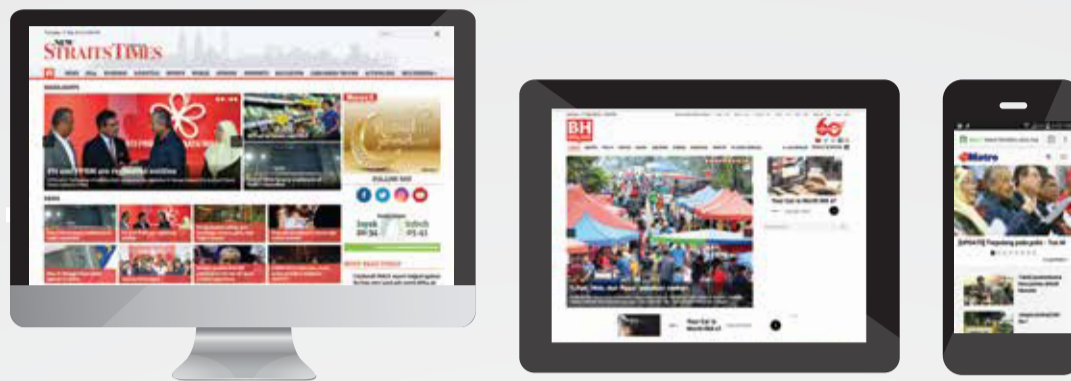


Ad Rates



2018 2019 2020 2021 2022

www.nstp.com.my/advertising

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Digital

Evolve and Innovate.
Embrace creativity to better meet customer expectations.

DISPLAY BANNER			
BANNER AD	GUARANTEED IMPRESSION	PER CPM	
LEADERBOARD / MREC	400,000	60	
MOBILE CAROUSEL / CUBE	400,000	80	
CUSTOM AD (PER DAY - 100% SOV)	ESTIMATED IMPRESSION	TOTAL RM	
SITE TAKE OVER + MOBILE FIRST VIEW	200,000	75,000	
BILLBOARD + MOBILE STRETCH	200,000	60,000	
CATFISH + BOTTOM UP	200,000	60,000	
ANCHOR BLOCK	100,000	30,000	
SKINNER	100,000	30,000	
BRANDED CONTENT SOCIAL MEDIA			
SOCIAL MEDIA	POSTING	REACH	TOTAL RM
FB LIVE	1 POST	30,000	35,000
FB POST (Image or Video + Caption + Link)	1 POST	100,000	10,000
TWITTER POST	1 POST	30,000	8,000
BRANDED CONTENT			TOTAL RM
ONLINE ADVERTORIAL + SOCIAL MEDIA POST	1 ARTICLE	50,000 FB reach with 3,000 page views	45,000
"ONLINE ADVERTORIAL + SOCIAL MEDIA POST (FB & TWITTER) + NATIVE AD WITH GUARANTEED REACH"	1 ARTICLE	150,000 FB reach with 10,000 page views	60,000

1. Banner ad cost inclusive of audience and non-audience (mass) targeting
2. Expandable Ad Unit / Rich Media - Add 30% Loading
3. 100% SOV is not bounded by impressions
4. FB LIVE duration will be capped at a maximum of 20 mins per video
5. Creative production fee will vary from RM 1,500 to RM 5,000 depending on the requirement. (non commissionable)
6. Screen cap and campaign report will be provided for post campaigns
7. All ad units must comply with 'NSTP's Ad Spec and Guide
8. All rates are not inclusive of production fee and tax