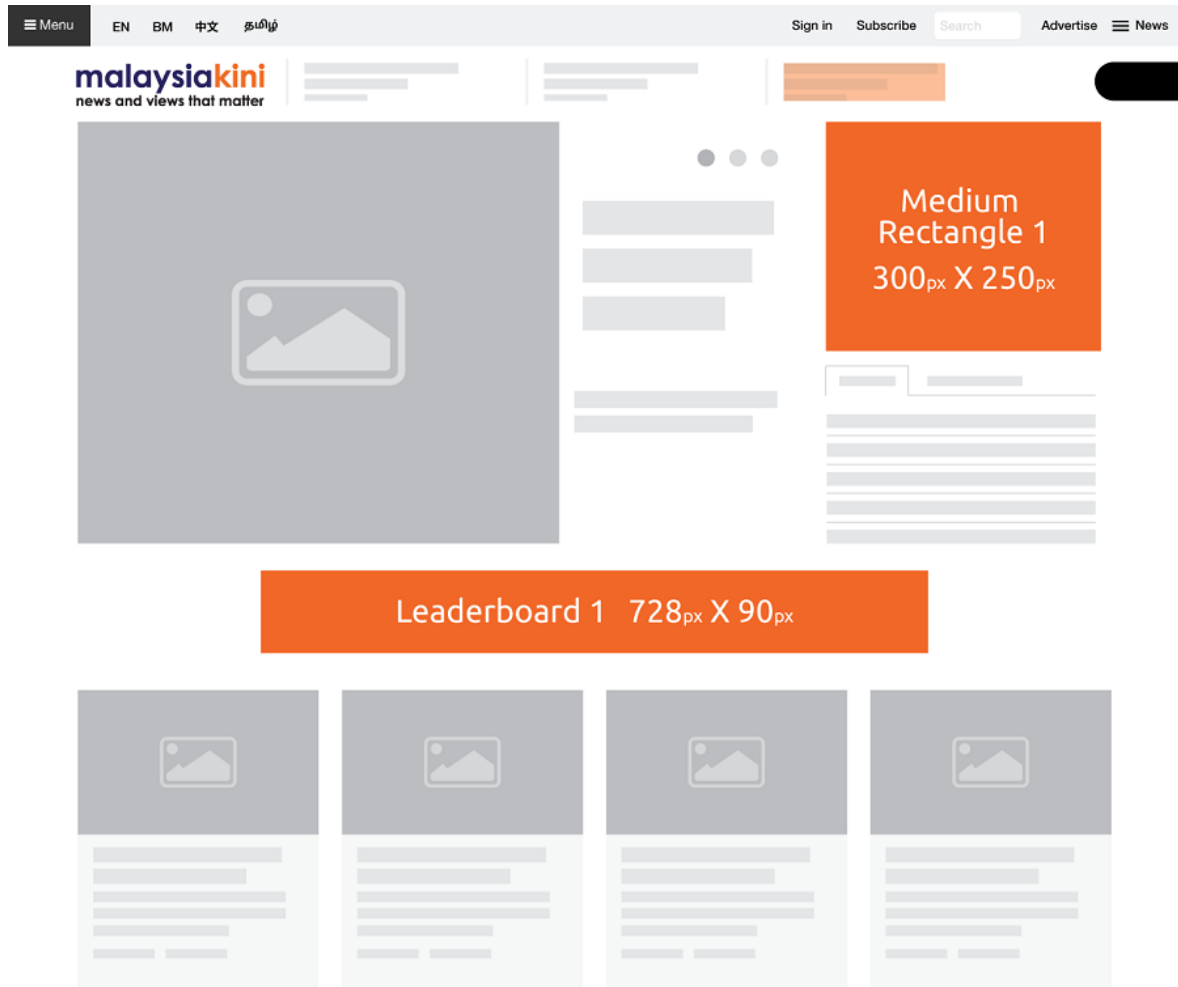


MALAYSIAKINI HOMEPAGE (DESKTOP)



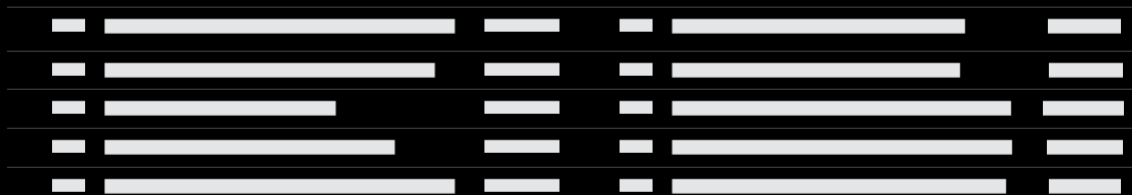




Leaderboard 2 728px X 90px



Leaderboard 3 728px X 90px

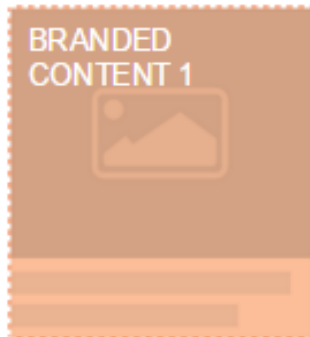


MALAYSIAKINI INSIDE PAGE (DESKTOP)



WIDE
SKYSCRAPPER
(STICKY)
160 x
600

IN-TEXT MEDIUM RECTANGLE
300 x 250

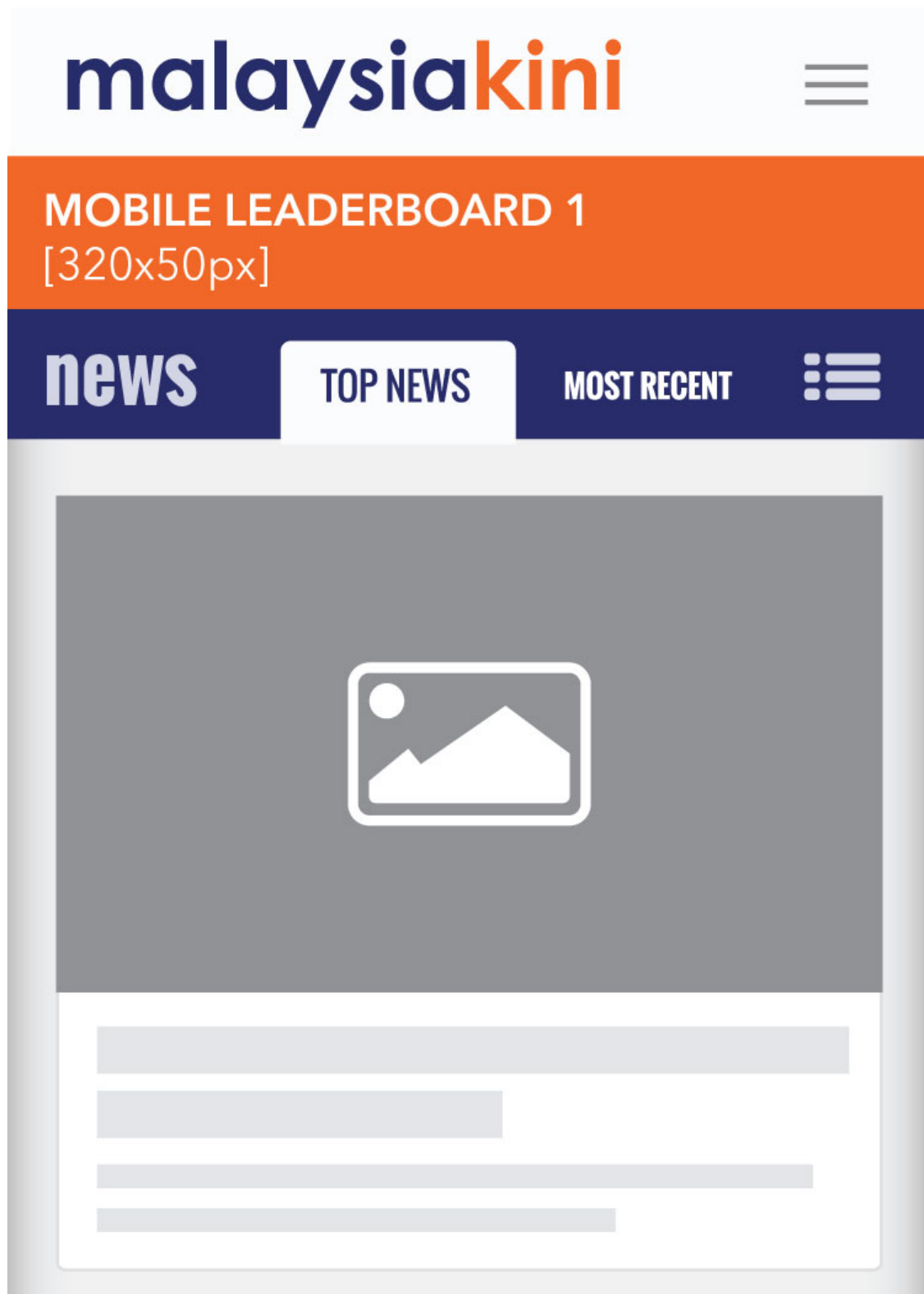


MALAYSIAKINI RATE CARD (DESKTOP)

Ad Unit	Banner Size	Max Rotation	Home Page			Inside Page		
Daily Rate (RM)			EN	BM	CN	EN	BM	CN
Leaderboard 1	728 x 90	25% SOV	3,000	2,000	2,000	2,000	1,500	1,500
Rich Media / Expandable Leaderboard 1	728 x 90 (Before Expand)	25% SOV	4,000	3,000	3,000	2,500	2,000	2,000
	728 x 315 (After Expand)							
Leaderboard 2	728 x 315 (Before Expand)	50% SOV	1,500	1,000	1,000	—	—	—
Rich Media / Expandable Leaderboard 2	728 x 90 (After Expand)	50% SOV	2,000	1,500	1,500	—	—	—
Medium Rectangle 1	300 x 250	50% SOV	2,000	1,500	1,500	1,500	1,000	1,000
Rich Media / Expandable Medium Rectangle 1	300 x 250 (Before Expand)	50% SOV	3,000	2,000	2,000	2,000	1,500	1,500
	500 x 300 (After Expand)							
Medium Rectangle 2 & 3	300 x 250	50% SOV	1,000	700	700	—	—	—
Rich Media / Expandable Medium Rectangle 2 & 3	300 x 250 (Before Expand)	50% SOV	1,500	1,000	1,000	—	—	—
	500 x 300 (After Expand)							
Wide Skyscraper	160 x 600	25% SOV	—	—	—	1,000	700	700
Half Page	300 x 600	50% SOV	—	—	—	2,000	1,500	1,500
Site Take Over	Customised	100% SOV	12,000	8,000	6,000	—	—	—
(Frequency Cap 1 view/UV/day)	(Whole screen)							

Top Billboard	1000 x 30	100% SOV	10,000	7,000	5,000	—	—	—
(auto expand only at first view)	1000 x 300							
Balloon Rectangle (Dynamic)	1000 x 90	100% SOV	6,000	4,500	3,500	—	—	—
Slider / Bottom Crawler (Dynamic)	1000 x 90	100% SOV	10,000	7,000	5,000	—	—	—
Weekly Rate (RM)		Home Page			Inside Page			
Advertorial 1&2	230 x 80	100% SOV	5,000	4,000	4,000	—	—	—
Branded Content 1	Customised	100% SOV	10,000	8,000	8,000	6,000	4,000	4,000
Branded Content 2&3	Customised	100% SOV	7,000	5,000	5,000	-	-	-

MALAYSIAKINI HOMEPAGE (MOBILE)





[Placeholder text block with four horizontal bars]



[Placeholder text block with four horizontal bars]

MEDIUM RECTANGLE 1
[300x250px]





[Placeholder text block with four lines of horizontal bars]



[Placeholder text block with four lines of horizontal bars]

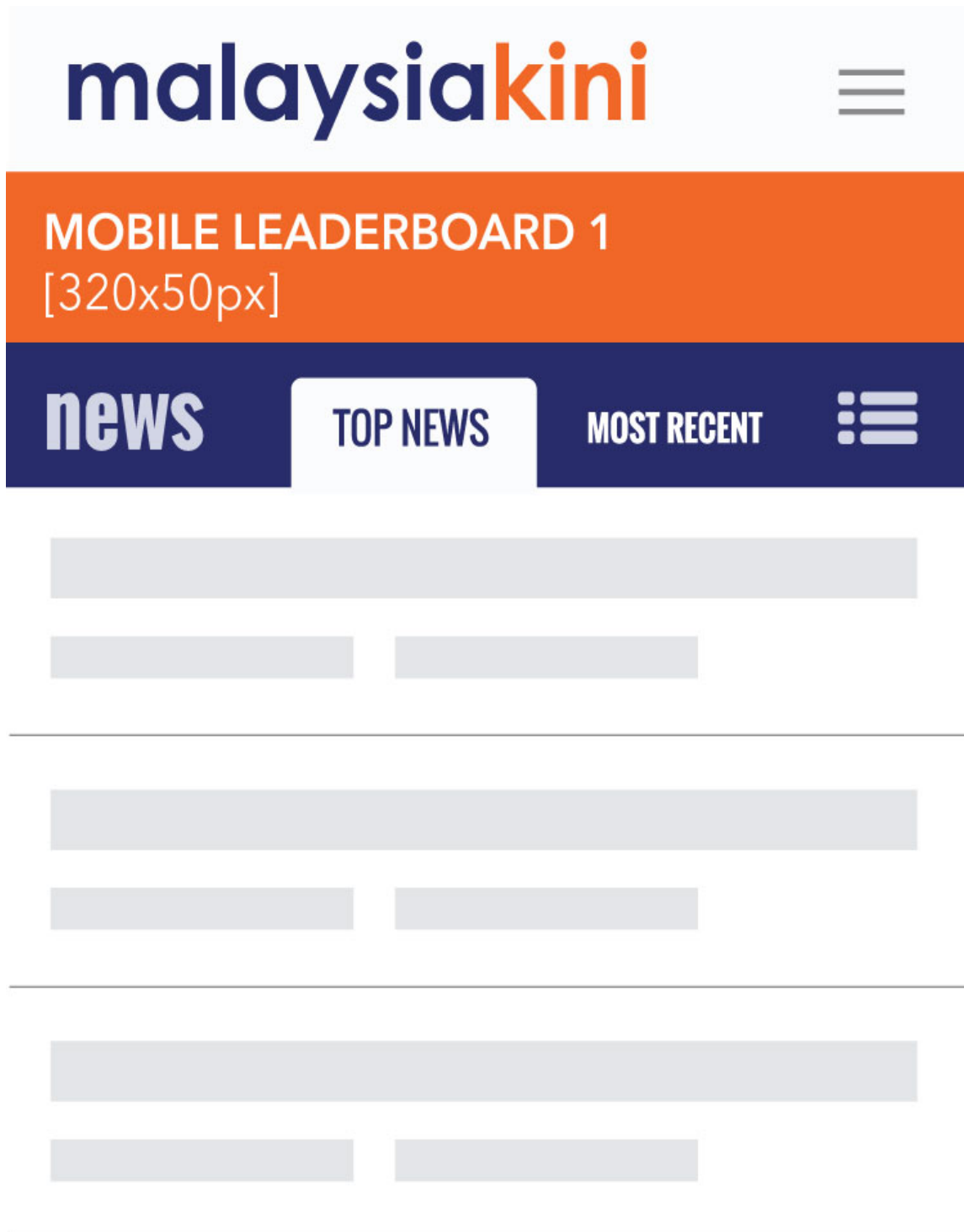
MEDIUM RECTANGLE 2
[300x250px]

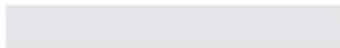
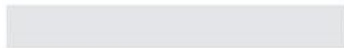
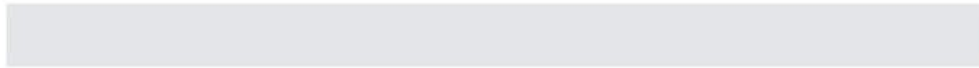
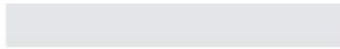
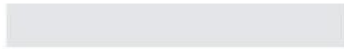
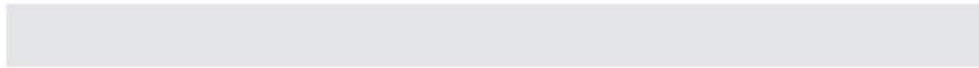




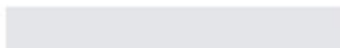
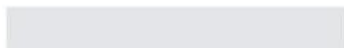
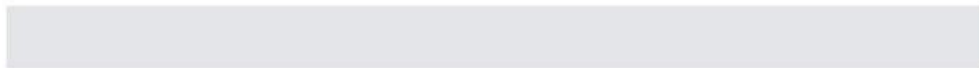
FOOTER AREA

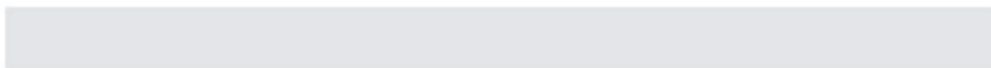
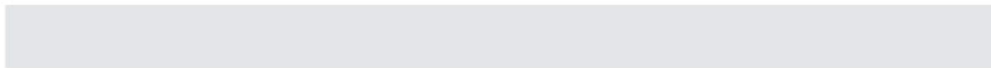
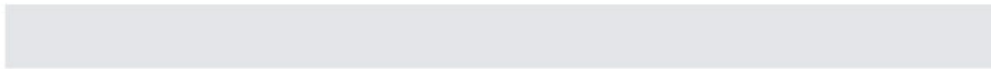
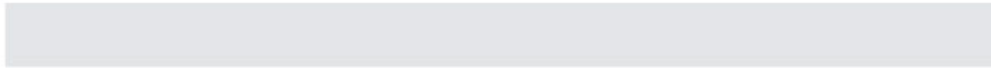
MALAYSIAKINI INSIDE PAGE (MOBILE)



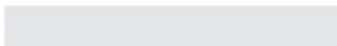
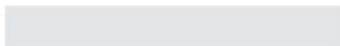
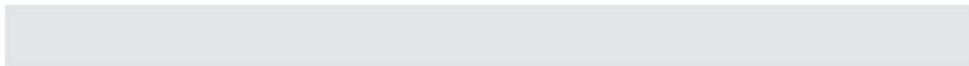
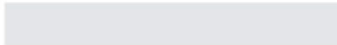
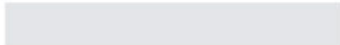
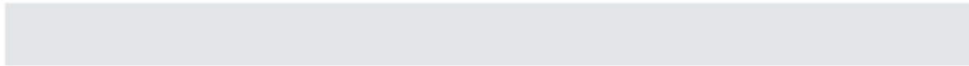


MEDIUM RECTANGLE 1
[300x100px]





MEDIUM RECTANGLE 1
[300x250px]



FOOTER AREA

MALAYSIAKINI RATE CARD (MOBILE)

Ad Unit	Banner Size	Max Rotation	Home Page			Inside Page		
Weekly Rate (RM)			EN	BM	CN	EN	BM	CN
First View Ad	320 x 416	100% SOV	15,000	12,000	12,000	—		
Engagement Ad	320 x 50 (Before Expand)	100% SOV	12,000	10,000	10,000	-	-	-
	320 x 416 (After Expand)							
Mobile Leaderboard 1	320 x 50	50% SOV	7,000	5,000	5,000	7,000	5,000	5,000
Mobile Medium Rectangle 1	300 x 250	50% SOV	8,000	6,000	6,000	—		
Mobile Medium Rectangle 2	330 x 250	50% SOV	8,000	6,000	6,000	—		
Branded Content 1,2 &3	Customized	100% SOV	10,000	8,000	8,000	-	-	-
Mobile Bottom Medium Rectangle	300 x 250	50% SOV	—			8,000	6,000	6,000