

DISPLAY RATES *Display, Newspaper Advertisement Rates*

ROP Display	National (RM)	Kelantan (RM)	Terengganu (RM)	Pahang (RM)	Selangor (RM)	Melaka/ NS (RM)	Kedah/ Perlis/ P. Pinang (RM)	Perak (RM)	Johor (RM)
Casual Rate	32.00	16.00	13.00	13.00	16.00	13.00	13.00	13.00	13.00
6 insertions	31.00	14.00	11.00	11.00	14.00	11.00	11.00	11.00	11.00
13 insertions	30.00	12.00	10.00	10.00	12.00	10.00	10.00	10.00	10.00
26 insertions	29.00	11.00	9.00	9.00	11.00	9.00	9.00	9.00	9.00
52 insertions	28.00	10.00	8.00	8.00	10.00	8.00	8.00	8.00	8.00
Joint	-	10.00	9.00	9.00	10.00	10.00	9.00	9.00	9.00

*Special Monday, Tuesday, Wednesday Rates**

ROP Display	National (RM)	Kelantan (RM)	Terengganu (RM)	Pahang (RM)	Selangor (RM)	Melaka/ NS (RM)	Kedah/Perlis/ P.Pinang (RM)	Perak (RM)	Johor (RM)
Casual Rate	28.00	14.00	11.00	11.00	14.00	11.00	11.00	11.00	11.00
6 insertions	26.00	12.00	10.00	10.00	12.00	10.00	10.00	10.00	10.00
13 insertions	24.00	11.00	9.00	9.00	11.00	9.00	9.00	9.00	9.00
26 insertions	22.00	10.00	8.00	8.00	10.00	8.00	8.00	8.00	8.00
52 insertion	20.00	9.00	7.00	7.00	9.00	7.00	7.00	7.00	7.00
Joint	-	9.00	8.00	8.00	9.00	8.00	8.00	8.00	8.00

Position Loading

Front Page	100%
Page 3	50%
Front Half Positions	50%
Double Page Spread	50%
DPS (Across the Gutter)	100%
Consecutive Pages	50%
Facing Pages	50%
Other Creative Sizes	(upon negotiation)

Colour Surcharge/National

1 Spot Process	RM2,000.00
2 Spot Process	RM3,000.00
Full Color (National)	RM6,000.00

Colour Surcharge/State

1 Spot Process	RM1,000.00
2 Spot Process	RM1,800.00
Full Color (State)	RM2,500.00

- Rates are based on per single column centimeter.
- Rates are not inclusive of 6% GST.

CLASSIFIEDS

Classified	Recruitment	Notices	CD	SD
	RM	RM	RM	RM
Casual Rate (psccm)	32.00	32.00	28.00	24.00
3 insertions	30.00	30.00	26.00	22.00
6 insertions	29.00	29.00	24.00	20.00
13 insertions	28.00	28.00	22.00	18.00
26 insertions	27.00	27.00	20.00	16.00
52 insertions	24.00	24.00	18.00	14.00

CLASSIFIED LINERS – Run Ons

First 20 words **RM18.00**
Additional words **RM1.00 (per word)**
Logo/Picture..... **RM20.00**

Out of Classified
Section:



Colour Surcharge / National

1 Spot Process	RM2,000.00
2 Spot Process	RM3,000.00
Full Color	RM6,000.00

Colour Surcharge / State

1 Spot Process	RM1,000.00 per edition
2 Spot Process	RM1,800.00 per edition
Full Color	RM2,500.00 per edition

Deadlines & Specifications

- Please supply advertisements in PDF format made up to required sizes as outlined in the production specifications.
- Registration marks and transparencies are not allowed
- PDFs should be compliant with PDF/x-1a:2001/PDF 1.3
- Files containing SPOT, LAB, RGB ICC Profiles will not be accepted. Please supply CMYK profiles only (ISOnewspaper26v4.icc)
- Images must not be less than 200 dpi
- Fonts must be embedded & only Base 14, True Type fonts are accepted.
- Maximum Process in Colour Weight must not exceed 240%
- If text in black colour, only single black (K/100) is allowed.
All/Rich black (C/100, M/100, Y/100, K/100) is not permitted.

Booking Deadline

- 1 week before publication date

Material Deadline

- 3 days before publication date

Material Requirements

Display and Classified

Advertising Agencies

- Digital delivery of advertising via Asia On Time (AOT)
- 1 set of colour proof

Direct Advertisers

- Portable Document Format (PDF)
- 1 set of colour proof