

# DIGITAL MEDIA KIT & RATE CARD 2016



## DISPLAY ADVERTISING

POSITION	CASUAL RATE (RM)	MODEL	DIMENSION	EST. IMP
<b>HOMEPAGE</b>				
Leaderboard	6,500	Weekly	728 pix (w) x 90 pix (h)	500k
Rectangular (Upper)	8,000	Weekly	300 pix (w) x 250 pix (h)	500k
Rectangular (Lower)	3,800	Weekly	300 pix (w) x 250 pix (h)	500k
<b>INNERPAGE</b>				
Leaderboard	3,500	Weekly	728 pix (w) x 90 pix (h)	250k
Rectangular (Upper)	4,000	Weekly	300 pix (w) x 250 pix (h)	250k
Rectangular (Lower)	1,500	Weekly	300 pix (w) x 250 pix (h)	250k
<b>HIGH IMPACT ADS</b>				
Billboard	10,000	Weekly	970 (w) x 250 (h)	500k
Advertorial	8,000	Per post	-	-
Bottoms up	10,000	Weekly	-	500k
Skinner	10,000	Daily	140 pix (w) x 700 pix (h)	100k
Site Take Over (STO)	9,000	Daily	780 pix (w) x 585 pic (h)	100k

\*High impact digital ad formats are well known for driving higher response rates than standard display ads, and that's no surprise: high impact ads large real estate and interactive features easily lend themselves to clicks, interactions, and engagement.

## **MOBILE ADVERTISING**

<b>POSITION</b>	<b>CASUAL RATE (RM)</b>	<b>MODEL</b>	<b>DIMENSION</b>	<b>EST. IMP</b>
Leaderboard	22	CPM	300 pix (w) x 50 pix (h)	-
Rectangular	20	CPM	300 pix (w) x 250 pix (h)	-
Mobile First View (STO)	4,000	Daily	-	100k
Mobile Bottoms up	5,000	Daily	-	100k

## DISPLAY ADVERTISING

POSITION	CASUAL RATE (RM)	MODEL	DIMENSION	EST. IMP
<b>HOMEPAGE</b>				
Leaderboard	4,500	Weekly	728 pix (w) x 90 pix (h)	500k
Rectangular (Upper)	5,000	Weekly	300 pix (w) x 250 pix (h)	500k
<b>INNERPAGE</b>				
Leaderboard	2,500	Weekly	728 pix (w) x 90 pix (h)	250k
Rectangular (Upper)	2,500	Weekly	300 pix (w) x 250 pix (h)	250k
<b>HIGH IMPACT ADS</b>				
Billboard	10,000	Weekly	970 x 250	500k
Advertorial	8,000	Per post	-	-
Bottoms up	8,000	Weekly	-	500k
Skinner	9,000	Daily	140 pix (w) x 700 pix (h)	100k
Site Take Over (STO)	8,000	Daily	780 pix (w) x 585 pic (h)	100k

\*High impact digital ad formats are well known for driving higher response rates than standard display ads, and that's no surprise: high impact ads large real estate and interactive features easily lend themselves to clicks, interactions, and engagement.

## **MOBILE ADVERTISING**

<b>POSITION</b>	<b>CASUAL RATE (RM)</b>	<b>MODEL</b>	<b>DIMENSION</b>	<b>EST. IMP</b>
Leaderboard	20	CPM	300 pix (w) x 50 pix (h)	-
Rectangular	20	CPM	300 pix (w) x 250 pix (h)	-
Mobile First View (STO)	4,000	Daily	-	100k
Mobile Bottoms up	5,000	Daily	-	100k

# LOOSE BUY IMPRESSION

	LOOSE BUY IMPRESSION (RM)			ADVERTORIAL	PRE-ROLL	MID-ROLL	END-ROLL
	HP	ROS	IP				
Utusan Online	30	28	25	RM8,000/post	RM38/CPM	RM32/CPM	RM28/CPM
Kosmo Online	28	25	22	RM8,000/post	-	-	-
Tutor Online	25	22	20	-	-	-	-
Disini	25	22	20	-	-	-	-

- $ROS = HP + ROS$
- Estimated Impression & CPM based on weekly rate
- 50% loading for Rich Media (RM), Video & Expandable Ads
- The above quoted is excluded ads design & production cost

## Other Cost

- ✓ Production Cost: RM500 / standard banner (logo & text)
- ✓ Advertorial (client to provide article in Malays & pic, otherwise well charge editorial fees around RM 1k-3k)