

# ADVERTISEMENT RATES 2009

WITH EFFECT FROM JANUARY 1, 2009

All rates are quoted in RM ✨ 5% service tax is applicable.

BASIC RATES

## BLACK & WHITE RATES

RM per single-column cm

ROP*/Classified Display**	Appointments & Notices	Classified Liners
Casual	45.00	45.00
6 insertions	43.50	RM5.00 per line
13 insertions	42.00	Minimum 4 lines
26 insertions	39.00	
39 insertions	36.00	
52 insertions	33.00	
*Min size: 12cm x 2col		**Min size: 5cm x 1 col

## COLOUR SURCHARGE

RM per insertion

	Full Colour	2-Spot Process	1-Spot Process
Full Edition	9,000	4,500	3,500

## FULL PAGE READY RATES

RM per insertion

	Full Colour	2-Spot Process	1-Spot Process	Black & White
Casual	22,320	17,820	16,820	13,320
6 insertions	21,876	17,376	16,376	12,876
13 insertions	21,432	16,932	15,932	12,432
26 insertions	20,544	16,044	15,044	11,544
39 insertions	19,656	15,156	14,156	10,656
52 insertions	18,768	14,268	13,268	9,768

## LOADINGS

% premium on advertisement cost

Back Page	Full Page Full Colour (FC) only	+ 50%
Page 3 (any section)	Full Page FC only	+ 50%
Pages 5, 7 & 9	Full Page FC only	+ 40%
Pages 11 & 13	Full Page FC/Spot Colour (SC) only	+ 35%
Specified Front Half Right Page		+ 30%
Specified Front Half Pages		+ 25%
Front Page/Specified Position on Page		+ 100%
Specified Page/Specified Section of Newspaper		+ 30%
Centre-spread/DPS/Facing Pages/Consecutive	FC & SC only	+ 50%
Appointments & Notices out of Classified Page		+30%

## BOTTOM PANEL ADS

RM per insertion

	Front Page 8cm x 8cols	ROP 10cm x 8cols
Casual	18,000	12,500
13 insertions	1 set of 13 insertions	13,000
26 insertions	2 set of 13 insertions	12,000
39 insertions	3 set of 13 insertions	11,000
52 insertions	4 set of 13 insertions	10,000

NOTE: Fixed Position advertisement contracts cannot be cancelled.

## COVER JACKET

RM per insertion

Full Wrap	4 Page	Full Colour	150,000
Surcharge for Simili			50,000
Half Wrap	2 Page	Full Colour	90,000

## FRONT PAGE

RM per insertion

Trump Card	9cm x 2cols	Full Colour	9,000
Top left hand corner of Front Cover and must be accompanied with Display Ad buy			
Ear Space	4.5cm x 4.5cm	Full Colour	7,000
Top right hand corner of Front Cover and must be accompanied with Display Ad buy			
Page Bottom Panel	8cm x 8cols	Full Colour	18,000
Bottom portion of Front Cover and must be accompanied with Display Ad buy			

## BIG IMPACT IMPRESSIONS

RM per insertion

First Double Page Spread	Page 2 & Page 3	Full Colour	70,000
Last Double Page Spread	IBC Page & Facing Page	Full Colour	60,000

## PAGE DOMINANT EXECUTIONS

RM per insertion

Island Ad (maximum size 15cm x 4cols)	21,000
Sandwich Ad (maximum size 15cm x 8cols)	21,000
L-Shape	21,000

## BRANDING SPOTS

RM per insertion

Page-Top Panel Branding Spot	2cm x 4cols	Full Colour	6,000
Big Branding Spot	10cm x 2 cols	Full Colour	5,000
Small Branding Spot	6cm x 2 cols	Full Colour	3,500

## STICK-ONS

Stick printing & Lettershopping ✨ RM per piece of sticker

	National 300K	Klang Valley 223K	Selected Areas 100K	>50K
Size A: 2.75" x 3.00"	0.20	0.25	0.28	0.38
Size B: 3.00" x 4.00"	0.25	0.29	0.35	0.42
Size C: 4.00" x 6.00"	0.32	0.35	0.39	0.47

Stick-on rates include the cost of printing on one side only ✨ 50% pre payment with booking 21 working days prior to insertion date ✨ To ensure no wrap on the stick-on, add RM35,000.

## LOOSE INSERTS

Insertion & Distribution ✨ RM per piece of insert

	National 300K	Klang Valley 223K	Selected Areas 100K	>50K
1-fold Max 110gsm (30cm x 20cm)	0.19	0.22	0.30	0.35
2-fold Max 110gsm (30cm x 20cm)	0.24	0.27	0.35	0.35
3-fold Max 110gsm (30cm x 20cm)	0.29	0.32	0.40	0.45

A sample of the insert design must be pre-approved 21 working days prior to insertion date ✨ Booklets will be based on different costing.

HIGH IMPACT AD EXECUTIONS

CALL-TO-ACTION DRIVERS

## C O L U M N W I D T H M E A S U R E M E N T S

<b>1 col</b> 3.0cm	<b>2 col</b> 6.3cm	<b>3 col</b> 9.6cm	<b>4 col</b> 12.9cm	<b>5col</b> 16.2cm	<b>6 col</b> 19.5cm	<b>7 col</b> 22.8cm	<b>8col</b> 26cm
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Centre-spread (across the gutter) 54 cm

# MALAYSIA PRIME 2008

The Malaysia Prime universe comprise individuals who reside in the Klang Valley, aged over 20 years with a personal monthly income of over RM2,500, engaged in a white collar occupation, and are internet users.

## INSIGHTS

### "THOUGHT-LEADER"

Over **70%** strongly agree that theSun:

- is **CREDIBLE**
- is **THOUGHT-PROVOKING**
- reflects **ISSUES & CONCERNS**
- provides **IN-DEPTH ANALYSES**
- has **OPINION-LEADING COLUMNISTS**

### "PASS-ON READERSHIP"

Perceived pass-on rate:

**2.9**  
readers per copy

### BIG SPENDERS

- 82% have 2 or more **CREDIT CARDS**
- 55% do their **SHOPPING ONLINE**
- 55% **INFLUENCE PURCHASE DECISIONS** of up to 1 million ringgit

### TECH SAVVY & CONNECTED

- 97% have an **EMAIL** address
- 90% access the **INTERNET** daily
- 67% download **SOFTWARE AND FILES**
- 38% look for **JOBS ONLINE**
- 33% utilize **BLOGS**

### BIG INVESTORS

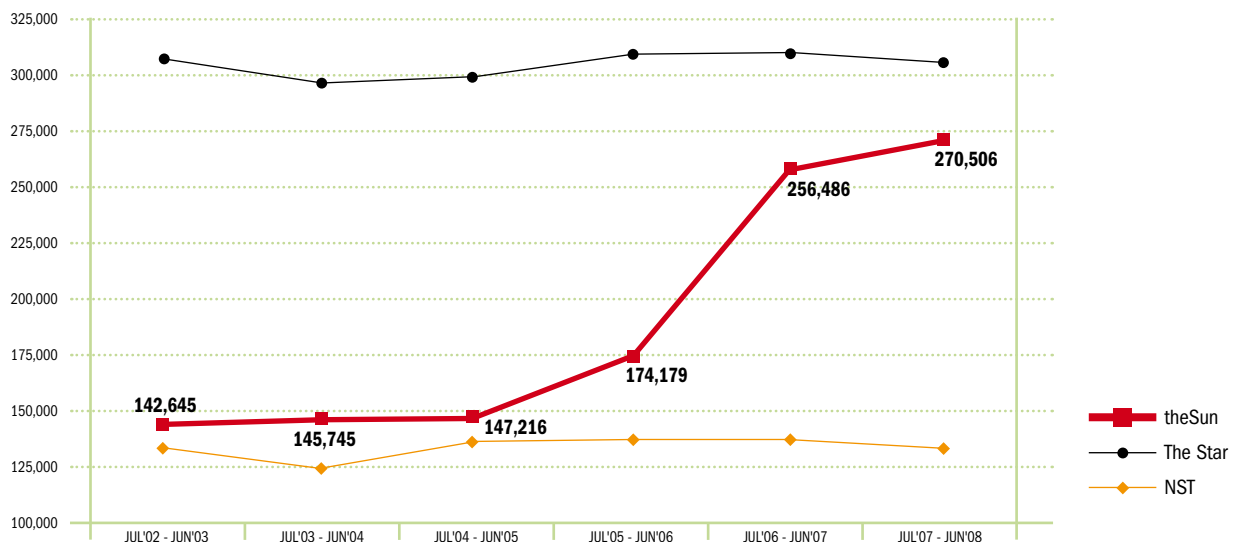
- 50% buys into **UNIT TRUSTS**
- 45% own **PRIVATE RESIDENTIAL PROPERTY**

### BIG ON FINANCIAL SERVICES

- 72% utilise **PRIVATE BANKING** services
- 60% do their **BANKING ONLINE**

## CIRCULATION

PAST SIX  
YEARS  
GROWTH:  
2002 - 2008



(Source : THE ABC REPORT, 2008)

# COST-EFFICIENCY TABLE: ENGLISH NEWSPAPERS

	NEWSPAPERS	THESUN	THE STAR	NEWSTRAITSTIMES
	<b>CIRCULATION*</b>	<b>270,506</b>	<b>304,904</b>	<b>136,530</b>
<b>BLACK &amp; WHITE</b>	FULL PAGE COST	RM13,320	RM18,914	RM11,880
	<b>COST PER THOUSAND COPIES</b>	<b>49.24</b>	<b>62.03</b>	<b>87.01</b>
<b>1 SPOT COLOUR</b>	FULL PAGE COST	RM16,820	RM22,914	RM15,880
	<b>COST PER THOUSAND COPIES</b>	<b>62.18</b>	<b>75.15</b>	<b>116.31</b>
<b>FULL COLOUR</b>	FULL PAGE COST	RM22,320	RM36,800	RM25,380
	<b>COST PER THOUSAND COPIES</b>	<b>82.51</b>	<b>120.69</b>	<b>185.89</b>

\* Circulation figures: **THE ABC REPORT, 2008**

## The true measure of a publication's audience strength is its audited circulation.

The Audit Bureau of Circulations Malaysia is a collaboration of advertisers, advertising agencies, as well as, media agencies and publishers, empowered to verify the authenticity of publishers' claimed circulation figures.

The ABC verified audited circulation numbers ensure that advertising expenditure is made on the basis of accurate audience size information, viz. total numbers, breakdown by geographical location, as well as, nature of the distribution.

Use of such information in media selection ensures advertisers' marketing budgets can be evaluated on the basis of cost-efficiency of the advertising ringgit (CPM).

Advertisers and advertising practitioners are encouraged to ensure they utilise publications that have had their circulation audited and verified by ABC Malaysia annually. It is without doubt that publishers committed to transparency in circulation data, provide advertisers assurance that their advertising communication reach is valid.

**Invest your advertising ringgit wisely. Use ABC audited publications.**



AUDIT BUREAU OF CIRCULATIONS  
(Incorporated in Malaysia)

# ADVERTISING TECHNICAL SPECIFICATIONS

## GENERAL REQUIREMENTS

### Acceptable Ad Sizes

Columns per page	8
Full Page	37cm (H) x 8cols (W)
Centre-spread	37cm (H) x 16cols (W)
Half Page (horizontal)	18cm (H) x 8cols (W)
Half Page (vertical)	37cm (H) x 4cols (W)
Quarter Page	18cm (H) x 4cols (W)
Junior Page	24cm (H) x 5cols (W)

\*Maximum size: 28cm x 6 col

### Ad Formats

theSun accepts ad materials in film or digital formats.

### Digital Format

- Digital ad formats should only be in Adobe Acrobat PDF or EPS formats with all fonts embedded. Colour contribution should be in CMYK.
- theSun accepts delivery of digital ad formats in CDs and via Asia On Time and EADS' networks.

### Image Resolution

- Images should be prepared at a resolution of 300 dpi at full size.
- Line copy should be prepared in black.

### Bromides

Bromides are only accepted for Classifieds. The screen range should be 10% dots for highlights and 80% dots for shadows.

### Screen Ruling

theSun prints at 85 lines per inch.

### Highlight Dot

Use a 5% dot in the area intended.

### Mid-tone Dot

Prepare material intended to compensate for a 15% mid-tone dot gain. A 50% dot prior to press will measure approximately 65% as a printed dot.

### Shadow Dot

80%-85% in shadow areas intended to hold details. Areas greater than 85% will likely print solid.

### Flat Tint

No less than 10% is recommended for a flat tint for consistent reproduction.

### Register Marks, Crop Marks & Bleeds

- All artwork must have register marks and crop marks. The register marks should be located 6mm outside of the trim area.
- Do not include bleeds as theSun is a NON-bleed publication.

## BLACK & WHITE ADS

### Proofing

- A proof of the ad material is required.
- Proofs should be printed on normal newsprint.

## COLOUR ADS

### Colour Separation

All colour separation should be provided in the form of NEGATIVE films. Films need to be one piece per colour with each colour identified.

### Font Type/specs

White text reversed out of four-colour background should not be less than 14-point size. A boldface type font is recommended. Thin strokes in type and lettering will result in mis-registration of background colours.

### Proofing

- 2 pieces of final colour proofs and 1 set of progressive proofs are required.
- Proofs should be printed on normal newsprint.
- The colours should be printed in the CMYK sequence.
- All progressive proofs and finished proofs should be in exact register. Films that are not in exact register will result in poor quality reproduction throughout the entire print run.

## SPECIAL REQUIREMENTS

*(Jacket Cover in Simili Paper)*

### Positive Films

Films if used, should be positive films.

### Screen Ruling

theSun's Full Wraps are printed at 120 lines per inch.

### Proofs

- 1 set of progressive proofs on simili paper is required.

## AD TERMS

### Booking deadline

- General, Centre-spread, Full Wrap/Half Wrap (newsprint) 3 working days prior to publication date
- Loose Inserts 7 working days prior to publication date
- Stick-on 21 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date

### Copy deadline

- General, Centre-spread, Loose Inserts, Full Wrap / Half Wrap, 2 working days prior to publication date
- Full Wrap (simili paper) 10 working days prior to publication date
- Stick-on 21 working days prior to publication date

### Repeat Copy Instructions

Repeat copy instructions for both Display and Classified ads must be accompanied by a photocopy of the advertisement.

### Cancellation Notice

- General, Centre-spread, Loose Inserts, Full Wrap / Half Wrap 14 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date
- Stick-on 21 working days prior to publication date

### Cancellation Charges

- 100% of ad cost will be charged where cancellation notice is not given in accordance with the schedule above.
- The advertiser and/or its advertising agency will bear any production/creative services/charges rendered/incurred by theSun regardless of the cancellation of the ad.

### Material Recall & Tearsheets

Requests for recall material and tearsheets must be forwarded to theSun within 7 days after publication. theSun reserves the right to destroy all advertising material, including negatives, copies, films and artworks, which have not been recalled within the specified period.

### Service Tax

All ads are subject to 5% service tax.

### Payment Terms

- Approved advertisers and/or advertising agencies must make payment within 30 days from the invoice date, failing which late interest calculated at 1.0% per month will be imposed.
- CASH WITH ORDER is required for other advertisers.
- In the event that an advertiser and/or its advertising agency fails to make timely payment, theSun may immediately cancel all orders for advertising and the advertiser and/or its advertising agency shall indemnify theSun for all expenses incurred in connection with the collection of amounts payable, including any legal fees incurred.

### Publishing Conditions

- All advertisements must comply with prevailing laws, regulations and guidelines governing such advertisements or the products or services being advertised.
- theSun reserves the right to restrict the sizes of advertisements.
- theSun assumes no liability for unsatisfactory ad reproduction results if the bromide, film or digital ad material is not prepared in accordance to theSun's requirements.
- theSun reserves the right to reject or cancel any order without explanation, notwithstanding the acceptance of payment and assumes no liability for the omission of any advertisement.
- theSun reserves the right to hold an advertiser and/or its advertising agency jointly and severally responsible for such monies that are due and payable to theSun. Advertiser and/or its advertising agency shall fully indemnify theSun from all claims, actions, demands, losses, damages, costs and expenses, of any nature whatsoever, including legal fees, which theSun may become liable by reason of its publication of the advertiser's advertising or provision of production services to the advertiser.
- Advertiser and/or its advertising agency shall fully indemnify theSun from all claims, actions, demands, losses, damages, costs and expenses, of any nature whatsoever, including legal fees, which theSun may become liable by reason of its publication of the advertiser's advertising or provision of production services to the advertiser.
- Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by theSun and such order, when accepted by theSun, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
- All contracts are conditional on strikes, fires, acts of God, or any cause not subject to the control of theSun, excluding advertiser's failure and/or inability to perform.

# MALAYSIA'S NO.1 URBAN NEWSPAPER

No.1 In Key Market Centres

## CIRCULATION DISTRIBUTION SPREAD: COMPETITIVE COMPARISON

MARKET CENTRE	THE SUN CURRENT DISTRIBUTION SPREAD	STAR DISTRIBUTION SPREAD*	NST DISTRIBUTION SPREAD*	THE SUN DISTRIBUTION SPREAD*
KEY MARKET CENTRES	W.E.F JAN'09	JUN'07-JUN'08	JUN'07-JUN'08	JUN'07-JUN'08
<b>KLANG VALLEY</b> <i>(Kuala Lumpur &amp; Selangor)</i>	<b>223,000</b>	187,795	73,128	219,705
<b>PENANG</b>	<b>37,000</b>	36,844	7,379	23,081
<b>JOHORE BARU</b>	<b>16,000</b>	15,638	15,422	10,979
<b>OTHER</b>	<b>24,000**</b>	64,627	40,601	16,741**
<b>TOTAL</b>	<b>300,000</b>	304,904	136,530	270,506

\*Audit Bureau of Circulations Malaysia: The ABC Report - Circulation Figures for the period ending 30 June 2008

\*\*Other Areas: Note - theSun is only distributed in Urban Market Centres i.e state capital cities/towns.