

2020

ADVERTISING RATES

EFFECTIVE JAN 1, 2020

FULL COLOUR DISPLAY

FREQUENCY	FULL PAGE 37cm x 7cols	HALF PAGE 18cm x 7cols	JUNIOR PAGE 28cm x 5cols
1x	RM17,986	RM10,804	RM11,560
3x	RM17,468	RM10,552	RM11,280
6x	RM16,950	RM10,300	RM11,000
12x	RM16,432	RM10,048	RM10,720
24x	RM15,914	RM9,796	RM10,440
36x	RM14,878	RM9,292	RM9,880
52x	RM13,324	RM8,536	RM9,040

BLACK & WHITE DISPLAY

FREQUENCY	FULL PAGE 37cm x 7cols	HALF PAGE 18cm x 7cols	JUNIOR PAGE 28cm x 5cols
1x	RM13,986	RM6,804	RM7,560
3x	RM13,468	RM6,552	RM7,280
6x	RM12,950	RM6,300	RM7,000
12x	RM12,432	RM6,048	RM6,720
24x	RM11,914	RM5,796	RM6,440
36x	RM10,878	RM5,292	RM5,880
52x	RM9,324	RM4,536	RM5,040

RATE PER COLUMN CM

FREQUENCY	BLACK & WHITE
1x	RM54
3x	RM52
6x	RM50
12x	RM48
24x	RM46
36x	RM42
52x	RM36

COLOUR SURCHARGE

(PER PAGE)	
Full colour	RM4,000
First spot colour	RM3,500

*For the details of colour specification, please refer to Colour Requirements

SPECIAL-SIZE ADVERTISEMENTS

Front Page Panel (Full colour) only (7cm x 7cols)	RM17,500
Panel 7cm x 7cols (Full colour) on Contents Page	RM10,000

PANEL ADVERTISEMENT

Full colour (10cm x 7cols)	RM7,000
1 spot (10cm x 7cols)	RM6,500
Black & White (10cm up to 14cm x 7cols)*	RM6,000

*For ad sizes 15cm to 18cm (H), half page rates will apply.

PREMIUMS

1 st colour position	+50%
Outside back cover	+50%
Inside front cover DPS (Any Section)	+50%
Front half right hand page	+45%
Front half left hand page	+35%
Specified page/position	+48%
Solus position	Full page rate
Centrespread	+50%
Creative Buy	+50%
Facing pages/DPS (ROP)	+40%
Facing pages/DPS (specified)	+50%

*Note: All rates quoted are subject to 6% ST(Service Tax)

THE EDGE

MALAYSIA

BUSINESS & INVESTMENT WEEKLY

THE EDGE COMMUNICATIONS SDN BHD (266980-X)

Level 3, Menara KLK

No.1 Jalan PJU 7/6, Mutiara Damansara,

47810 Petaling Jaya, Selangor, Malaysia

Tel (603) 7721 8000 • Fax (603) 7721 8288

Email: advertising@bizedge.com

Other Publications: The Edge Financial Daily, haven
 website: www.theedgemarkets.com, www.optionstheedge.com

TECHNICAL SPECIFICATIONS

FULL-PAGE DIMENSIONS

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

*Bleed advertising materials are NOT ACCEPTED

DISPLAY AD (ROP)

Columns per page	7
Full-page type area	370mm(H) x 262mm(W)
Column width	38mm(rule to rule), 34mm(type area)
Column depth	370mm

COLUMN-WIDTH SPECIFICATIONS

(TYPE AREA)

1 column	34mm
2 columns	72mm
3 columns	110mm
4 columns	148mm
5 columns	186mm
7 columns	262mm
14 columns	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 & Electronic 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.
- Colour profile: FOGRA 39

METHOD OF PRINTING

Offset using four process colours

PAPER TYPE

69.9gsm LWC paper (Light Weight Coated)

DEADLINES

Booking date	2 weeks before publication date
Copy/material date	By 3pm every Tuesday before publication date
Cancellation date	2 weeks before publication date OR full cancellation surcharge will be imposed
Publication date	Every Monday