



2022
RATE CARD

NEW
STRAITS TIMES

Wahai Pembacaan
BH
BeritaHarian

Harian
Metro

Omnia





MEDIA PRIMA OMNIA SDN. BHD.
 199701021126(436623-M)
 Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur
 Tel: 1300 300 672 | www.mediaprima.com.my

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RATE CARD

NSTP NST, BERITA HARIAN & HARIAN METRO



ROP Display	National	Regional
Casual	RM71.00	RM56.00
3 insertions	RM70.00	RM55.00
6 insertions	RM69.00	RM54.00
13 insertions	RM66.00	RM53.00
26 insertions	RM63.00	RM51.00
39 insertions	RM60.00	RM50.00
52 insertions	RM57.00	RM49.00



ROP Display	National	Regional
Casual	RM55.00	RM35.00
3 insertions	RM54.00	RM34.00
6 insertions	RM53.00	RM33.00
13 insertions	RM51.00	RM32.00
26 insertions	RM48.00	RM31.00
39 insertions	RM45.00	RM30.00
52 insertions	RM43.00	RM29.00



ROP Display	National	Regional
Casual	RM55.00	RM35.00
3 insertions	RM54.00	RM34.00
6 insertions	RM53.00	RM33.00
13 insertions	RM51.00	RM32.00
26 insertions	RM48.00	RM31.00
39 insertions	RM45.00	RM30.00
52 insertions	RM43.00	RM29.00





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NST, BERITA HARIAN
& HARIAN METRO**

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%

COLOUR SURCHARGE		
	National	Regional
1 Spot Process	RM6,500	RM6,000
1 Spot Process Matched / 2 Spot	RM9,400	RM8,400
Full Colour	RM14,000	RM10,500

* All rates subject to 6% Sales & Services Tax
 * Applicable for all 3 publications.
 * No colour rebate for colour ads.

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 & Bleed Ad size		33 cm x16 cols (55 cm)

*Applicable to Appointments & Notices ads in Display section.





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	NEW STRAITS TIMES sundaytimes		BH Berita Harian		Metro	
	PENINSULAR	REGIONAL	PENINSULAR	REGIONAL	PENINSULAR	REGIONAL
JOBS						
Casual	58.00	45.00	58.00	45.00	58.00	45.00
3 insertions	57.00	44.00	57.00	44.00	57.00	44.00
6 insertions	55.00	43.00	55.00	43.00	55.00	43.00
13 insertions	54.00	42.00	54.00	42.00	54.00	42.00
26 insertions	52.00	41.00	52.00	41.00	52.00	41.00
Out-of-Classifieds	68.00	55.00	68.00	55.00	68.00	55.00
NOTICES						
Casual	58.00	na	58.00	na	58.00	na
Out-of-Classifieds	68.00	na	68.00	na	68.00	na
CLASSIFIEDS DISPLAY						
Casual	45.00	33.00	45.00	33.00	45.00	33.00
3 insertions	43.00	32.00	43.00	32.00	43.00	32.00
6 insertions	41.00	31.00	41.00	31.00	41.00	31.00
13 insertions	39.00	30.00	39.00	30.00	39.00	30.00
26 insertions	37.00	29.00	37.00	29.00	37.00	29.00
52 insertions	35.00	28.00	35.00	28.00	35.00	28.00
Out-of-Classifieds	53.00	40.00	53.00	40.00	53.00	40.00
TENDER TRIBUTES (Sports)						
Condolence	58.00	na	58.00	na	58.00	na
Obituary, Death, Requiem, Acknowledgement, In-Memoriam	48.00	na	48.00	na	48.00	na
Out-of-Classifieds (ROP)						
Condolence	70.00	na	70.00	na	70.00	na
Obituary, Death, Requiem, Acknowledgement, In-Memoriam	58.00	na	58.00	na	58.00	na
RUN-ONS/LINERS (price per line)						
Casual - Minimum 4 lines	16.00	13.00	16.00	13.00	16.00	13.00

*Minimum height is 5cm.

*Regional Edition is not applicable on Sundays.

*Minimum font size is 6 point.

- Digitisation of artwork is charged at 25sen per sq cm. (applies to display ads too)
- All prices quoted above are based on per single column cm, except price for Run-on ad are based on per line.
- All rates are subject to the relevant tax as imposed by the Government of Malaysia.





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COPY DEADLINES

- Digital advertisement copies can be accepted through Asia On Time or EADS Datamation.
- Display or Classifieds** advertisements -
BLACK-AND-WHITE AD
 1 clear working day before publication (eg 5pm on Monday for Wednesday's publication).
 10am on Fridays for Sunday's or Monday's publications.
SPOT/FULL COLOUR AD
 2 clear working days before publication (eg 5pm on Monday for Thursday's publication).
 10am on Thursday for Sunday's or Monday's publications.
- SUPPLEMENTS**
BLACK-AND-WHITE/SPOT/FULL COLOUR AD
 3 clear working days before printing date or as advised.
- COLOUR PROOFS**
 For spot/full colour advertisements, 2 final proofs should be supplied. All colour proofs should be run on newsprint reference to ISO newspaper 26 v4.icc with colour verifier code stick on it.
- LATE COPY SURCHARGE**
 25% surcharge on advertisement cost will be levied on copy received after the deadline.

AD CANCELLATION DEADLINES

- Front page ads for all publications - non-cancellable.
- Premium/Specified Positions
 - 2 weeks for spot/full colour advertisements
 - 1 week for black-and-white advertisements
- ROP
 - 1 week for spot/full colour advertisements
 - 3 clear working days for black-and-white advertisements.

AD CANCELLATION SURCHARGE

- 100% on advertisement cost for cancellation made for front page advertisements.
- After cancellation deadlines:
 - 25% of advertisement cost for cancellation of advertisements in all other sections.
 - 100% of advertisement cost for cancellation of advertisements of all sections made two (2) days before publication date.

COMPLAINTS

All complaints pertaining to published advertisements must reach NSTP Client Services Unit within 14 days from the date of publication, beyond which date, the complaint will not be entertained.

All rates are subject to the relevant tax as imposed by the Government of Malaysia.

CONTACT

**Client Services Unit,
 The New Straits Times Press (M) Bhd
 31 Jalan Riong, Bangsar, 59100 Kuala Lumpur.**

Email:-

NST - csunetimes@gmail.com
 BH - csubharian@gmail.com
 HM - csuhmetro@gmail.com
 1Klassifieds - csulkagency@gmail.com

