



## NANYANG RATE CARD 2017

AD CATEGORY	AD FORMAT	RATES (RM)	DURATION	EST IMPRESSIONS	BANNER SIZE	SOV	PLACEMENT	SECTION
<b>STANDARD ADS</b>	Premium Leaderboard	8,000	Weekly	200,000	728x90 & 300x250	33%	Desktop + Mobile	HP + ROS
	Mid Leaderboard	6,000	Weekly	200,000	728x90	33%	Desktop	HP + ROS
	Bottom Leaderboard	4,500	Weekly	150,000	728x90	33%	Desktop	HP + ROS
	Mid Rectangle 1	7,000	Weekly	200,000	300x250	33%	Desktop + Mobile	HP + ROS
	Mid Rectangle 2 & 3	4,500	Weekly	150,000	300x250	33%	Desktop + Mobile	HP + ROS
	Half Page	7,000	Weekly	200,000	300x600	33%	Desktop	HP + ROS
	Wide Skyscraper	8,000	Weekly	200,000	160x600	33%	Desktop	HP + ROS
<b>CREATIVE ADS</b> * Frequency Cap 3x/user/day	Site Take Over / Eyeblander *	5,000	Daily	50,000	Custom	100%	Desktop	HP + ROS
	Billboard *	5,000	Daily	50,000	970x250	100%	Desktop	Homepage
	Skinner	8,000	Weekly	120,000	165x1000	100%	Desktop	HP + ROS
	Bottoms Up	7,000	Weekly	150,000	920x90	100%	Desktop	HP + ROS
	Balloon	6,000	Weekly	100,000	240x200 300x250	100%	Desktop	HP + ROS
	Editor's Choice	5,000	Daily	-	600x315	33%	Desktop + Mobile	HP + ROS
	Mobile Interstitial *	1,500	Daily	50,000	1024x1332	100%	Mobile	HP + ROS
	Mobile Engage / Anchor Ad	1,000	Daily	50,000	320x50 > 320x416	100%	Mobile	HP + ROS
	Mobile Underlay *	1,000	Daily	50,000	640x1280	100%	Mobile	HP + ROS
<b>CONTENT</b>	Advertorial	4,000	2 weeks	-	-	-	Desktop + Mobile	Selected Section
<b>SOCIAL MEDIA (FACEBOOK)</b>	One Shareout	2,000	1 shares	-	-	-	Facebook Page	-
	Three Shareout	4,500	3 shares	-	-	-	Facebook Page	-
	Ten Shareout	10,000	10 shares	-	-	-	Facebook Page	-
	Mid Rectangle 1	5,000	Weekly	-	300x250	-	Instant Article	ROS
	Mid Rectangle 2	5,000	Weekly	-	300x250	-	Instant Article	ROS
<b>MOBILE APPS</b>	Leaderboard 1	4,000	Weekly	100,000	320x100	-	App	ROS
	Mid Rectangle 1	4,000	Weekly	100,000	300x250	-	App	ROS
	Mid Rectangle 2	2,500	Weekly	100,000	300x250	-	App	ROS

(E)