



MediaMulia



RATE CARD

DIGITAL & PRINT
2021

PEMERIKSAAN BARU
**Utusan
Malaysia**

PEMERIKSAAN BARU
**Mingguan
Malaysia**

SUARA KONTEMPORARI
Kosmo!

SUARA KONTEMPORARI
Kosmo!Ahad

PEMERIKSAAN BARU
The Malaysian Reserve



SIZES	FULL PAGE	HALF PAGE	QUARTER PAGE	BOTTOM PANEL
Full Colour	RM 23,352	RM 17,160	RM 14,580	RM 10,000
1 Spot	RM 15,352	RM 9,160	RM 6,580	
2 Spot	RM 18,352	RM 12,160	RM 9,580	
Black & White	RM 11,352	RM 5,160	RM 2,580	

RATE PER COLUMN CM	PRICE
Black & White	RM 43

COLOUR SURCHARGE	PRICE
Full Colour	RM 12,000
1-Spot	RM 4,000
2-Spot	RM 7,000

CLASSIFIED	RATES
Appointments, notices and announcements	RM50
Classified into ROP	RM55

POSITION LOADING	PERCENTAGE
Creative Buy	50%
Front Half Right	50%
Front Half	40%
Preferred Section	50%
Facing Pages	30%
Consecutive Pages	30%
DPS (Specified/ Centrespread)	50%

OTHER CHARGES	PRICE
Script Fees	RM 4,000

The Malaysian Reserve WITH THE REAL CONNECTION

SIZES	FULL PAGE	HALF PAGE	QUARTER PAGE	BOTTOM PANEL
Full Colour	RM 11,920	RM 7,600	RM 5,800	RM 7,000
Black & White	RM 7,920	RM 3,600	RM 1,800	

RATE PER COLUMN CM	PRICE
Black & White	RM 30

COLOUR SURCHARGE	PRICE
Full Colour	RM 4,000
1-Spot	RM 3,500

CLASSIFIED-appointment, NOTICES & announcements	PRICE
Special Size/ per column cm	RM 32
Classified 1 (10cm x 1 col)	RM 280
Classified 2 (10cm x 2 col)	RM 510
Classified 3 (9cm x 3 col)	RM 560

POSITION LOADING	PERCENTAGE
Creative Buy	50%
Front Half Right	50%
Front Half	40%
Preferred Section	50%
Facing Pages	30%
Consecutive Pages	30%
DPS (Specified/ Centrespread)	50%

OTHER CHARGES	PRICE
Script Fees	RM 4,000

*Terms & Conditions apply
 *All rates quoted subject to 6% SST
 *Ad position are subject to availability upon time of confirmation



DISPLAY BUY

AD BANNER	POSITION	SoV	DESKTOP SIZE WIDTH X HEIGHT PIXELS	MOBILE SIZE WIDTH X HEIGHT PIXELS	RATES/CPM	DURATION (DAYS)	RATES
Super Leaderboard/ Leaderboard Banner (Top)	Homepage & ROS	33.33%	970x90 or 728x90	320x50 or 320x100	RM70	7	RM16,000
Billboard / Super Leaderboard Banner / Leaderboard (Mid 1)	Homepage & ROS	33.33%	970x250 or 970x90 or 728x90	320x50 or 320x100	RM65	7	RM13,000
Leaderboard Banner (Mid 2)	Homepage & ROS	33.33%	728x90	320x50 or 320x100	RM60	7	RM10,000
Super Leaderboard/ Leaderboard Banner (Bottom)	Homepage & ROS	33.33%	970x250 or 728x90	320x50 or 320x100	RM55	7	RM8,000
MREC (Top)	Homepage & ROS	33.33%	300x250	300x250	RM60	7	RM12,000
MREC (Middle)	Homepage & ROS	33.33%	300x250	300x250	RM55	7	RM10,000
In article ad	ROS	33.33%	300x250	300x250	RM60	7	RM14,000
Half page	Homepage & ROS	33.33%	300x600	320x50 or 320x100	RM68	7	RM15,000
Sticky Bottom Rectangle	Homepage & ROS	100%	300x250	300x250	-	7	RM20,000
Site Takeover	Homepage & ROS	100%	780x585	300x250	-	1	RM21,000
Web Interstitial Ad	Homepage & ROS	33.33%	300x250 or 320x480 or 336x280	-	75	7	RM20,000
Mobile Interstitial Ad	Homepage	33.33%	-	300x250	-	1	RM50,000
ADVERTORIAL				RATES			
Branded Content - Website Only				RM15,000			
Branded Content - Print FPFC and Website				RM39,352			



RICH MEDIA BUY

AD BANNER	PLACEMENT	POSITION	SoV	DESKTOP & MOBILE SIZE WIDTH X HEIGHT PIXELS	RATES/CPM	DURATION (DAYS)	RATES	ADDITIONAL PRODUCTION COST*
Mobile Spin	Mobile	ROS	100%	640x640 and 640x853	80	7	120,000	5,000
Mobile Card	Mobile	ROS	100%	640x360	80	7	120,000	3,500
Mobile Revolver	Mobile	ROS	100%	300x180 and 640x1138	80	7	120,000	5,500
Mobile Underlay	Mobile	ROS	100%	640x1386	80	7	120,000	3,500
Skinner	Mobile	ROS	100%	640x300 and 640x960	80	7	120,000	5,000
Skinner	Dekstop	ROS	100%	1800x1000	100	7	150,000	5,000

*Additional production cost applies if client does not have ready materials

The Malaysian Reserve

AD BANNER	POSITION	SoV	DESKTOP SIZE WIDTH X HEIGHT PIXELS	MOBILE SIZE WIDTH X HEIGHT PIXELS	RATES/CPM	DURATION (DAYS)	RATES
Super Leaderboard/ Leaderboard Banner (Top)	Homepage & ROS	33.33%	970x90 or 728x90	320x50 or 320x100	RM70	7	RM6000
Super Leaderboard Banner / Leaderboard (Mid 1)	Homepage & ROS	33.33%	970x90 or 728x90	320x50 or 320x100	RM65	7	RM5,400
MREC (Top)	Homepage & ROS	33.33%	300x250	300x250	RM60	7	RM5,000
MREC (Middle)	Homepage & ROS	33.33%	300x250	300x250	RM55	7	RM4,500
In article ad	ROS	33.33%	300x250	300x250	RM60	7	RM4,000
Site Takeover	Homepage - Desktop only	100%	780x585	300x250	-	1	RM9,000
ADVERTORIAL				RATES			
Branded Content - Website Only				RM15,000			
Branded Content - Print FPFC and Website				RM27,920			

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*Ad position are subject to availability upon time of confirmation



AD BANNER	POSITION	SoV	DESKTOP SIZE WIDTH X HEIGHT PIXELS	MOBILE SIZE WIDTH X HEIGHT PIXELS	RATES/CPM	DURATION (DAYS)	RATES
King slider Leaderboard (Top) Leaderboard (Bottom)	Homepage	33.33%	1347 X170	320x50 or 320x100	-	7	RM15,000
	Homepage	33.33%	970x90	320x50 or 320x100	RM60	7	RM5,000
	Homepage	33.33%	728x90	320x50 or 320x100	RM55	7	RM4,500



SOCIAL MEDIA BUY

INVENTORY UTUSAN, KOSMO, TMR	RATES (PER POST)
Facebook post	RM5,000
Facebook - pin to top	RM1,000
Facebook Live	RM7,500
Facebook stories	RM1,500
Facebook Highlights Public Event	RM5,000
Instagram post	RM2,000
Instagram Live	RM7,500
Instagram swipe up stories	RM1,500
Twitter	RM1,500
Twitter - Pin to top	RM1,000

* Price above based on social media posting only



MMTV & TMR TV

INVENTORY MMTV/ TMR TV	RATES
Youtube Video Post	RM8,000
Video Crawler Ad	RM5,000
Product Placement*	RM8,000
Product Review *	RM10,000
Branded content *exclude production cost	RM10,000 per video
Pre-roll (max 30 secs)	3,500 per commercial/week (min 2 exposure)
Mid-roll (max 30 secs) *50% for videos more than 30 seconds (max 2 min)	3,000 per commercial/week (min 2 exposure)

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*Ad position are subject to availability upon time of confirmation

Print

1. **Digital ads can be accepted through Asia On Time or EADS Datamation.**
2. **Material deadline:**
 - Display Advertisements - Main section**
 - Black & White ad:**
 - 1 clear working day before publication date (10 am on eve of publication).
 - 12 noon on Friday for Sunday and Monday issues.
 - Spot/Full Colour ad:**
 - 2 clear working days before publication date (10 am).
 - 2 noon on Friday for Monday and Tuesday issues.
 - Display Advertisements - Section**
 - Black & White/Spot/Full Colour Ad:**
 - 5 clear working days before publication date.
 - Supplements**
 - Black & White/Spot/Full Colour Ad:**
 - 3 clear working days before printing date or advised otherwise.
 - Classified**
 - Black & White ad:**
 - 1 clear working day before publication date (10 am on eve of publication).
 - 12 noon on Friday for Sunday and Monday issues.
 - Spot/Full Colour ad:**
 - 2 clear working days before publication date (10 am).
 - 12 noon on Friday for Monday and Tuesday issues.
3. **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.
4. **Late copy surcharge:**

25% surcharge on advertisement cost will be levied on copy received after deadline.
5. **Ad cancellation deadlines:**
 - Front page ads and supplement - Non-cancellable.
 - Premium / Special Position / Sections - ONE month for full and spot colour advertisements. 14 working days for black and white advertisements.
 - 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.*
6. **Ad cancellation surcharge:**
 - 100% on advertisement cost for cancellation made on front page.
 - After cancellation deadlines:
 - 30% on advertisement cost for cancellation made on premium / special position / sections
 - 25% on advertisement cost for cancellation made on ROP
 - 100% on advertisement cost for cancellation made on all sections and positions three (3) days before printing date.
7. **Complaints**
 - All complaints for Display OR Classified advertisements must be sent in within 14 days after publication date, otherwise it will not be entertained.
8. **All ad units must comply with Media Mulia's ad specifications and guidelines**
9. **All rates are not inclusive of production fees and SST.**

Digital

1. **Screen cap and campaign report will be provided for post campaigns**
2. **Material deadline:**
 - Standard banner - 2 clear working days before live date (10 am)
 - Creative banner – 5 clear working days before live date (10am)
3. **Ad cancellation deadline:**
 - 7 clear working days before live date.
4. **Ad cancellation surcharge:**
 - 50% on advertisement cost for standard banner in homepage and creative banner.
5. **We reserve the right in our discretion without notice to edit the text or layout of advertisement submitted (including removal of hyperlinks to, or addresses of, or other websites).**
6. **If:**
 - We receive a complaint relating to an advertisement or an advertiser or to products or services referred to in an advertisement; or
 - We are required by law or appropriate authority we may without giving notice or reasons remove or suspend any advertisementIn such case we will provide a refund pro rata of any relevant fees paid for any unused period.
7. **We cannot be held legally responsible** for loss or damage resulting from editing, rejection, suspension, or removal of an advertisement or from termination provided we act in accordance with this agreement.
8. **We may in our discretion change or remove** any feature of our Site. If this is a significant part, we will refund any applicable fees already paid for the remainder of the period to which the fee relates.
9. **All ad units must comply with Media Mulia's ad specifications and guidelines**
10. **All rates are not inclusive of production fees and SST.**

Production fees (non-commissionable)

1. Creative production fees will vary from **RM1,000 to RM7,000** depending on the requirement.
2. Editorial fees at RM4,000.
3. Video production fees at RM10,000 depending on the requirements.

CHANGES ON TERMS AND CONDITIONS

We may change these terms and conditions from time to time. Any changes will be displayed on our website.

Acceptable Sizes



Column per page 8 Per column width: 3cm	Display/Classifieds
Fullpage	33cm (H) x 26.1cm (W)
Single column	33cm (H) x 3cm (W)
2 Columns	8cm to 24cm then 33cm (H) x 6.3cm (W)
3 Columns	8cm to 24cm then 33cm (H) x 9.6cm (W)
4 Columns	10cm to 24cm then 33cm (H) x 12.9cm (W)
5 Columns	13cm to 24cm then 33cm (H) x 16.2cm (W)
6 Columns	Not Acceptable
7 Columns	Not Acceptable
8 Columns	10cm to 24cm then 33cm (H) x 26.1cm (W)
Centrespread (across the gutter)	33cm (H) x 55cm (W)

Accepted File Format

ACCEPTED JOB STYLES	ACCEPTABLE FORMATS
MONO B/W	PDF 1.3
PROCESS	PDF 1.3
SPOT AS PROCESS	PDF 1.3

PDF'S

To eliminate incompatibilities among various file formats, the use of standard PDF (portable document format) is recommended for the exchange of digital materials between advertisers and printers.

Advantages of PDF format:

- Highly compact – can contain embedded pictures, fonts and vectors
- Device and media independent – CMYK, spot colours and colour space definitions incorporated.
- Files are able to be trapped and imposed.
- Easily 'pre-flighted' to identify errors before sending to the printers.
- Last-minute changes can be made without having to use the original software used to create the file.

PDF version 1.3

- No printer marks
- No registration marks
- No crop marks
- No bleed marks
- No colour bars
- No page information
- No multi-page PDF
- Press quality
- Per size

Ensure file can be separated properly. Postscript 3.

Accepted Picture and Image File Formats

PhotoShop EPS

- For grayscale and CMYK colours | To save in 8bits/Channel
- Resolution of 200 dpi

DO NOT use RGB colours.

DO NOT use LAB colours.

DO NOT use JPEG Compression.

PhotoShop Colour Settings

Colour Management Policies

- RGB = off
- CMYK = Convert to ISO Newspaper 12647-3
- Grayscale = Convert to ISO Newspaper 12647-3
- Convert Spot Colours to Process Colours (CMYK)
- NSTP Colour Printing Sequence:
- Per size



Typography - Fonts and Texts

Typography has a critical impact on any print job. The main criteria for selection of fonts and text:

- **Readability:** encompasses such factors as writing style, typeface (serif and sans serif) and legibility of the printed message.

- **Printability:** describes how efficiently a piece can be produced.

Poor printability caused by any process components, including the piece's design and typography, typically leads to longer production time, higher waste and additional cost.

Font treatment:

- Embed TrueType fonts
- Embed Type 1 fonts
- Outline fonts if not embedded
- Fonts not embedded will revert to Courier default at RIP (Raster Image Processor)

Minimum font size for Display Ads:

- Black/Coloured text: **10 points**
- White text on Black background: **12 points**

Text treatment:

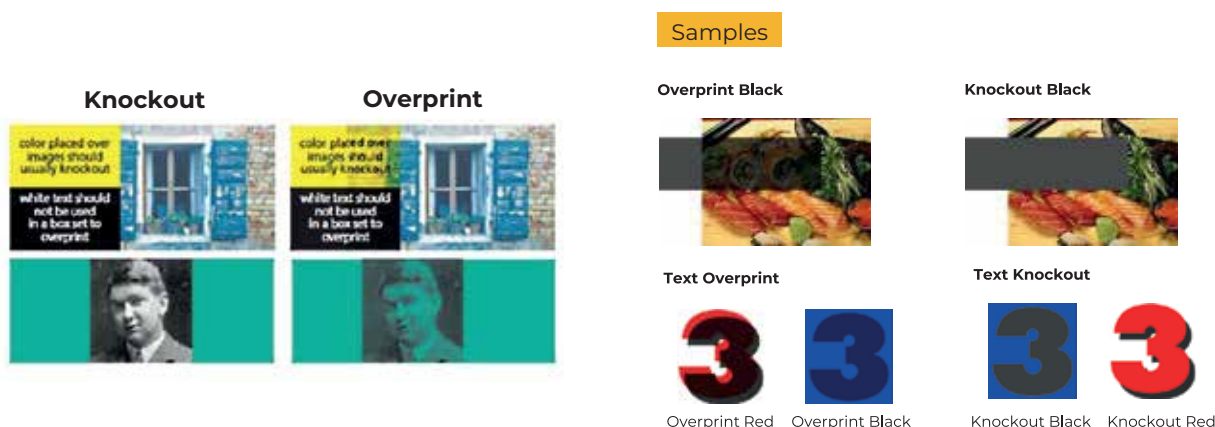
- Minimum size for Solid text (Single Colour only): **7 points**
- Minimum size for Separated text (Process Colour): **10 points**
- NO combination of CMYK to produce Black text or Vector strokes
- NO overprinting White text (White text on tinted background)
- NO CMYK Black in Mono colour jobs

Reverse text treatment:

- Minimum point size of White text: **12 points**
- Minimum point size of Knockout Solid text: **12 points**
- Minimum point size of Knockout text (combination of two or more colors): 12 points

Knockout/Overprint

- All inks are translucent in newsprint, and this must be considered when colour elements overlap. Registration, size and weight of type must be considered when deciding to overprint or knockout. Knockout or Overprint should be set per element, not the entire document
- **10 points bold** is the minimum recommended weight for knockout of colour text
- **14 points** is the minimum recommended point size when using knockout text on a 2 or more colour background



Pre-Press Specifications

Circular/Line Bending Gradient

- Flatten Image
- Rasterise image in 200 dpi

Image Resolution (Line Screen) - Screen ruling

- Device Gray Line Screen Ruling (LPI): 100
- Device Colour Line Screen Ruling (LPI): 100
- Elliptical dot

Effective Image Resolution

- 200 dpi
- Flatten Transparency

Density of Tones

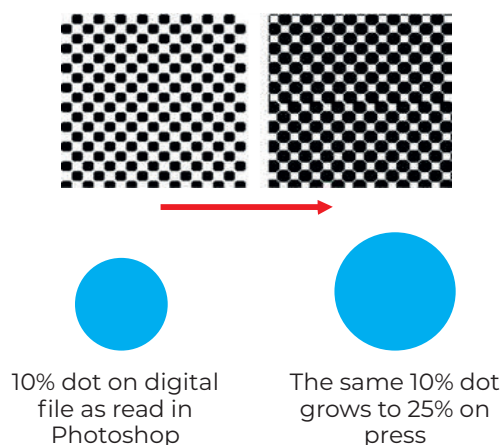
- Maximum total ink coverage: 240%
- Avoid using 2 solid colours to minimise trappings and set-off.
(Example: 100% CYAN + 100% MAGENTA) The two colours should each not exceed 75%

Dot Gain/TVI (Tone Value Increase)

What is Dot Gain / TVI (Tone Value Increase)?

- Increase in diameter of a half-tone dot during the printing process.
- Total dot gain is the difference between the dot size on the film (CTF) / plate (CTP) and the corresponding printed dot size.

Effects of Dot Gain



Dot Gain causes:

- Ink absorption into the paper
- More evident for uncoated paper such as newsprint
- Ink spreading out onto the paper

The ink is squeezed outwards of the dot shape due to the printing pressure. It should not exceed 75%

- These are the standard measurement of dot gains at different Tone V
- 26% in the 50% dot (mid-tone area). On the printed newsprint, the dot will be a 76% dot.
- Following figures shows the allowable dot gain measurements at the different (quarter-tone, mid-tone and shadow).

Quarter-tone

Dot Gain / TVI @ 25%	Offset printing (100 lpi)
Cyan 2	4%
Magenta	24%
Yellow	24%
Black 2	4%
Tolerances	+/-3%

Mid-tone

Dot Gain / TVI @ 50%	Offset printing (100 lpi)
Cyan	26%
Magenta	26%
Yellow	26%
Black	26%
Tolerances	+/-4%

Shadow

Dot Gain / TVI @ 75%	Offset printing (100 lpi)
Cyan 1	7%
Magenta	17%
Yellow	17%
Black 1	7%
Tolerances	+/-3%

ICC Profiles

ICC Profile for Process colour:

- ISOnewspaper26v4.icc (ISO 12647-3).

ICC Profile for Grayscale colour:

- ISOnewspaper26v4_gr.icc (ISO 12647-3).

Proofing (colour proofs)

- Proofing must be done on newsprint of 45gsm. I To use newspaper standard (ISO 12647-3).