : RM 7.50 per.cm.col

Color Loading*

* Minimum Size: Half Page or Junior Page & Above

Full Color : + 150%
 2 Spots Color : + 100%
 1 Spot Color : + 50%

Position Loading

	<u>Main Paper</u>	<u>Business</u>	<u>Plus</u>	<u>BM</u>
Front Page	+ 100%	+ 50%	+ 50%	+ 50%
Back Page	+ 50%	+ 25%	+ 25%	+ 25%
Front Half Right	+ 30%	+ 20%	+ 20%	+ 20%
Front Half	+ 25%	+ 20%	+ 20%	+ 20%
Centerspread	+ 30%	+ 30%	+ 30%	+ 30%
Others Specific Page	: + 20%			
Creative Buy	: + 30%			

Special Buy

- Ear Space (1 column) : RM 800 (Full Color)
 - Ear Space (2 columns) : RM 1,500 (Full Color)
 - Front Page Panel (7cm x 8col) : RM 2,240 (Full Color)
 - Wrap Around : RM 35,000
 - Loose Insertion : RM0.80 per copy



Ear Space 1 column	: 8cm x 7cm
Ear Space 2 column	: 8cm x 14cm

Front Page Panel	: 7cm x 8col
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Technical Data

- Paper Size : 36cm (H) x 26.2cm (W)
 - Column Per Page : 8 Columns

Column Per Width

- 1 Column : 3.1cm
 - 2 Columns : 6.4cm
 - 3 Columns : 9.7cm
 - 4 Columns : 13.0cm
 - 5 Columns : 16.3cm
 - 6 Columns : 19.6cm
 - 7 Columns : 22.9cm
 - 8 Columns : 26.2cm

Material Deadlines (AOT / Datamation)

Full Colour/Spot Colour : 3 working days before publication date
 Black & White : 3 working days before publication date