

# 2020 ADVERTISING RATES

EFFECTIVE JAN 1, 2020

## FULL COLOUR DISPLAY

FREQUENCY	FULL PAGE 37cm x 8cols	HALF PAGE 18cm x 8cols	JUNIOR PAGE 26cm x 5cols
1x	RM11,400	RM7,600	RM7,250
3x	RM10,808	RM7,312	RM6,990
6x	RM10,216	RM7,024	RM6,730
12x	RM9,920	RM6,880	RM6,600
24x	RM9,624	RM6,736	RM6,470
36x	RM9,032	RM6,448	RM6,210
52x	RM8,440	RM6,160	RM5,950

## BLACK & WHITE DISPLAY

FREQUENCY	FULL PAGE 37cm x 8cols	HALF PAGE 18cm x 8cols	JUNIOR PAGE 26cm x 5cols
1x	RM7,400	RM3,600	RM3,250
3x	RM6,808	RM3,312	RM2,990
6x	RM6,216	RM3,024	RM2,730
12x	RM5,920	RM2,880	RM2,600
24x	RM5,624	RM2,736	RM2,470
36x	RM5,032	RM2,448	RM2,210
52x	RM4,440	RM2,160	RM1,950

## SPECIAL-SIZE ADVERTISEMENTS

### ROP BOTTOM PANEL

Full colour (10cm x 8 cols)	RM4,000
1 spot (10cm x 8cols)	RM3,500
Black & White (10cm x 8cols)	RM2,800

### FRONT PAGE BOTTOM PANEL

Full colour only (7cm x 8 cols)	RM10,000
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## COLOUR SURCHARGE (PER PAGE)

Full colour	RM4,000
1st spot colour process* (process/standard/matched)*	RM3,500

## BLACK & WHITE

FREQUENCY	TEFD RATE/COL CM	TEFD JOINT RATE RATE/COL CM
1x	RM25	RM23
3x	RM23	RM21
6x	RM21	RM20
12x	RM20	RM19
24x	RM19	RM17
36x	RM17	RM15
52x	RM15	RM13

## PREMIUMS

Back page* (FPFC only)	+50%
1 <sup>st</sup> to 4 <sup>th</sup> colour positions	+50%
Specified front half right	+40%
Specified front half left	+30%
Solus (sole ad on the page)	+50%
Centrespread	+50%

\*Full/half jacket wraps will be accepted

In the event of a double page spread, all other ads will be moved back accordingly.

**URL Link** RM1,000

# THE EDGE FD FINANCIAL DAILY MAKE BETTER DECISIONS

THE EDGE COMMUNICATIONS SDN BHD (266980-X)

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website: www.theedgemarkets.com, www.optionstheedge.com

## TECHNICAL SPECIFICATIONS

### FULL-PAGE DIMENSIONS

Type area 370mm(H) x 262mm(W)

Bleed advertising materials are NOT ACCEPTED

### DISPLAY AD (ROP)

Columns per page	8
Full-page type area	370mm(H) x 262mm(W)
Column width	30mm(type area)
Column depth	370mm

### COLUMN-WIDTH SPECIFICATIONS (TYPE AREA)

1 column	30mm
2 columns	63mm
3 columns	96mm
4 columns	129mm
5 columns	162mm
6 columns	195mm
8 columns	262mm
16 columns (Centrespread)	536mm

### MATERIAL REQUIREMENTS

Digital Format: Acrobat pdf format with embedded fonts, colour contribution in CMYK and image resolution at 300dpi.

Please provide a colour proof for colour reference.

\*We accept digital ad via AsiaOnTime (AOT) network & Electronics Ads Delivery System (EADS)

### COLOUR REQUIREMENTS

- Spot colour advertisements will be printed as CMYK matched colours
- There should be no underlying colour for any solid black background.
- White text reversed on a four-colour background should not be less than 12 points. A boldface sans-serif type is recommended. Thin strokes in type can result in mis-registration of background colours.
- All body text should not be less than 7 points. Lines must not be less than 0.5 point.

### PAPER TYPE

45gsm newsprint

### DEADLINES

Booking date	3 days* before publication date
Copy/material date	2 days* before publication date
Cancellation date	14 days* before publication date OR full cancellation surcharge will be imposed
Publication date	Monday-Friday

\* Refers to working days

**FOR ENQUIRIES PLEASE CONTACT**  
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