



OCDN ADVERTISEMENT RATES

FRONT PAGE

RM 9.00 pscm

BACK PAGE

No Ads

DISPLAY (BASIC RATE)

RM 4.50 pscm

COLOR ADVERTISEMENTS

(Minimum ¼ page – 26cm x 5col)

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

SPECIAL POSITION

(Min Size ¼ page – 26cm x 5col)

- Front Half Right : plus 20% loading
- Front Half Left : plus 15% loading
- Specific page : plus 20% loading
- Spread page : plus 20% loading on
both pages

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

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

MECHANICAL DATA

- Printing : High speed web offset
- Paper : Newsprint

COPY DEADLINE FOR OCDN & DAILY EXPRESS

- Black & White - 2 working days before publication date
- Full Color - 3 working days before publication date

TERMS OF PAYMENT FOR DIRECT CLIENT

To be made when signing the contract
(i.e. Before the ad appeared)

ADVERTISING AGENCY

With Credit Facilities

45 days

Without Credit Facilities

Before Publication Date