

PRODUCT KIT





DIGITAL ADS

DIGITAL ADS Rate Card

Utusan
Malaysia

Kosmo!

DISPLAY BUY

AD BANNER	POSITION	DESKTOP SIZE (Width X Height : Pixels)	MOBILE SIZE (Width X Height : Pixels)	RATES/CPM
Super Leaderboard/ Leaderboard Banner	Homepage & ROS	970x90 px / 728x90 px	320x50 px / 320x100 px	RM 75
Billboard (Mid)	Homepage & ROS	970x250 px	320x50 px / 320x100 px	RM 75
Outstream Video (MREC position)	Homepage & ROS	Video (640x360 px)	Video (640x360 px)	RM 90
MREC	Homepage & ROS	300x250 px	300x250 px	RM 70
Half page	Homepage & ROS	300x600 px	320x50 px / 320x100 px	RM 85
Sticky Bottom Rectangle	Homepage & ROS	300x250 px	300x250 px	RM20,000 (1 day)
Site Takeover	Homepage & ROS	780x585 px	300x250 px	RM20,000 (1 day)
Interstitial Ad	Homepage & ROS	300 x 250 px / 320x480 px / 336x280 px	300 x 250 px / 320x480 px / 336x280 px	RM 75

ADVERTORIAL

Branded Content - Website Only
Branded Content - Replica from print

RATES

RM 20,000
RM 15,000

RICH MEDIA BUY

AD BANNER	POSITION	PLACEMENT	DESKTOP & MOBILE SIZE (Width X Height : Pixels)	RATES/CPM
Mobile Spin	ROS	Mobile	640 x 640 & 640 x 853	RM 80
Mobile Card	ROS	Mobile	640 x 360	RM 80
Mobile Revolver	ROS	Mobile	300 x 180 & 640 x 1138	RM 80
Mobile Underlay	ROS	Mobile	640 x 1386	RM 80
Scroll	ROS	Mobile	Recommended 640 x 320 / max: 960 x 480	RM 80
Splash Revolver	ROS	Mobile	Full: 640 x 1386/ Safe Area: 640 x 926	RM 80
Skiner	Homepage & ROS	Mobile	640 x 300 & 640 x 960	RM 80
	Homepage & ROS	Desktop	1800 x 1000	RM 100
Responsive Billboard Banner	ROS	Desktop & Mobile	970 x 250 & 320 x 200	RM 85
3D Post	ROS	Desktop & Mobile	from 300 x 360 to 375 x 450	RM 80
Grow	ROS	Desktop & Mobile	Video - 640 x 360 / Image: 640 x 533 (300x250 ratio)	RM 80
In Read Video	ROS	Desktop & Mobile	640x360 Video: 16:9; MP4 / WEBM	RM 80
Branded Content Ads	ROS	Desktop & Mobile	Mobile Initial: (w) 200 x (h) 200	RM 80
			Fully Expanded: (w) 233 x (h) 233 - (w) 1080 x (h) 1080	
			Desktop Initial: (w) 470 minimum size x (h) 133 maximum size.	
			Fully Expanded: (w) 470 min width (600 max width) x (h) 470 max height	

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

The Malaysian Reserve

AD BANNER	POSITION	DESKTOP SIZE (Width X Height : Pixels)	MOBILE SIZE (Width X Height : Pixels)	RATES/CPM
Super Leaderboard/ Leaderboard Banner	Homepage & ROS	970x90 or 728x90 px	320x50 or 320x100 px	RM 75
Outstream Video (MREC position)	Homepage & ROS	Video (640x360 px)	Video (640x360 px)	RM 85
MREC	Homepage & ROS	300x250 px	300x250 px	RM 80
Site Takeover *	Homepage & ROS	780x585 px	300x250 px*	RM 15,000 /day
ADVERTORIAL			RATES	
Branded Content - Website Only			RM 15,000	
Branded Content - Replica from print			RM 12,000	

* Mobile size for STO based on general MREC Mobile ad placement

rele^{an} Hib Glam

Iklaneka

AD BANNER	POSITION	DESKTOP SIZE & MOBILE SIZE (Width X Height : Pixels)		RATES
Leaderboard Banner	Homepage & ROS	728X90	728X90	RM 12,000 /week
MREC	Homepage & ROS	300x250	300x250	RM 14,000 /week

AD BANNER	POSITION	DESKTOP SIZE & MOBILE SIZE (Width X Height : Pixels)		RATES
Large Rectangle	Homepage & ROS	350x450	350x450	RM 12,000 /week
Halfpage	Homepage & ROS	300x600	300x600	RM 14,000 /week

MediaMulia

AD BANNER	POSITION	DESKTOP SIZE & MOBILE SIZE (Width X Height : Pixels)		RATES
King slider	Homepage	1347x170	320x50 / 320x100	RM 15,000 /week
Leaderboard	Homepage	970x90	320x50 / 320x100	RM 8,000 /week

*Terms & Conditions apply

*All rates quoted subject to 6% SST

*Ad position are subject to availability upon time of confirmation

BANNER AD Position

DESKTOP & MOBILE VIEW

Utusan Malaysia

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JOIN THE REAL CONVERSATION



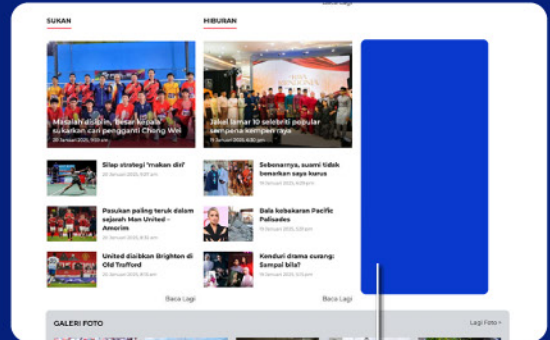
Super Leaderboard
• 970px (w) x 90px (h)

Leaderboard
• 728px (w) x 90px (h)

MREC
• 300px (w) x 250px (h)

Billboard
• 970 px (w) x 250px (h)

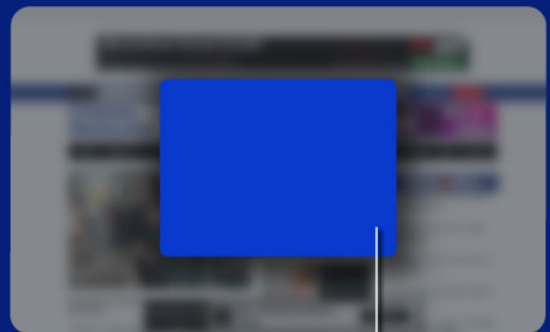
Outstream Video (MREC position top)
Video Dimension: 640(w) x 360(h)
Video Size: not more than 5mb
Format: mp4
Video Length: not more than 30 sec
(recommended duration: 6 - 20 sec)



Half Page
• 300 px (w) x 600px (h)



Sticky MREC
• 300 px (w) x 250px (h)
* Not available for TMR website



Site Takeover
• 780px (w) x 585 px (h)



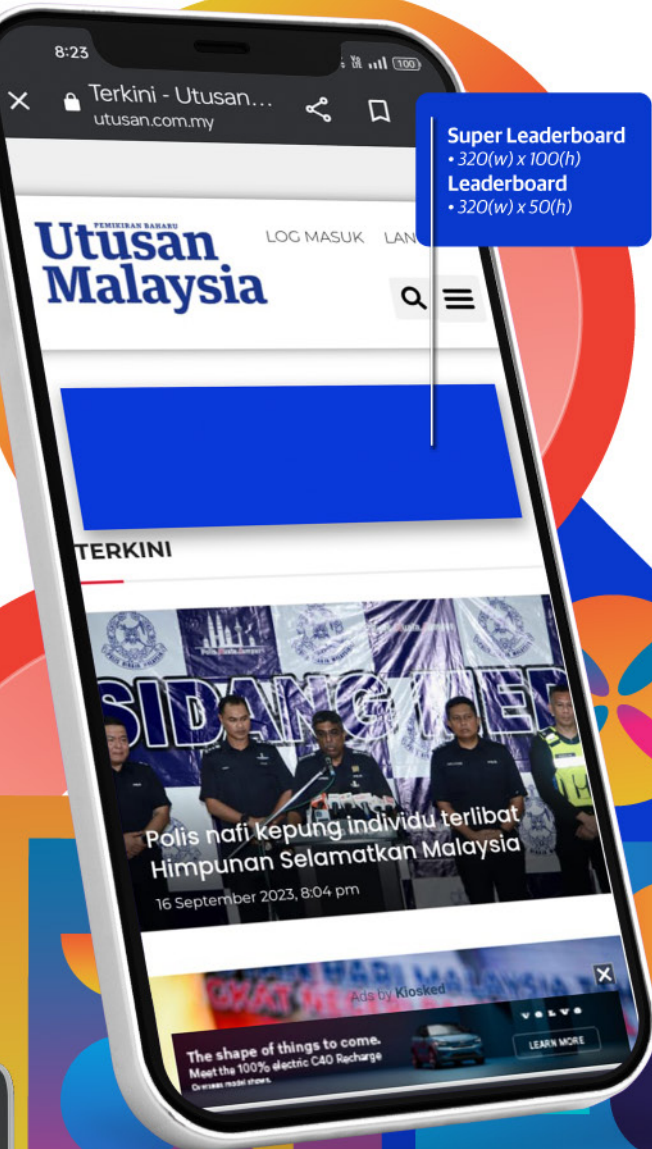
BANNER AD Position

DESKTOP & MOBILE VIEW

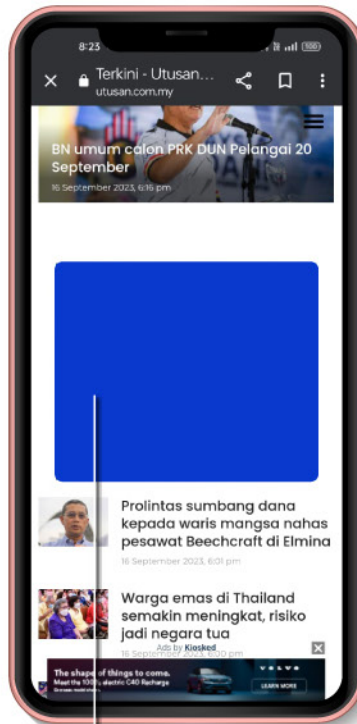
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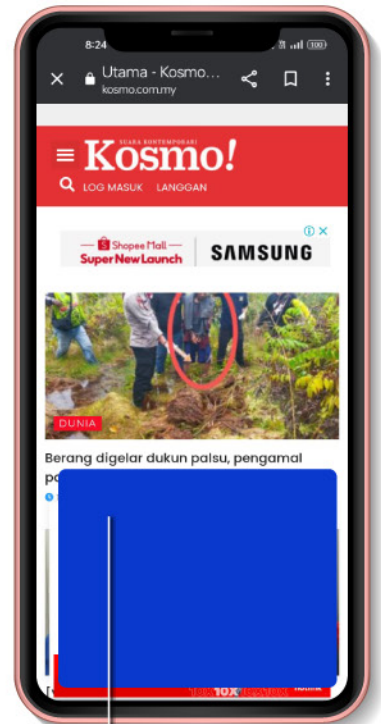
The Malaysian Reserve



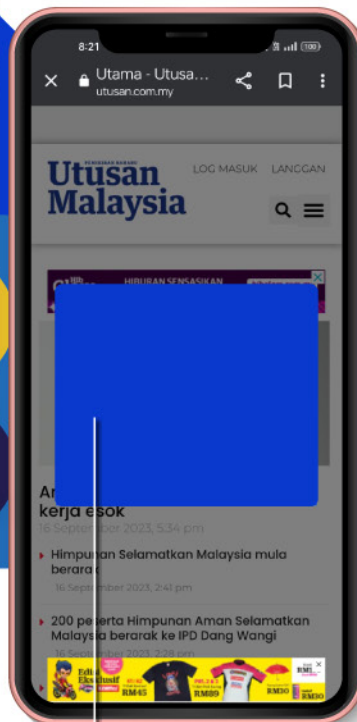
Super Leaderboard
• 320(w) x 100(h)
Leaderboard
• 320(w) x 50(h)



MREC
• 300(w) x 250(h)



Sticky MREC
• 300(w) x 250(h)
*Not available for TMR website



Site Takeover
• 300(w) x 250(h)



Outstream Video
Video Dimension: 640(w) x 360(h)
Video Size: not more than 5mb
Format: mp4
Video Length: not more than 30 sec
(recommended duration: 6 - 20 sec)

BANNER AD Position

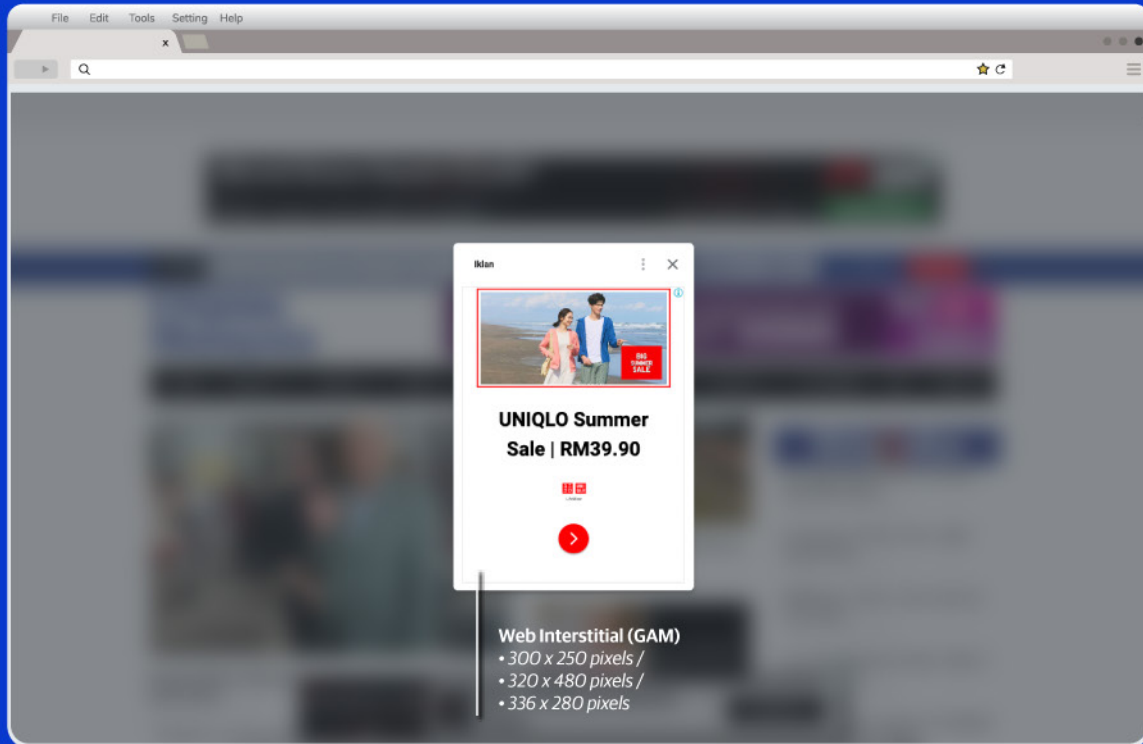
DESKTOP & MOBILE VIEW

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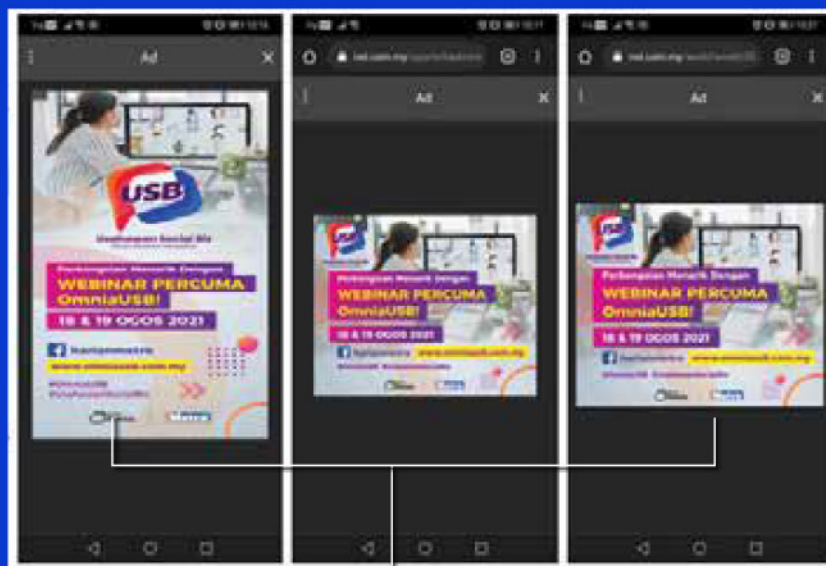
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HOMEPAGE & ROS



MOBILE



Web Interstitial (GAM)

- 300 x 250 pixels /
- 320 x 480 pixels /
- 336 x 280 pixels

RICH MEDIA AD Position

MOBILE VIEW

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MOBILE SPIN

• (w) 640 x (h) 640 to
(w) 640 x (h) 853

1. Invitation Ad: 640 x 640
 - 1 Invitation in circle shape
 - 3-4 sectors (Max 300KB)
2. Expanded Card: 640 x 853
 - Safe Area: 640x640
 - 3-4 cards
 - Max 1MB in total
3. Loading Image: 600 x 600
 - 1 Transparent PNG Only
 - Max 50KB
- 4) Video (Optional)
 - 1:1 / 4:3 / 3:4 / 16:9; MP4 or WEBM



MOBILE CARD

• 640(w) x 360(h)

1. Cards - 640 x 360
 - in JPG / PNG / Animated GIF / PSD / AI in layered format
 - every card is clickable
 - every card can have different landing url
2. Video (Optional)
 - Maximum 2 videos allowed in Video MP4 / WEBM
 - YouTube embed video NOT allowed



MOBILE REVOLVER

• (w) 600 x (h) 360 to
(w) 640 x (h) 1138

1. Invitation Ad (x5)
 - (w) 600 x (h) 360
2. Expanded Ad Revolver Banners (x5)
 - 640 x 1138
3. Expanded Ad Background Image
 - 640 x 1138 (Limit to Static Image Only)
4. Expanded Ad Video (Optional)
 - 1:1 / 3:4 / 4:3 / 9:16 / 16:9; MP4 / WEBM / Youtube Video id



MOBILE UNDERLAY

• (w) 640 x (h) 1386

1. Background Image: 640 x 1386
(Safe Area: 640 x 796)
2. Video (Optional)
 - 1:1 / 3:4 / 4:3 / 9:16 / 16:9; MP4 / WEBM or Youtube Video id
3. All video / background image should be follow safe area (640 x 960) guidelines.
4. Product Feed List Requirement (Shoppable Ad only)



SCROLL

• (w) 600 x (h) 360 to
(w) 640 x (h) 1138

1. Background Image
 - 640 x 320 (1 or 3 slides)
2. Parallax Background Image
 - 640 x 853
3. Video (Optional)
 - 2:1 / 16:9 MP4 or WEBM

SPLASH REVOLVER

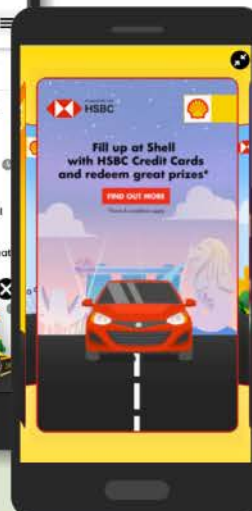
1. Invitation Ad (3- 5) (Pixels)
• (w) 600 x (h) 360

2. Expanded Ad Revolver Banners (3- 5) (Pixels)
• 640 x 1138

3. Expanded Ad Background Image (Pixels)
• 640 x 1138 (Limit to Static Image Only)

4. Expanded Ad Video (Optional)
• 1:1 / 3:4 / 4:3 / 9:16 / 16:9; MP4 / WEBM / Youtube Video id

5. Splash Screen (Pixels):
Full dimension: (w) 640 x (h) 1386;
Safe Area dimension:
(w) 640 x (h) 926



RICH MEDIA AD Position

MOBILE & DESKTOP VIEW

Utusan Malaysia

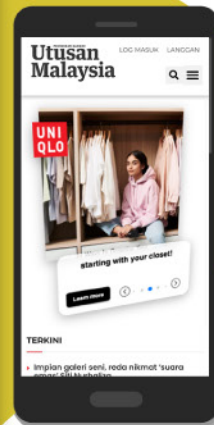
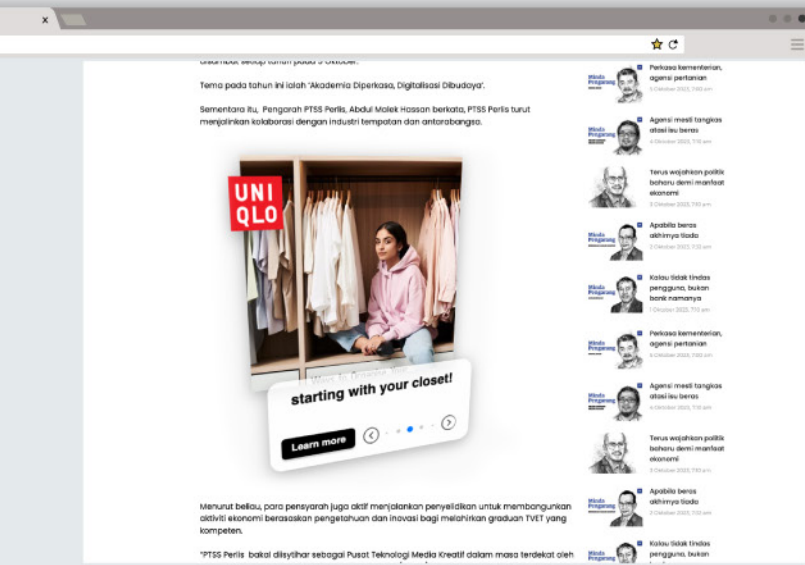
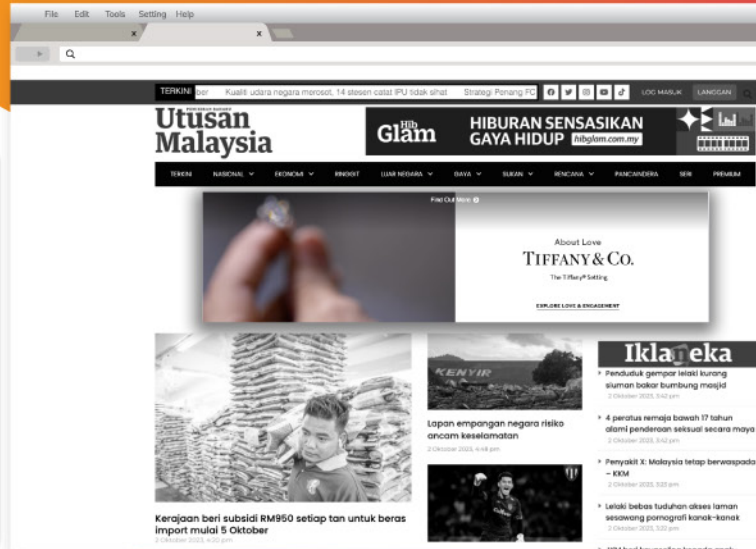
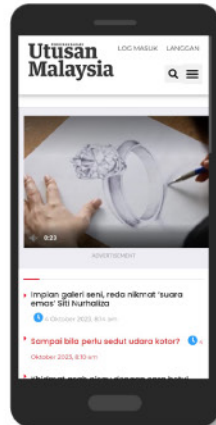
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Responsive Billboard Banner

(Include widget waktu solat/berbuka puasa)

Mobile
Mobile: (w) 320 x (h) 200

Desktop
Desktop: (w) 970 x (h) 250



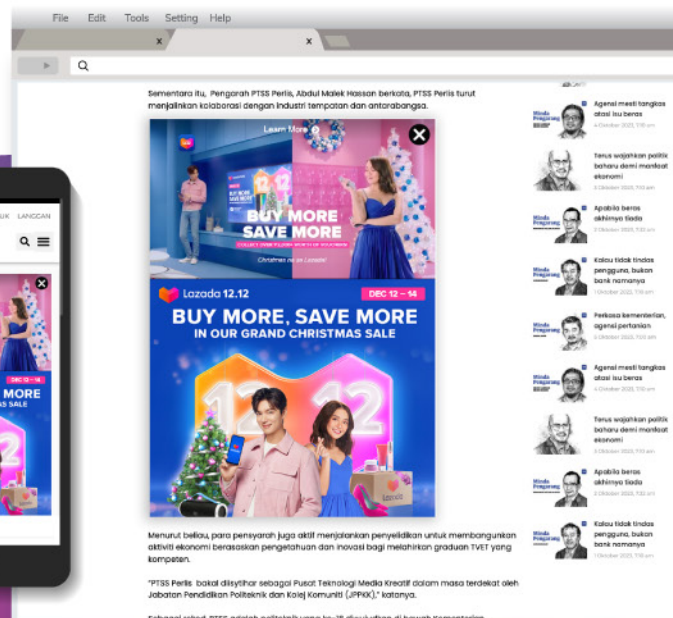
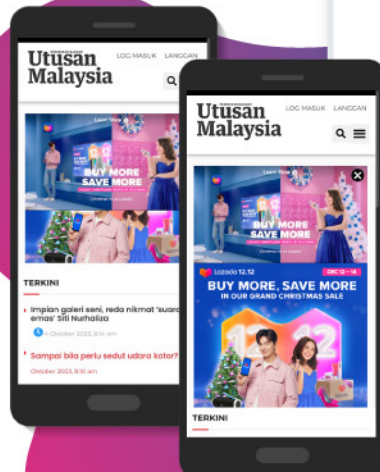
3D POST

Mobile & Desktop
• Responsive from
(w) 300 x (h) 360 to (w) 375 x (h) 450

GROW

Mobile
Initial:
(w) 640 x (h) 360 (follow ratio 16:9)
Fully Expanded: (w) 640 x (h) 893 (follow ratio)

Desktop
the ad width maximum is set to 400px.
Initial:
(w) 400 x (h) 225 maximum size.
Fully Expanded:
(w) 400 x (h) 558 maximum size.

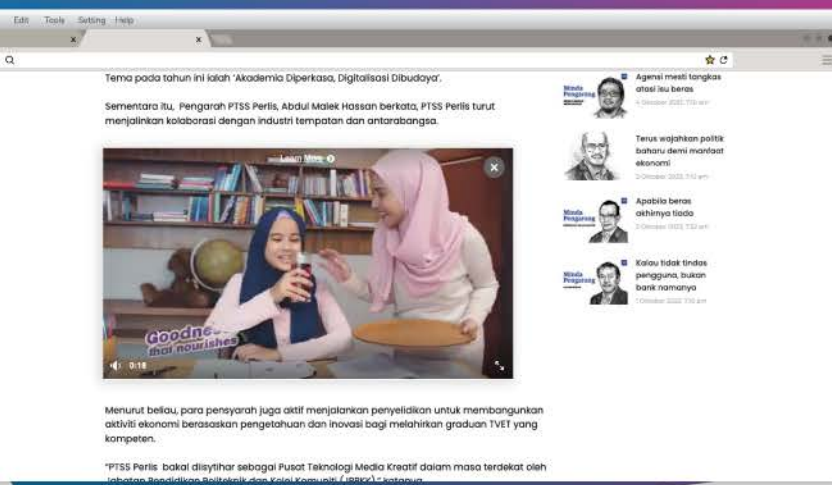


RICH MEDIA AD Position

MOBILE & DESKTOP VIEW

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IN READ VIDEO

Mobile & Desktop
• 640(w) x 360(h)
Video: 16:9; MP4 / WEBM

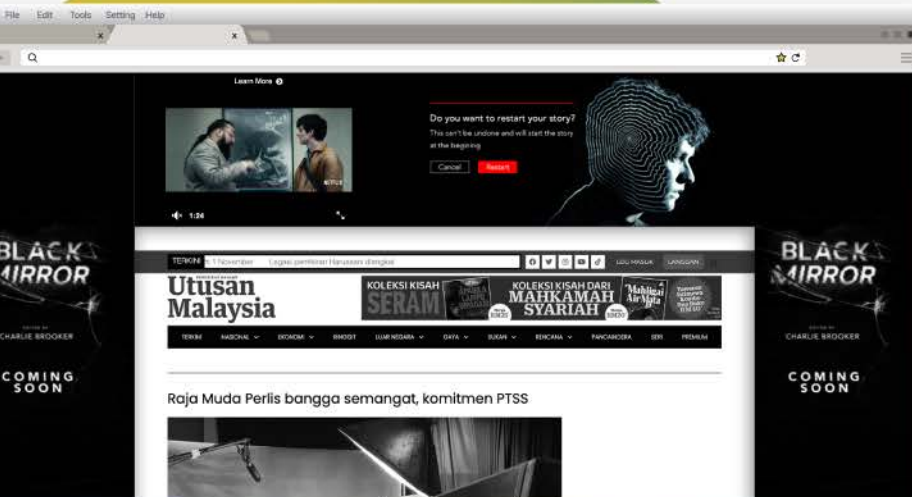
BRANDED CONTENT

Mobile
Initial:
(w) 200 x (h) 200
Fully Expanded:
(w) 233 x (h) 233 - (w) 1080 x (h) 1080

Desktop
Initial:
(w) 470 minimum size x (h) 133 maximum size.
Fully Expanded:
(w) 470 min width (600 max width) x (h) 470 max height



Menurut beliau, para pensyarah juga aktif menjalankan penyelidikan untuk membangunkan aktiviti ekonomi berasaskan pengetahuan dan inovasi bagi melahirkan graduan TVET yang



SKINNER

Mobile
• Full: 640(w) x 1386(h)
Safe Area: 640(w) x 926(h)

Desktop
1. Top Ad - 1300 x 250
Safe area: (w) 900 x (h) 250
2. Left / Right Ad - 320 x 1000
Safe area: (w) 160 x (h) 600
3. Video (Optional) - 4:3 / 16:9; MP4/WEBM
Youtube Video id



SOCIAL MEDIA

SOCIAL MEDIA Rate Card



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SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
Facebook Post	RM 10,000
Facebook Live (max. 30 min)**	RM 10,000
Facebook - Pin to Top	+ RM1,500*
Facebook Swipe Up Stories	+ RM 2,000*
Instagram Post	RM 10,000
Instagram Live (max. 30 min)**	RM 10,000
Instagram Swipe Up Stories	+ RM 2,000
TikTok Post**	RM 5,000
Twitter	RM 5,000
Twitter - Pin to Top	+RM 1,500
YouTube Video Post	RM 8,000

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SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
Facebook Post	RM 5,000
Facebook Live (max. 30 min)**	RM 7,500
Facebook - Pin to Top	+ RM1,000*
Facebook Swipe Up Stories	+ RM 1,500*
Instagram Post	RM 2,000
Instagram Live (max. 30 min)**	RM 7,500
Instagram Swipe Up Stories	+ RM 1,500
Twitter	RM 1,500
Twitter - Pin to Top	+RM 1,000

* Price above based on social media posting only.
It's an cost on top of original post value.
**Exclude production/logistic cost

**15mm
MINIT**

**15mm
MINIT
TERKINI**

SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
TikTok Post**	RM 5,000
Pop-Up Crawler Ad	RM 8,000
Clients Logo Swirl/ Animated at Top or Lower Corner	RM 5,000
Product Placement* (on set, MMSB Office)	RM 10,000
Product Review* (on set, MMSB Office)	RM 10,000
Pre-roll (max 30 secs)	RM 5,000 per commercial/ week
Mid-roll (max 30 secs)	RM 5,000 per commercial/ week

*50% loading for videos more than 30 seconds (max 2 min)

**mm
TV**
MediaMulioTV

SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
Youtube Video Post**	RM 8,000
10 - 15 min event coverage**	RM 15,000
30 min event coverage**	RM 25,000

relevan

SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
TikTok Post*	RM 5,000

**Hib
Glam**

SOCIAL MEDIA BUY

INVENTORY	RATES (PER POST)
Instagram post	RM 10,000

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

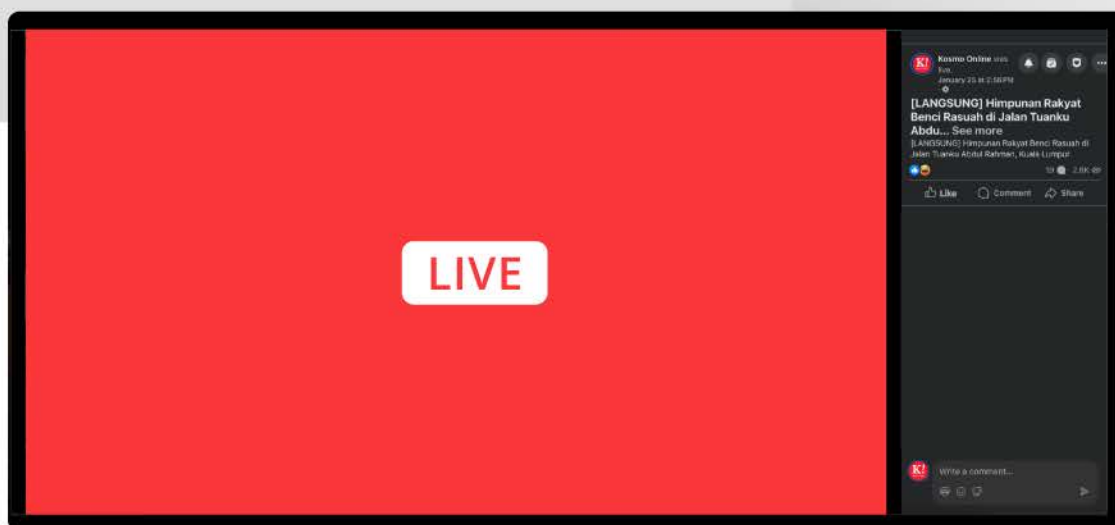


FACEBOOK POST

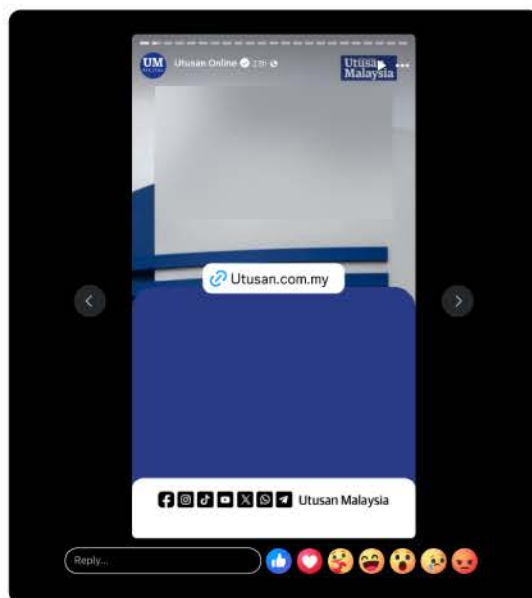
Image Size: 1200 x 628 pixels
or 1080 x 1080 pixels
File Type: PNG, JPEG
Maximum File Size: Up to 8MB

FACEBOOK VIDEO

Video size: 16:9 to 9:16
File type: MP4, MOV, GIF
Video Duration: 1 sec - 240 min
Maximum File Size: 4GB
Resolution: at least 1080 x 1080 pixels



FACEBOOK LIVE



FACEBOOK SWIPE UP

Image Size: 1080 (w) x 1920 (h) pixels
File Type: PNG, JPEG

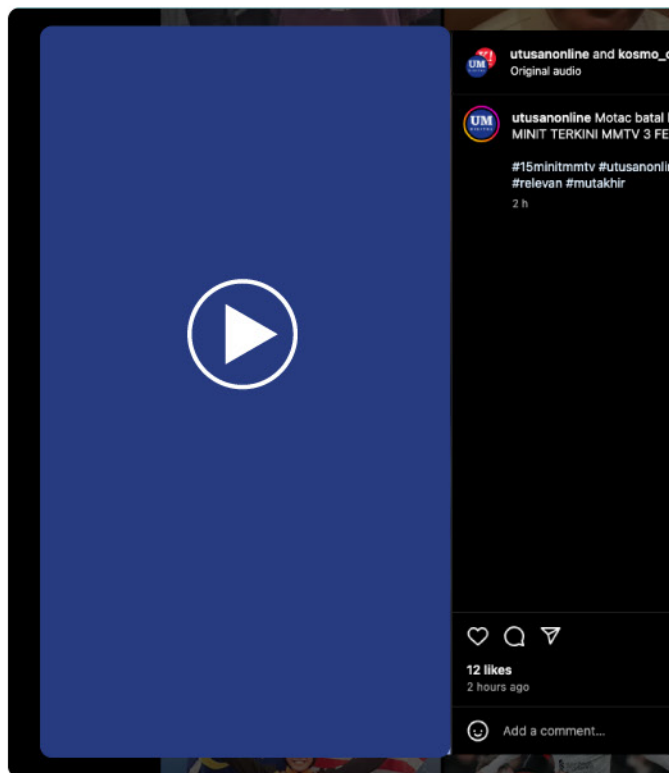


FACEBOOK PINNED TO TOP



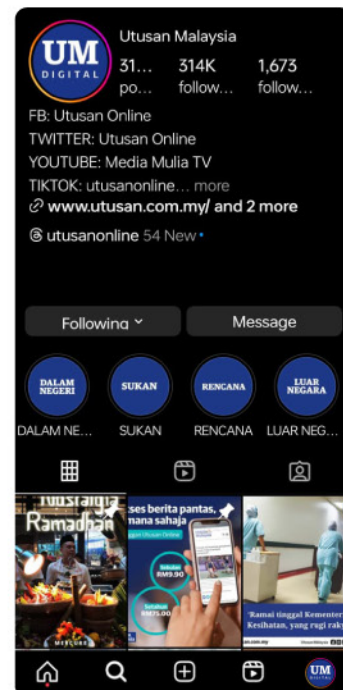
INSTAGRAM POST

Image Size: 1200 x 628 pixels
or 1080 x 1080 pixels
File Type: PNG, JPEG, GIF

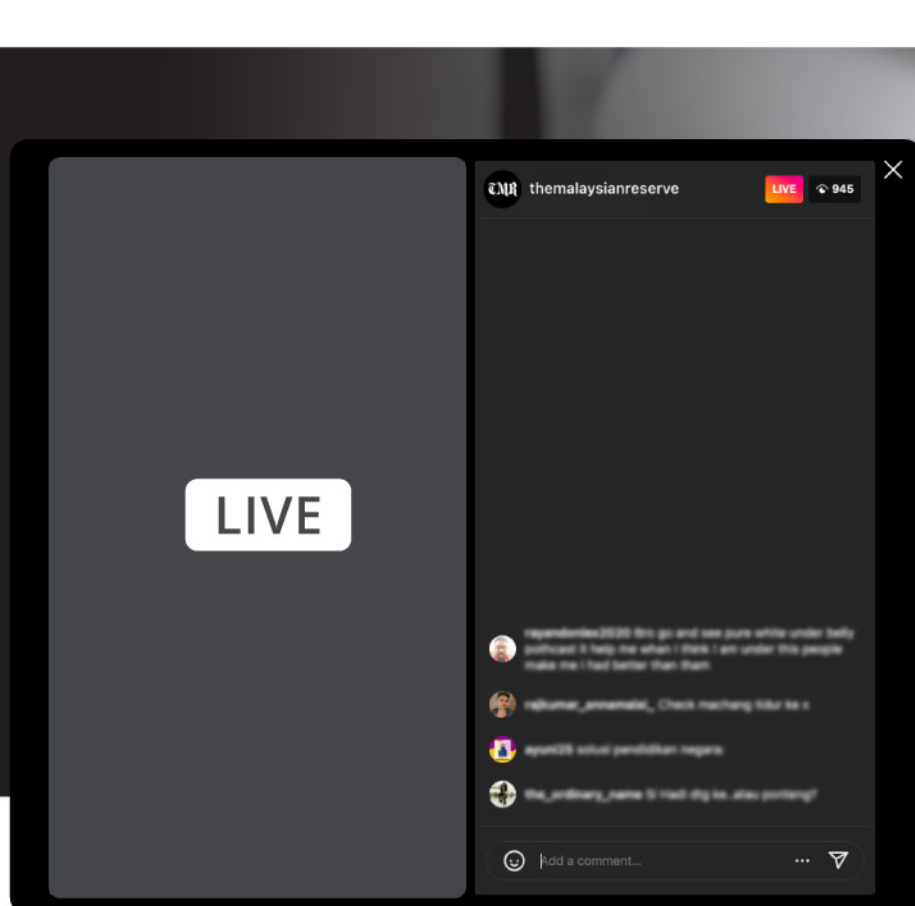


INSTAGRAM VIDEO

Video size: Ratio 4:5
File type: MP4, MOV, GIF
Video Duration: 60 sec
Maximum File Size: 30MB
Resolution: at least 1080 x 1080 pixels



INSTAGRAM PINNED TO TOP



INSTAGRAM SWIPE UP

Image size: 1080 (w) x 1920 (h) pixels
File Type: PNG, JPEG

INSTAGRAM LIVE

Recommended : Less than 30 mins



X POST

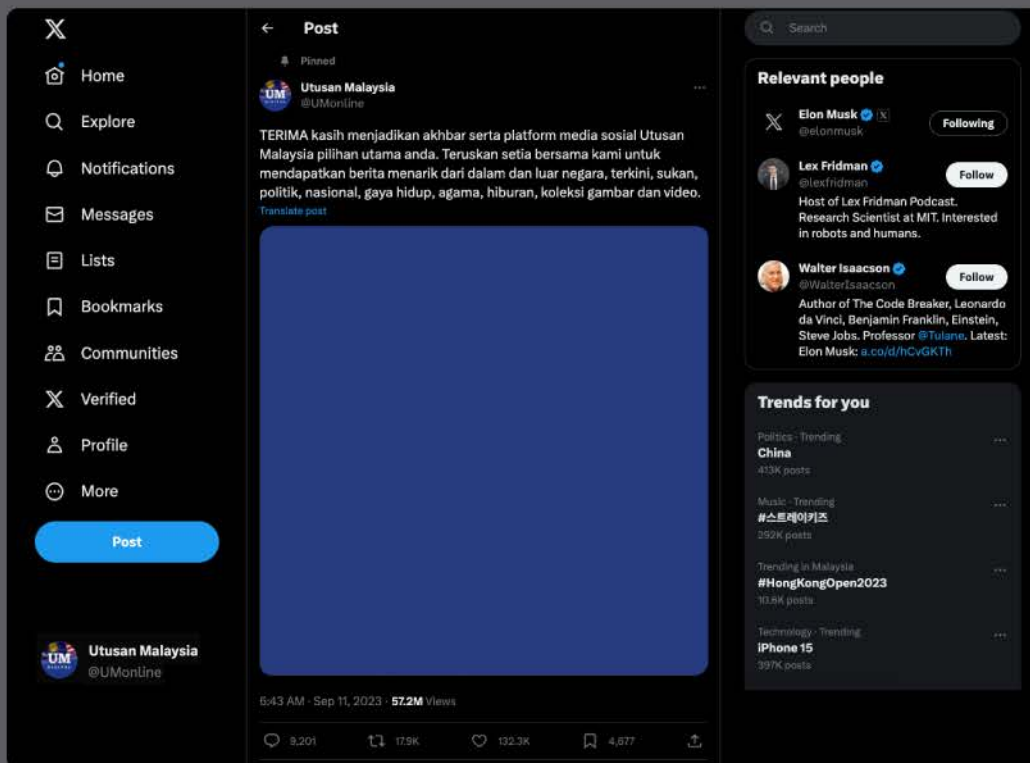
Image size: 1200 (w) x 628 (h) pixels or 1080 x 1080 pixels
File type: PNG JPEG, GIF
Maximum File Size: 5MB

Caption Limit : 280 Characters

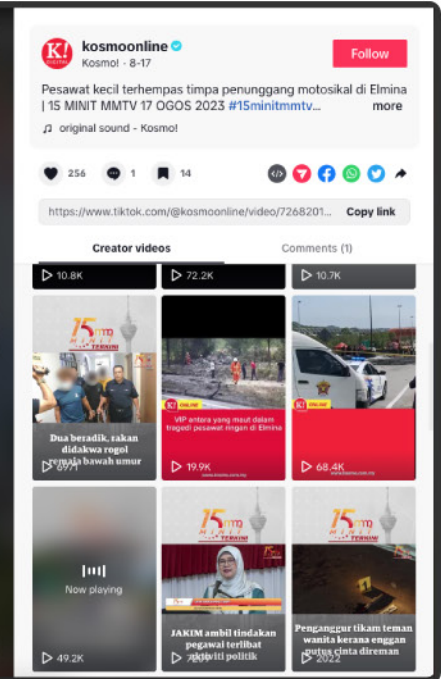


X VIDEO

Video size: 720 x 720 pixels (square),
1280 (w) x 720 (h) (landscape), 720 (w) x 1280 (h) (portrait)
File type: MP4, MOV, GIF
Video Duration: 60 sec
Maximum File Size: 1GB



TIKTOK



TIKTOK POST

Size: 1080 (w) x 1920 (h) pixels

File type: JPEG, MP4, MOV

YOUTUBE



TVC ADS 30 SEC



EVENT COVERAGE



AD CRAWLER



LOGO PLACEMENT



YOUTUBE POST

File type: MP4, MOV

PRINT ADS Rate Card

Utusan
Malaysia

Mingguan
Malaysia

Kosmo!

Kosmo! Ahad

DISPLAY AD

SIZE	FULL PAGE (33cm x 26.1 cm / 8col)	HALF PAGE (15cm x 26.1cm / 8col)	QUARTER PAGE (15cm x 12.9cm / 4col)	BOTTOM PANEL ROP (8cm x 26.1cm / 8col)	BOTTOM PANEL FRONT PAGE (8cm x 26.1cm / 8col)	BLURB FRONT PAGE (10cm x 6.3cm/2col) OR 5cm x 6.3cm/2col)	JUNIOR PAGE (24cm x 16.2cm / 5col)
Full Colour	RM 23,352	RM 17,160	RM 14,580	RM 10,000	RM 15,000	RM 10,000	RM 17,160
1 Spot	RM 15,352	RM 9,160	RM 6,580				RM 9,160
2 Spot	RM 18,352	RM 12,160	RM 9,580				RM 12,160
Black & White	RM 11,352	RM 5,160	RM 2,580				RM 5,160
COLOUR SURCHARGE		PRICE		RATE PER COLUMN (CM)		PRICE	
Full Colour		RM 12,000		Black & White		RM 43	
1-Spot		RM 4,000		OTHER CHARGES		PRICE	
2-Spot		RM 7,000		Script Fees		RM 4,000	
CLASSIFIED				RATES			
Appointments, Notices and Announcements Classified into ROP Iklaneka Online / post Artwork charges for web				RM 60 RM 60 RM 500 /post RM 100 /post			



Iklaneka

The Malaysian Reserve JOIN THE REAL CONVERSATION

DISPLAY AD

SIZE	FULL PAGE (44cm x 26.1cm / 8col)	HALF PAGE (22cm x 26.1cm / 8col OR 44cm x 12.9cm/ 4col)	QUARTER PAGE (22cm x 12.9cm / 4col)	BOTTOM PANEL ROP (10cm x 26.1cm / 8col)	BOTTOM PANEL FRONT PAGE (10cm x 26.1cm / 8col)	BLURB FRONT PAGE (10cm x 6.3cm/ 2col OR 5cm x 6.3cm/ 2col)	JUNIOR PAGE (30cm x 16.2cm/ 5col)
Full Colour 1 Spot Black & White Advertorial Advertorial + RM12k <i>edited content to be posted online</i>	RM 14,560	RM 9,280	RM 6,640	RM 7,000	RM 10,000	RM 10,000	RM 8,500
	RM 14,060	RM 8,780	RM 6,140				RM 8,000
	RM 10,560	RM 5,280	RM 2,640				RM 4,500
	RM 25,840	RM 17,920					
RM 37,840	RM 29,920						
COLOUR SURCHARGE		PRICE		RATE PER COLUMN (CM)		PRICE	
Full Colour Surcharge 1 Spot		RM 4,000 RM 3,500		Black & White		RM 30	
				OTHER CHARGES		PRICE	
				Script Fees		RM 4,000	
CLASSIFIED				RATES			
Appointments, Notices and Announcements Classified 1 (10cm x 1col) Classified 2 (10cm x 2 col) Classified 3 (9cm x 3 col)				RM 32 RM 280 RM 510 RM 560			

POSITION LOADING

Creative Buy
Front Half Right
Front Half
Preferred Section
Facing Pages
Consecutive Pages
DPS (Specified/ Centrespread)

PERCENTAGE

50%
50%
40%
50%
30%
30%
50%

*Terms & Conditions apply

*All rates quoted subject to 6% SST

*Ad position are subject to availability upon time of confirmation

Iklaneka

Book your classified ads now!

Your ad will appear in the Print and Online



Scan QR Code or visit

www.iklaneka.utusan.com.my

MATERIAL Requirement

Utusan
Malaysia

Mingguan
Malaysia

Kosmo!

Kosmo!Ahad



Fullpage Ad
33cm (H) x 26.1cm (W) / 8col



Halfpage Ad
15cm (H) x 26.1cm (W) / 8col



Halfpage Vertical
33 cm (H) x 12.9cm(W) / 4col



Bottom Panel Ad
8cm (H) x 26.1cm (W) / 8col



Junior page Ad
24cm (H) x 16.2cm (W) / 5col



Quarter Ad
15 cm (H) x 12.9cm (W) / 4col



Front Cover
24.5cm (H) x 26.1cm (W) / 8col



Frontpage Full Wrap Ad
33cm (H) x 26.1cm (W) / 8col left
24.5cm (H) x 28.7cm (W) across gutter (2.6cm)



Backpage Full Wrap Ad / Centrespread / Double Page Spread (DPS)
33cm (H) x 54.8cm (W) across gutter (2.6cm)

Column per page 8 Per column width: 3cm

Display/Classifieds

Full page	33cm (H) x 26.1cm (W)
Single column	33cm (H) x 3cm (W)
2 Columns	8cm to 24 cm then 33cm (H) x 6.3cm (W)
3 Columns	8cm to 24 cm then 33cm (H) x 9.6cm (W)
4 Columns	10cm to 24 cm then 33cm (H) x 12.9cm (W)
5 Columns	13cm to 24 cm then 33cm (H) x 16.2cm (W)
6 Columns	Not Acceptable
7 Columns	Not Acceptable
8 Columns	10cm to 24 cm then 33cm (H) x 26.1cm (W)
Centrespread / DPS (across the gutter)	33cm (H) x 54.8cm (W)

Accepted File Format

ACCEPTED JOB STYLES

Mono B/W
Process
Spot As Process

ACCEPTABLE FORMATS

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

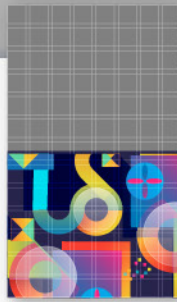
Ensure file can be separated properly. Postscript 3.

MATERIAL Requirement

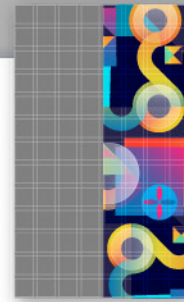
The Malaysian Reserve JOIN THE REAL CONVERSATION



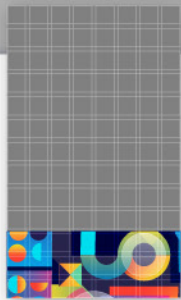
Fullpage Ad
44cm (H) x 26.1cm (W) / 8col



Halfpage Ad
22cm (H) x 26.1cm (W) / 8col



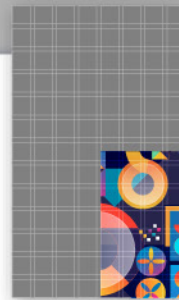
Halfpage Vertical
44 cm (H) x 12.9cm(W) / 4col



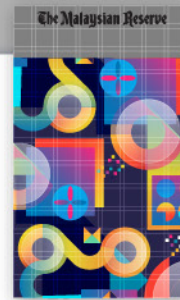
Bottom Panel Ad
10cm (H) x 26.1cm (W) / 8col



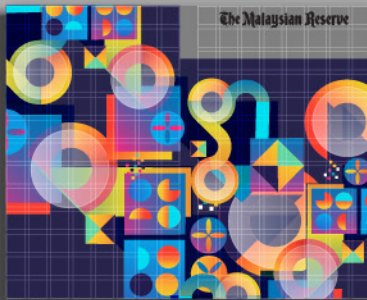
Junior page Ad
30cm (H) x 16.2cm (W) / 5col



Quarter Ad
22cm (H) x 12.9cm (W) / 4col



Front Cover
36.5 cm (H) x 26.1cm (W) / 8col



Frontpage Full Wrap Ad
Newsprint : 44.5cm (H) x left x 27.4cm (w)
40.4cm (H) right x 27.4cm (W)
Simili : 46.8cm (H) left x 28.9cm (W)
40.6cm (H) right x 28.9cm (W)
Bleed (5mm)



Backpage Full Wrap Ad
Newsprint : 44.5cm (H) x 54.8cm (w)
Simili : 46.8cm (H) 57.8cm (W)
Bleed (5mm)



Centrespread / Double Page Spread (DPS)
44cm (H) x 54.8cm (W)

Column per page 8 Per column width: 3cm

Column per page	Display/Classifieds
Full page	44cm (H) x 26.1cm (W)
Single column	6cm to 22cm then 44cm (H) x 3cm (W)
2 Columns	8cm to 22cm then 44cm (H) x 6.3cm (W)
3 Columns	8cm to 22cm then 44cm (H) x 9.6cm (W)
4 Columns	10cm to 22cm then 44cm (H) x 12.9cm (W)
5 Columns	13cm to 22cm then 44cm (H) x 16.2cm (W)
6 Columns	Not Acceptable
7 Columns	Not Acceptable
8 Columns	10cm to 22cm then 44cm (H) x 26.1cm (W)
Centrespread / DPS (across the gutter)	44cm (H) x 54.8 cm (W)

Accepted File Format

ACCEPTED JOB STYLES

Mono B/W
Process
Spot As Process

ACCEPTABLE FORMATS

PDF 1.3

PDF'S

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- 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



TYPHOGRAPHY FONTS & 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.

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

Font treatment:

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

Minimum font size for Display Ads:

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

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**

KNOCK OUT / 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.



knock out Black



Overprint Black

- **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



Knock Out Red



Overprint Red



Knock Out Black



Overprint Black



Knock out

Overprint

PRE-PRESS SPECIFICATIONS

Image Resolution (Line Screen) - Screen ruling

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

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%

Effective Image Resolution

- 200 dpi
- Flatten Transparency

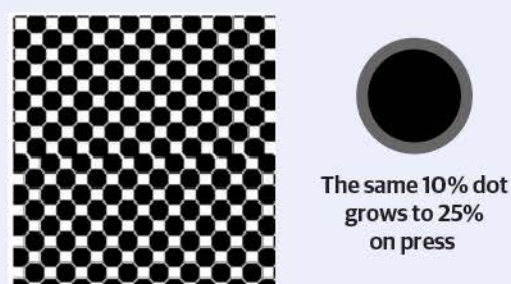
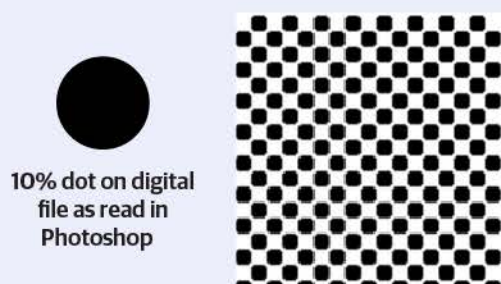
Circular/Line Bending Gradient

- Flatten Image
- Rasterise image in 200 dpi

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.



Dot Gain causes:

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

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

- These are the standard measurement of dot gains at different Tone
- 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 differ (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.
To use newspaper standard (ISO 12647-3).



MediaMulia



CAPTIVE MEDIA

Utusan
Malaysia

Mingguan
Malaysia

Kosmo!

Kosmo! Ahad

mm
MediaMuliaTV

relevan

The Malaysian Reserve

JOIN THE REAL CONVERSATION



*facing waiting area
next to queue screen*



*average wait
2.5 - 4 hours*



*unSKIPable content &
agile insertion control*





monthly visits

klang-valley

9,000,000

monthly visits

nationwide

20,000,000



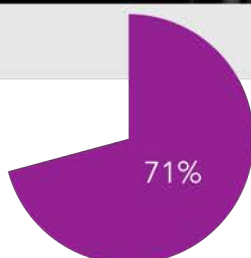
• M 40



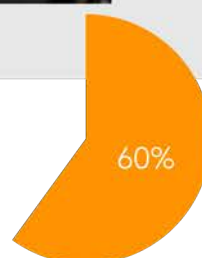
• B 40

TERTIARY EDUCATION

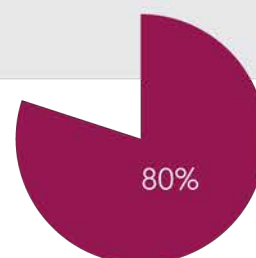
67.5%



• FEMALE



• MARRIED



• WITH CHILDREN

banners



1324px (w) x 1080px (h) JPEG



1500px (w) x 160px (h) JPEG



**full screen
animated graphic**

1920 (w) x 1080 (h)

1080 full hd

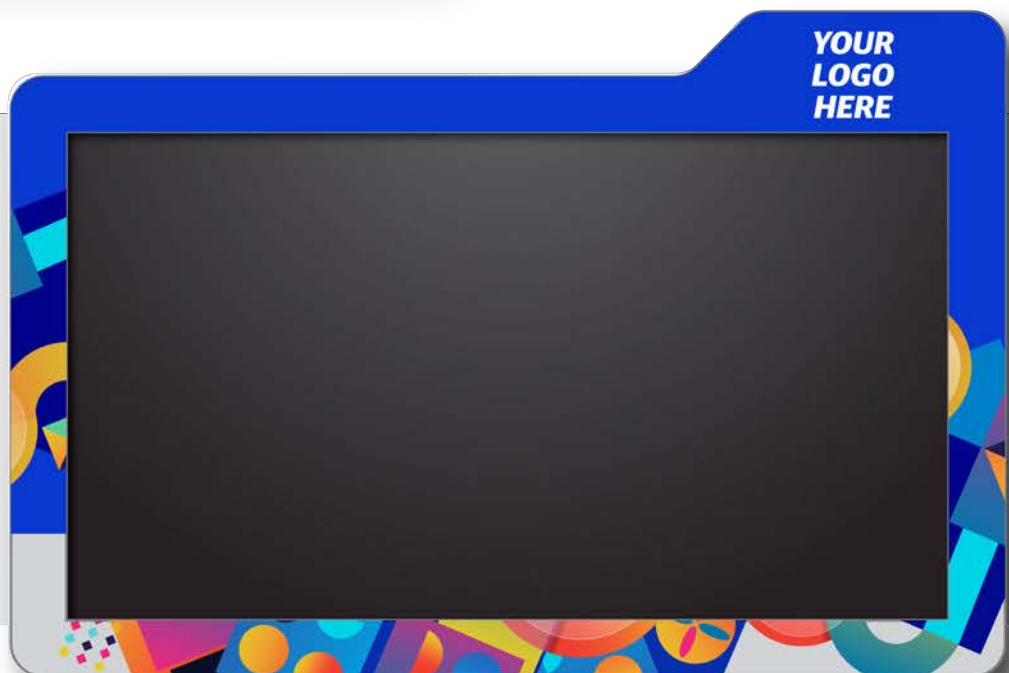
MP4 < 50mB

tv wraps

Putrajaya
size L 1440mm(l) x 1025mm(h)

Samsung
size M 1100mm(l) x 700mm(h)

Haier
size L 1026.16mm(l) x 660.4mm(h)



CAPTIVE MEDIA

Rate Card



VIDEO | 1-month

30 seconds **MYR 20,000**

15 seconds **MYR 11,000**

5 seconds **MYR 3,000**

VIDEO | 2-weeks

30 seconds **MYR 12,000**

15 seconds **MYR 8,000**

5 seconds **MYR 2,000**

BANNER

1-month **MYR 4,000**

2-weeks **MYR 3,000**

1-week **MYR 2,000**

TV WRAP

Please contact our sales team for the best and the most attractive deals.

*Terms & Conditions apply

*All rate quoted subject to 6% SST

*Rates are applicable nationwide

* Ad position are subject to availability upon time of confirmation

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 advertisement

In 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**
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** 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.

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.**



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Malaysia**

**Mingguan
Malaysia**

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