Premium - Loading

PREMIUM - LOADING	
Front Half Left (FHL)	50%
Front Half Right (FHR)	60%
Specified Position	
- 1st/2nd/3rd Colour (Page 3,5&7)	Additional 20% to FHR loading
First Black & White Ad (Full Page)	Additional 30%
Specified Creative Buys / Odd Sizes	Additional 50%
Consecutive / Facing / Continuous - left & right (FHL/FHR)	Additional 20% on each page
Consecutive / Facing / Continuous - left & right (ROP)	20% on each page
Centrespread	50%
Specified Sections / Special-Interest-Section (SIS)	40%

** Applicable for all 3 publications.*
** No colour rebate for colour ads.*

COLOUR SURCHARGE	National	Regional	Sabah/Sarawak
1 Spot Process	RM 6,500	RM 6,000	RM 1,500
1 Spot Process Matched / 2 Spot	RM 9,400	RM 8,400	RM 2,500
Full Colour	RM14,000	RM10,500	RM 5,500

**All rates subject to 6% Government Service Tax*

Creative & Size options

ACCEPTABLE SIZES FOR DISPLAY ADS*	Column width	Acceptable size
Single column	3 cm	-
Two column	6.3 cm	5 cm to 24 cm then 33 cm
Three column	9.6 cm	8 cm to 24 cm then 33 cm
Four column	12.9 cm	10 cm to 24 cm then 33 cm
Five column	16.2 cm	13 cm to 24 cm then 33 cm
Six column	19.5 cm	Not acceptable
Seven column	22.8 cm	Not acceptable
Eight column	26.1 cm	16 cm to 24 cm then 33 cm
Centrespread and Bleed Ad size		33 cm x16 cols (55 cm)

**Applicable to Appointments & Notices ads in Display section.*

**Applicable to Appointments & Notices ads in Display section.*

Deadlines

COPY DEADLINES (ELECTRONIC COPIES)

1) Digital ads can be accepted through Asia On Time or EADS Datamation.

2) Display Advertisements - Main section for all publications
BLACK & WHITE AD :
- 1 clear working day before publication date (10 am on eve of publication).
- 12 noon on Fridays for Sundays and Mondays issues.

SPOT/ FULL COLOUR AD :
- 2 clear working days before publication date (10 am).
- 12 noon on Fridays for Mondays and Tuesdays issues.

3) Display Advertisements - Special-Interest-Sections (SIS)
BLACK & WHITE / SPOT/ FULL COLOUR AD :
- 5 clear working days before publication date.

4) Supplements
BLACK & WHITE / SPOT/ FULL COLOUR AD :
- 3 clear working days before printing date or advised otherwise.

5) Classifieds
BLACK & WHITE AD :
- 1 clear working day before publication date (10 am on eve of publication).
- 2 pm on Fridays for Sundays and Mondays issues.

SPOT / FULL COLOUR AD :
- 2 clear working days before publication date (10 am).
- 12 noon on Fridays for Mondays and Tuesdays issues.

6) COLOUR PROOFS
- For spot / full colour advertisements, 2 final proofs should be supplied.
All colour proofs should be run on newsprint reference to ISO newspaper26 v4.icc.

7) LATE COPY SURCHARGE:
- 25% surcharge on advertisement cost will be levied on copy received after deadline.

AD CANCELLATION DEADLINES*

1) Front page ads for all publications - Non-cancellable.

2) Premium / Specified Positions / SIS sections -
ONE month for full and spot colour advertisements.
14 working days for black and white advertisements.

3) ROP - 14 working days for full and spot colour advertisements.
- 7 working days for black and white advertisements.

** Deadlines also applicable to Appointments & Notices advertisements in Display section.*

AD CANCELLATION SURCHARGE

1) 100% on advertisement cost for cancellation made on front page.
2) After cancellation deadlines:
a) 30% on advertisement cost for cancellation made on premium / specified / SIS sections.
b) 25% on advertisement cost for cancellation made on ROP.
c) 100% on advertisement cost for cancellation made on all sections and positions three (3) days before printing date.

COMPLAINTS

All complaints for Classifieds or Display advertisements must be sent in within 14 days after publication date, otherwise it will not be entertained.

All rates are subject to revision with effect from April 1, 2015 in view of 6% Goods and Services Tax (GST) implementation.

The New Straits Times Press (M) Berhad (4485-H)
Balai Berita, 31 Jalan Riong,
59100 Kuala Lumpur, MALAYSIA.

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AdRates 2018

NSTP a media prima company

Interactive Display Classifieds Creative & Size options Premium - Loading

AdRates 2018

Harian Metro | Metro Ahad

ROP DISPLAY	Peninsular	Malaysia	Regional
Casual	**RM71.00**	**RM75.00**	**RM56.00**
3 insertions	RM70.00	RM74.00	RM55.00
6 insertions	RM69.00	RM73.00	RM54.00
13 insertions	RM66.00	RM70.00	RM53.00
26 insertions	RM63.00	RM67.00	RM51.00
39 insertions	RM60.00	RM66.00	RM50.00
52 insertions	RM57.00	RM63.00	RM49.00

BH Berita Harian | Ahad BH Berita Harian

ROP DISPLAY	Peninsular	Malaysia	Regional
Casual	**RM55.00**	**RM59.00**	**RM35.00**
3 insertions	RM54.00	RM58.00	RM34.00
6 insertions	RM53.00	RM57.00	RM33.00
13 insertions	RM51.00	RM55.00	RM32.00
26 insertions	RM48.00	RM52.00	RM31.00
39 insertions	RM45.00	RM49.00	RM30.00
52 insertions	RM43.00	RM47.00	RM29.00

NEW STRAITS TIMES | new sunday times

ROP DISPLAY	Peninsular	Malaysia	Regional
Casual	**RM55.00**	**RM59.00**	**RM35.00**
3 insertions	RM54.00	RM58.00	RM34.00
6 insertions	RM53.00	RM57.00	RM33.00
13 insertions	RM51.00	RM55.00	RM32.00
26 insertions	RM48.00	RM52.00	RM31.00
39 insertions	RM45.00	RM49.00	RM30.00
52 insertions	RM43.00	RM47.00	RM29.00

Classifieds

NEW STRAITS TIMES | new sunday times | BH Berita Harian | Ahad BH Berita Harian | Harian Metro | Metro Ahad

Details	Malaysia	Peninsular	Regional	Sabah & S'wak	Malaysia	Peninsular	Regional	Sabah & S'wak	Malaysia	Peninsular	Regional
APPOINTMENTS											
Casual	**58.00**	**54.00**	**40.00**	10.00	**58.00**	**54.00**	**40.00**	10.00	**59.00**	**55.00**	**41.00**
3 insertions	57.00	53.00	39.00	-	57.00	53.00	39.00	-	58.00	54.00	40.00
6 insertions	55.00	51.00	38.00	-	55.00	51.00	38.00	-	56.00	52.00	39.00
13 insertions	54.00	50.00	37.00	-	54.00	50.00	37.00	-	55.00	51.00	38.00
26 insertions	52.00	48.00	36.00	-	52.00	48.00	36.00	-	53.00	49.00	37.00
Out-of-Appointments*	68.00	64.00	50.00	n/a	68.00	64.00	50.00	n/a	69.00	65.00	51.00
NOTICES											
Casual	**58.00**	**54.00**	n/a	10.00	**58.00**	**54.00**	n/a	10.00	**59.00**	**55.00**	n/a
Out-of-Notices	68.00	64.00	n/a	n/a	68.00	64.00	n/a	n/a	69.00	65.00	n/a
CLASSIFIEDS DISPLAY											
Casual	**41.00**	**39.00**	**29.00**	10.00	**41.00**	**39.00**	**29.00**	10.00	**49.00**	**45.00**	**34.00**
3 insertions	39.00	37.00	27.00	-	39.00	37.00	27.00	-	47.00	43.00	32.00
6 insertions	38.00	36.00	26.00	-	38.00	36.00	26.00	-	46.00	42.00	31.00
13 insertions	36.00	34.00	24.00	-	36.00	34.00	24.00	-	44.00	40.00	29.00
26 insertions	35.00	33.00	23.00	-	35.00	33.00	23.00	-	43.00	39.00	28.00
39 insertions	34.00	32.00	22.00	-	34.00	32.00	22.00	-	42.00	38.00	27.00
52 insertions	33.00	31.00	21.00	-	33.00	31.00	21.00	-	41.00	37.00	26.00
Out-of-Classifieds*	51.00	49.00	39.00	n/a	51.00	49.00	39.00	n/a	59.00	55.00	44.00
OBITUARY											
a) Condolences	55.00	51.00	n/a	10.00	55.00	51.00	n/a	10.00	55.00	51.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	45.00	45.00	n/a	10.00	45.00	45.00	n/a	10.00	45.00	45.00	n/a
Out-of-Classifieds											
a) Condolences	65.00	61.00	n/a	n/a	65.00	61.00	n/a	n/a	65.00	61.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	55.00	55.00	n/a	n/a	55.00	55.00	n/a	n/a	55.00	55.00	n/a
RUN-ONS / LINERS (per line)											
Casual - Minimum 4 lines	n/a	**14.00**	**12.00**	n/a	n/a	**14.00**	**12.00**	n/a	n/a	**18.00**	**16.00**

Print
From Advertisement, branded content, infographics, wrap-around & creative buys. Archive library Creative Services.

On Ground
On-site promotion and showcase within NSTP and customised events to drive sales/awareness.

Newspaper Distribution
To distribute newspapers to targeted areas to create brand awareness with customised content.

Digital
Engagement to live newsfeed & information in NSTP online. Showcase product in online ads, microsite, video & customised content.

Social Media
Interactive real-time posts of news & activities in NSTP's social media sites - FB, Twitter & Instagram.

**Minimum height is 5cm.*

**Regional Edition is not applicable on Sundays.*

**Minimum font size is 6 point .*

NEW STRAITS TIMES | BH ONLINE | myMetro | BH PLUS | NST DIGITAL | BH DIGITAL | HM ePaper | NST MOBILE | BH MOBILE | HM MOBILE | NST | BH TV | Metro TV

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