

2019 Merdeka Daily News Rate Card

Frequency : Daily
 Language : Chinese
 Format : Broadsheet
 Size : 54cm (H) x 33.7cm (W)
 Circulation : 4,296 copies (ABC Report Dec 2017)
 Coverage : Sabah – Sandakan only

Advertisement Rate

- Casual Rate : **RM 4.50 per.cm.col**
- 13 insertions : RM 4.20 per.cm.col
- 26 insertions : RM 3.90 per.cm.col
- 39 insertions : RM 3.60 per.cm.col
- 52 insertions : RM 3.30 per.cm.col

Announcement/ Classified : **RM 4.50 per.cm.col**

Color Loading

Full Color : + 150%
 2 Spots Color : + 100%
 1 Spot Color : + 50%

Position Loading

Main Paper

Front Page + 100%
 Back Page + 50%
 Front Half Right + 30%
 Front Half + 25%
 Centerspread + 30%
 Others Specific Page + 20%

DISPLAY ADVERTISEMENT		BLACK & WHITE	FULL COLOR
DESCRIPTION	AD SIZE	COST	COST
Full Page	54cm x 10cols	RM2,430.00	RM6,075.00
Junior Page	37cm x 7cols	RM1,165.50	RM2,913.75
Half Page	27cm x 10cols	RM1,215.00	RM3,037.50
Quarter Page	27cm x 5cols	RM607.50	RM1,518.75
Front Page Panel	10cm x 10cols		RM2,250.00
Back Page Panel	10cm x 10cols		RM1,687.50
Inner Page Panel	10cm x 10cols	RM450.00	RM1,125.00
Centerspread	54cm x 20cols	RM6,318.00	RM15,795.00

Column Per Width

- 1 Column : 3.1cm - 6 Columns : 20.1cm
 - 2 Columns : 6.5cm - 7 Columns : 23.5cm
 - 3 Columns : 9.9cm - 8 Columns : 26.9cm
 - 4 Columns : 13.3cm - 9 Columns : 30.3cm
 - 5 Columns : 16.7cm - 10 Columns : 33.7cm

Booking / Material Deadlines (AOT / Datamation)

- 3 working days before publication date

Cancellation Deadlines

Front Page – 15 working days
 Others - 3 working days

Cancellation charges equivalent to 25% of the based advertising rate will be imposed on any cancellations made subsequently to the deadline.