



ADVERTISEMENT RATES

DISPLAY & CLASSIFIED (BASIC RATE)

RM 6.80 pscm

FRONT PAGE

Maximum size	For 4 cols	23cm x 4col
	For 3 cols	23cm x 3col
Minimum size	For 4 cols	20cm x 4col
	For 3 cols	15cm x 3col

BACK PAGE

Maximum size	26cm x 5col
Minimum size	10cm x 2col

PAGE 2

Refer to front page size

EARSPEACE

(size 5cm x 2col)

Front	RM 60
Inside	RM 20

FRONT PAGE PANEL

Acceptable only in FC or Process Color
RM 13.60 pscm + Color Surcharge

RUN-ON

RM 0.60 per word
Min 20 words

BOX RENTAL

RM30.00 per ad

COLOR ADVERTISEMENTS

(Minimum size 26cm x 5col - 1/4 page)

Full colour	: plus 150% basic
1 spot colour	: plus 50% basic
2 spot colour	: plus 100% basic
Single spot colour:	plus 100% basic
(other than process colour – Magenta, Cyan, Process Yellow)	

MEASUREMENT OF COLUMNS

(WIDTH)

1 columns	:	3.0 cm
2 columns	:	6.2 cm
3 columns	:	9.4 cm
4 columns	:	12.6 cm
5 columns	:	15.8 cm
6 columns	:	19.0 cm
7 columns	:	22.2 cm
8 columns	:	25.4 cm
9 columns	:	28.6 cm
10 columns	:	32.0 cm

MECHANICAL DATA

Printing	:	high speed web offset
Paper	:	Newsprint

MATERIAL (EMULSION DOWN)

Required	:	Digital (AOT or EADS)
Full Page	:	51cm x 10col
Junior Page	:	37cm x 8col
Half Page	:	26cm x 10col
Quarter page	:	26cm x 5col

SPECIAL POSITION

(Min Size ¼ page – 26cm x 5col)

Front page	plus 100% loading
Back page	plus 50% loading
Front Half Right	plus 20% loading
Front Half Left	plus 15% loading
Specific page	plus 20% loading
Harian Express	plus 20% loading
Spread page	plus 20% loading on both pages

COPY DEADLINE

Black & White - 2 working days before insertion date
Full Colour - 3 working days before insertion date