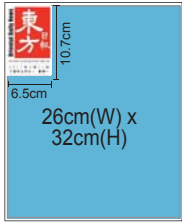


商业广告版位价目 Display Advertisement Rates

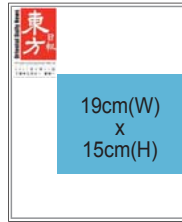
指明版位 Specified Position



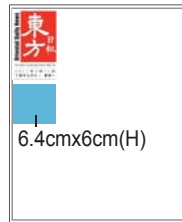
外套广告封面
Jacket Buy
Front Cover



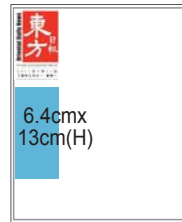
封面底横条
Front Cover
Bottom Panel



封面孤岛广告
Front Cover
Island Buy



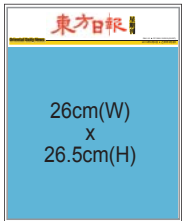
封面报耳
Front Cover
Ear Space



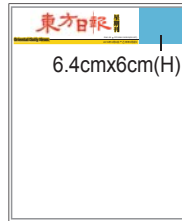
封面竖广告
Front Cover
Bunting Ad



封面上横条
Front Cover
Top Panel



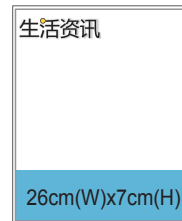
外套广告封面
(星期日)
Jacket Buy
Front Cover
(Sunday Edition)



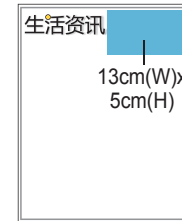
封面报耳
(星期日)
Front Cover
Ear Space
(Sunday Edition)



生活资讯
封面广告
Life Info
Front Cover



生活资讯
封面底横条
Life Info
Front Cover
Bottom Panel



生活资讯报耳
Life Info
Ear Space

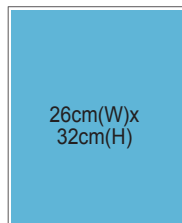


上横条
Top Panel

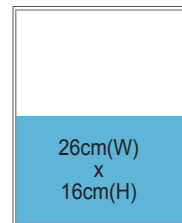


上横条
Top Panel

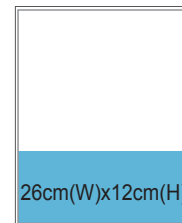
内页广告 Run-of-Page (ROP)



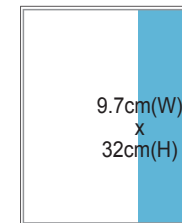
全版
Full Page



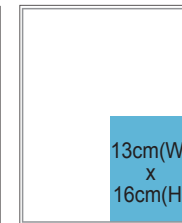
半版
Half Page



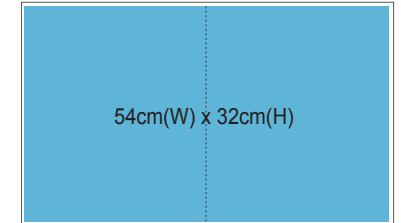
横 1/3版
Horizontal 1/3 Page



直 1/3版
Vertical 1/3 Page



1/4版
1/4 Page

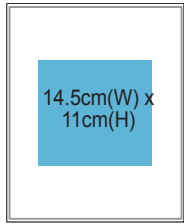


双连版
Full Page Centre Spread

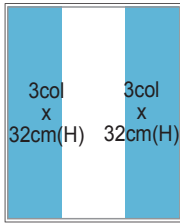
栏目规格 Column Size

栏 Column	1	2	3	4	5	6	7	8	17
宽 Width (cm)	3.1	6.4	9.7	13	16.4	19.7	23	26	54

创意广告格式 Creative Buy Formats (内页广告 Run-of-Page)



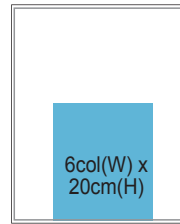
Island (Full colour)
RM5000



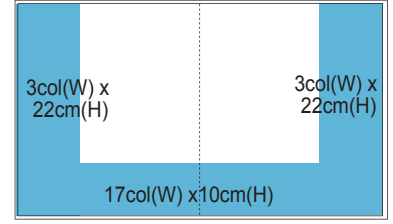
Towers (Full colour)
RM16000



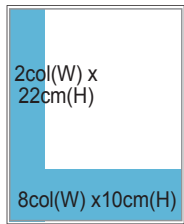
Top and Bottom/
Top and Tail (Full colour)
RM12000



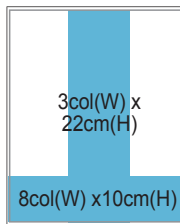
Fireplace (Full colour)
RM11000



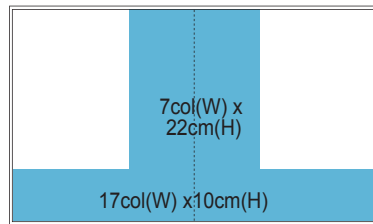
Racetrack (Across The Cutter / Full colour)
RM29000



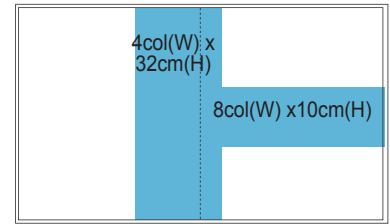
L-Shaped (Full colour)
RM12000



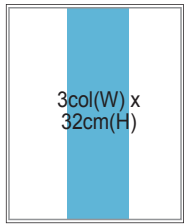
Upside Down T (Full colour)
RM14000



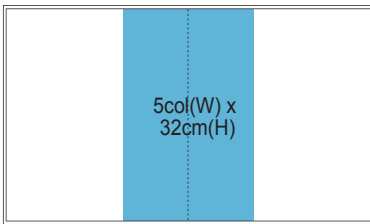
Upside Down T-Spread
(Across The Cutter / Full colour)
RM31000



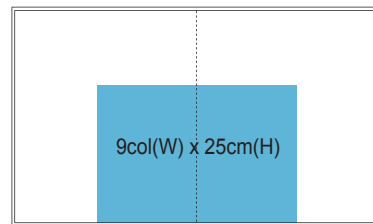
Sideways T-Spread
(Across The Cutter / Full colour)
RM20000



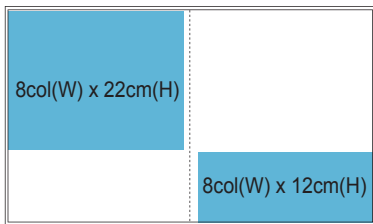
Centre Pillar (Full colour)
RM9300



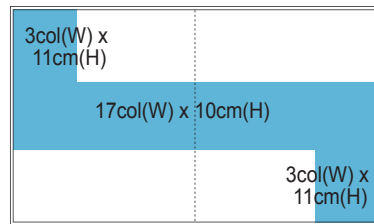
Centre Pillar (Across The Cutter / Full colour)
RM13000



Tunnel (Across The Cutter / Full colour)
RM20000



The Sixty-Forty (Full colour)
RM21000



Z-shape (Across The Cutter / Full colour)
RM23000

Text Wrap



Text Wrap
Front Cover
RM20000



Text Wrap (ROP)
RM13000



Text Wrap (ROP)
RM13000

Translucent Wrap



Advertiser Semi-Transparent
Front Cover (Page 1)



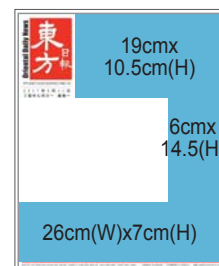
Advertiser Inside
Front Cover (Page 2)



True
Front Cover (Page 3)

RM40000

Wraparound



Front Cover (Page 1)
RM16000



Front Cover (Page 3)

广告版位价目 Advertisement Rates 生效日期: 2019年1月1日 Effective: 1st January 2019

广告类别 Type of Ad 版位 Edition (每栏公分/col cm)	全国版 National (RM)	前线版 Frontline (RM)	单色商业广告 (每栏公分) Spot Colour Display (col cm)	(RM)
黑白商业广告 Black & White Display Ad	38	27	单套色 1 Spot Process	+2500
彩色商业广告 Colour Display Ad	57	42	特别套色 1 Pantone	+3200
			二套色 2 Spot Process	+3800

指明版位 Specified Position

广告类别 Type of Ad	广告尺寸 (阔X高) Size (WXH)	四色 (RM) Full Color
封面上横条 Front Cover Top Panel (Monday - Saturday)	19cmx10.5cm(H)	7000
封面底横条 Front Cover Bottom Panel	8col (26cm) x 7cm	5500
封面报耳 Front Cover Ear Space	2col (6.4cm) x 6cm	1500
封面竖广告 Front Cover Bunting	2col (6.4cm) x 13cm	2500
封面孤岛广告 Front Cover Island Buy	19cm x 15cm	11000
封面广告 Front Cover	8col (26cm) x 32cm	20000
第2页底横条 Page 2 Bottom Panel	8col (26cm) x 7cm	3300
第3页底横条 Page 3 Bottom Panel	8col (26cm) x 7cm	4200
其他页底横条 Others Bottom Panel	8col (26cm) x 7cm	2900
东方财经封面底横条 Business Front Cover Bottom Panel	8col (26cm) x 7cm	3590
生活资讯/娱乐封面底横条 Life Info/Ent.Front Cover Bottom Panel	8col (26cm) x 7cm	3200
生活资讯封面广告 Life Info Front Cover	8col (26cm) x 25cm	10000
生活资讯封面报耳 Life Info Ear Space	4col (13cm) x 5cm	2000
国际/体育上横条 World News / Spots Top Panel	18cm x 7cm	2500
前线上横条 Regional News Top Panel	18cm x 7cm	2300
前线封面横条 Regional News Bottom Panel	8col (26cm) x 7cm	2800
外套 Full Jacket / Cover Wraps (4 pages) (封面及封面内页 + 封底及封底内页 / Front and Inner Page + Back and Inner Page)	8col (26cm) x 32cm (4 pages) /	
全国版 National Edition (4 pages) : Newsprint	17col (54cm) x 32cm	55000
: Woodfree	17col (54cm) x 32cm	71500
Sectionalize Jacket (4 pages) : Newsprint	17col (54cm) x 32cm	33000
(财经Business/生活资讯 Life Info) : Woodfree	17col (54cm) x 32cm	46000
外套 Half Jacket: 全国版 National Edition (2 pages) 封面及封面内页 / Front and Inner Page	8col (26cm) x 32cm (2 pages)	35000

内页广告 Run-of-Page (ROP)

广告类别 Type of Ad	广告尺寸 (阔X高) Size (WXH)	黑白 (RM) Black & White	四色 (RM) Full Color	广告类别 Type of Ad	附加费 Loading
标准面积 Standard Size				封面 Front Cover	100%
全版 Full Page	8col (26cm) x 32cm	8800	13420	第二版 Page 2	30%
半版 Half Page	8col (26cm) x 16cm	4620	6820	第三版 Page 3	70%
横1/3版 Horizontal 1/3 Page	8col (26cm) x 12cm	3190	4620	前右页 Front Half Right	35%
直1/3版 Vertical 1/3 Page	3col (9.7cm) x 32cm	3190	4620	前左页 Front Half Left	20%
1/4版 1/4 Page	4col (13cm) x 16cm	2420	3520	封底 Back Page	50%
				双连版 Centre Spread	35%
				万字版 4D Result (2col X 10cm)	25%

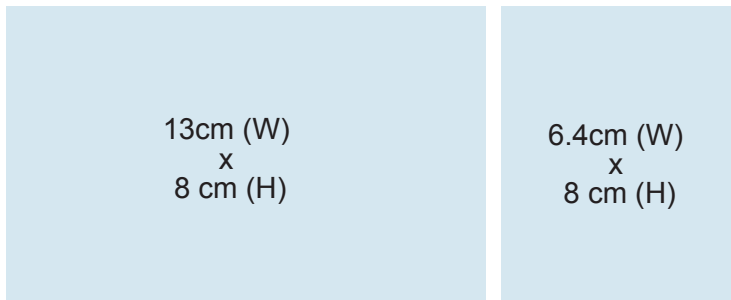
贺词/鸣谢/挽词/讣告/敬告知交/泣谢/追思
Greetings / Thank You Notice / Condolences/ Death Notices / Obituary / Appreciation/Memorial

广告类别 Type of Ad 版位 Edition (每栏公分/col cm)	全国版 National (RM)		前线版 Frontline (RM)	
	黑白B & W	四色 Full Color	黑白B & W	四色 Full Color
全版 (Full Page) 8col x 32cm	4300	5600	3100	4100
半版 (Half Page) 8col x 16cm	2500	3100	1800	2200
1/4版 (Quarter Page) 4col x 16cm	1400	1800	1100	1300

生效日期: 2019年1月1日 Effective: 1st January 2019

东方财经 Business / 生活资讯 Life Info / 娱乐版 Entertainment / 国际版/ 体育World News	
封面 Front Page	100%
封底 Back Page	50%
创意尺寸 Odd Size	70%
其他指定版位 Others	35%

彩色分类版位价目 Colour Classified Advertisement Rates

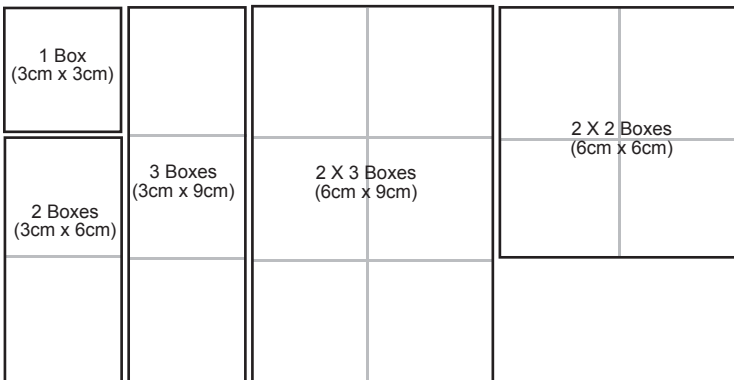


分类广告尺寸(阔X高) Size (WXH)	(RM)
4col (13cm) x 8cm	320
2col (6.4cm) x 8cm	175

东方彩色资讯优惠配套 Promotion Package

- * 12期送5期 (需3个月内刊完)
- * 30期送15期 (需6个月内刊完)
- * 50期送50期 (需1年内刊完)
- 1) 广告必须在指定刊期内履行, 否则将自动取消
- 2) 自动排版, 无指定
- 3) 请注明彩色资讯
- 4) 只限2种面积: A) 2col X 8cm B) 4col X 8cm
- 5) 所有价格徵收6%服务税
- * 12 insertions Free 5 insertions (Utilize within 3 months)
- * 30 insertions Free 15 insertions (Utilize within 6 months)
- * 50 insertions Free 50 insertions (Utilize within 1 year)
- 1) The promotion rates are subject to change
- 2) Specified position is not allowed
- 3) Please specify Colour Classified Advertisement
- 4) Only 2 sizes : A) 2col X 8cm B) 4col X 8cm
- 5) All prices are subject to 6% Service Tax

黑白分类版位价目 Black & White Classified Advertisement Rates



面积 Size	(RM)
1 格/Box	30
2 格/Boxes	60
3 格/Boxes	90
2 x 2 格/Boxes	120
2 x 3 格/Boxes	180
2 x 4 格/Boxes	240
2 x 5 格/Boxes	300
2 x 6 格/Boxes	360
3 x 3 格/Boxes	270
3 x 5 格/Boxes	450
3 x 6 格/Boxes	540
4 x 5 格/Boxes	600

黑白优惠配套 Promotion Package

分类 Job	优惠配套
职场Job	3期送7期 3 insertions Free 7 insertions
	6期送15期 (1个月内需刊完) 6 insertions Free 15 insertions (Utilize within 1 month)
产业/汽车 Property/Car	3期送7期 3 insertions Free 7 insertions
	6期送15期 (1个月内需刊完) 6 insertions Free 15 insertions (Utilize within 1 month)
业务 Business	10期送25期 (2个月内需刊完) 10 insertions Free 25 insertions (Utilize within 2 months)
	30期送70期 (半年内需刊完) 30 insertions Free 70 insertions (Utilize within half year)
	50期送150期 (1年内需刊完) 50 insertions Free 150 insertions (Utilize within 1 year)

备注:

- 每格面积为3CM X 3CM
- 高度6CM或以上的格式可往横发展
- 反白广告加50%loading
- 贷款反白广告加100%loading
- 倒置广告加100%loading (只限3格、4格以上只能普通倒横)
- 所有价格徵收6%服务税
- 最大面积为20格

- 版位由电脑自动排版, 不接受指定版位
- 广告必须在指定刊期内履行, 否则自动取消。
- 东方日报保留随时调整价格及优惠期限的权利
- 截稿时间 (星期一至五, 4pm前) (星期六, 12pm前)

Remarks :

- 1 Box=3CM X 3CM (height)
- Reverse white (add 50% loading)
- All prices are subject to 6% Service Tax
- Maximum 20 Boxes
- Specified position is not allowed
- The promotion rates are subject to change
- Booking deadline (Mon-Fri, before 4pm) (Sat, before 12pm)