

2020 RATE CARD 廣告價格表

星洲 媒體集團

SIN CHEW MEDIA CORPORATION BERHAD

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“Sin Chew Daily was incorporated in 1929, and has continued publications in various circumstances; under British colonialism, Japanese Occupation, Independence Movement, as well as the early years of nationhood until today.

Sin Chew Daily was suspended on two occasions; first during the Japanese Occupation of Malaya and Singapore between 1942 and 1945, and the second time was when the Malaysian government suspended Sin Chew Daily's licence under the Printing Presses and Publications Act in 1987. With the effort of the current chairman Tan Sri Sir Tiong Hiew King, Sin Chew Daily resumed publication on 8th April 1988.

The circulation of Sin Chew Daily has improved steadily ever since the resumption of its publication. Today, some 400,000 copies of the newspaper are sold each day, with more than 1.18 million people reading it in Malaysia, making Sin Chew Daily not only the best selling Chinese language newspaper in Southeast Asia, but also the largest Chinese language newspaper outside mainland China.

In October 2004, Sin Chew Daily, along with its sister publications Guang Ming Daily, Sinchew.com.my and three educational publications Cahaya Sin Chew, Sinaran Sin Chew and Bintang Sin Chew, were formally restructured as Sin Chew Media Corporation Berhad, and was listed on the Main Board of Bursa Malaysia.

On 29th January 2007, Sin Chew Media Corporation and the Ming Pao Group of Hong Kong announced a merger program, and invited the participation of Nanyang Press Holdings. Under the merger program, Sin Chew Media Corporation will acquire Ming Pao Enterprise through a reverse takeover as a positive step towards its globalisation plan. Ming Pao Enterprise will take over Sin Chew Media Corporation's listing status on the Main Board of Bursa Malaysia, to become the first company seeking a dual listing in both Malaysia and Hong Kong.

In January 2008, Sin Chew Media Corporation, Nanyang Press Holdings and Ming Pao Enterprise held their respective EGMs, and the merger program was accepted unanimously by all three EGMs.

The new group will be called Media Chinese International Limited. Among the Chinese language publications under its banner are Ming Pao, Sin Chew Daily, Guang Ming Daily, Nanyang Siang Pau, China Press, as well as Yazhou Zoukan and more than 30 other periodicals. Ming Pao is published in four different editions in North America, namely Toronto, Vancouver, New York and San Francisco. They are joined by other publications under Tan Sri Sir Tiong's other companies such as Harian Indonesia and the English language daily The National in Papua New Guinea.

“星洲日報創刊於1929年，經歷過英國殖民地時代、抗日時期、獨立運動，直至建國之後的今天。

《星洲日報》曾二度停刊，第一次是在1942至1945年，因日軍南侵，馬、新兩地相繼淪陷而被迫停刊；第二次是1987年遭馬來西亞政府援引出版和印刷法令吊銷出版准證。1988年4月8日，在現任社長丹斯里張曉卿爵士及高層的努力爭取之下，《星洲日報》得以復刊。

復刊後，發行量節節上升，今已達40萬份，每天有超過118萬的馬來西亞人閱讀《星洲日報》，使《星洲日報》不僅成為東南亞發行量最高的華文報章，也是中港台以外最大的華文日報。

2004年10月，《星洲日報》連同《光明日報》、《星洲網》及其它3份教育週刊《學海》、《星星》及《小星星》正式組成星洲媒體集團，並在吉隆坡證券交易所主要交易板上市。

2007年1月29日，星洲媒體集團和香港明報集團宣布合併，並邀請南洋報業參與。在合併計劃下，星洲媒體將倒置收購明報企業，實現走向全球的計劃。明報企業將取代星洲媒體在大馬股票交易所主要交易板的上市地位，成為第一家在大馬與香港雙邊上市的公司。

2008年1月，星洲媒體、南洋報業以及明報企業分別舉行股東特大。三個特大都以近100%的票數通過合併計劃。

新集團取名“世華媒體”，旗下中文日報包括《明報》、《星洲日報》、《光明日報》、《南洋商報》、《中國報》，以及《亞洲周刊》等三十多家雜誌。其中，《明報》在北美發行4個地方版本，分別是多倫多版、溫哥華版、紐約版與三藩市版，外加張曉卿旗下公司出版的《印尼星洲日報》與巴布亞新幾內亞英文報《The National》，業務版圖分佈得極廣。

Effective 生效日期: 1st January 2020

NATIONAL (West+East Malaysia) 全國 (西馬+東馬)

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	35,000.00	55,000.00
	Junior Page	8 col x 37 cm	19,600.00	37,000.00
	Half Page	10 col x 26.5 cm	17,500.00	33,000.00
	Half Page	5 col x 53 cm	17,500.00	33,000.00
	Quarter Page	5 col x 26.5 cm	8,800.00	17,000.00
Tabloid	Full Page	8 col x 31 cm	16,500.00	31,000.00
	Half Page	8 col x 15.5 cm	8,300.00	15,800.00
	Half Page	4 col x 31 cm	8,300.00	15,800.00

WEST MALAYSIA 西馬

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	30,500.00	45,500.00
	Junior Page	8 col x 37 cm	17,000.00	30,000.00
	Half Page	10 col x 26.5 cm	15,300.00	27,000.00
	Half Page	5 col x 53 cm	15,300.00	27,000.00
	Quarter Page	5 col x 26.5 cm	7,650.00	13,500.00
Tabloid	Full Page	8 col x 31 cm	14,000.00	25,000.00
	Half Page	8 col x 15.5 cm	7,000.00	12,500.00
	Half Page	4 col x 31 cm	7,000.00	12,500.00

Rates shown above are subject to 6% SST

上述價格須另加6%SST

Effective 生效日期: 1st January 2020

SG & GM (West+East Malaysia) 星洲 + 光明 全國 (西馬+東馬)

Type 廣告類別	Size 面積		B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM
Broadsheets	Full Page	10 col x 53 cm	46,000.00	70,000.00
	Junior Page	8 col x 37 cm	26,000.00	47,000.00
	Half Page	10 col x 26.5 cm	23,500.00	41,500.00
	Half Page	5 col x 53 cm	23,500.00	41,500.00
	Quarter Page	5 col x 26.5 cm	11,700.00	21,800.00
Tabloid	Full Page	8 col x 31 cm	22,000.00	40,000.00
	Half Page	8 col x 15.5 cm	11,000.00	20,500.00
	Half Page	4 col x 31 cm	11,000.00	20,500.00

SG & GM (West Malaysia) 星洲 + 光明 (西馬)

Type 廣告類別	Size 面積		B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM
Broadsheets	Full Page	10 col x 53 cm	39,500.00	60,000.00
	Junior Page	8 col x 37 cm	22,000.00	40,000.00
	Half Page	10 col x 26.5 cm	19,800.00	35,500.00
	Half Page	5 col x 53 cm	19,800.00	35,500.00
	Quarter Page	5 col x 26.5 cm	9,900.00	18,500.00
Tabloid	Full Page	8 col x 31 cm	18,500.00	34,500.00
	Half Page	8 col x 15.5 cm	9,300.00	17,300.00
	Half Page	4 col x 31 cm	9,300.00	17,300.00

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METRO (KL & Selangor) 大都會 (雪/隆)

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	13,500.00	21,000.00
	Junior Page	8 col x 37 cm	7,500.00	11,800.00
	Half Page	10 col x 26.5 cm	6,800.00	10,500.00
	Half Page	5 col x 53 cm	6,800.00	10,500.00
	Quarter Page	5 col x 26.5 cm	3,400.00	5,200.00

JOHORE 柔佛

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	11,300.00	17,300.00
	Junior Page	8 col x 37 cm	6,300.00	9,700.00
	Half Page	10 col x 26.5 cm	5,600.00	8,700.00
	Half Page	5 col x 53 cm	5,600.00	8,700.00
	Quarter Page	5 col x 26.5 cm	2,800.00	4,300.00

N. SEMBILAN 森美蘭

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	3,500.00	6,000.00
	Junior Page	8 col x 37 cm	2,000.00	3,400.00
	Half Page	10 col x 26.5 cm	1,800.00	3,000.00
	Half Page	5 col x 53 cm	1,800.00	3,000.00
	Quarter Page	5 col x 26.5 cm	900.00	1,500.00

Rates shown above are subject to 6% SST

上述價格須另加6%SST

Effective 生效日期: 1st January 2020

MALACCA 馬六甲

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	3,500.00	5,500.00
	Junior Page	8 col x 37 cm	2,000.00	3,000.00
	Half Page	10 col x 26.5 cm	1,800.00	2,700.00
	Half Page	5 col x 53 cm	1,800.00	2,700.00
	Quarter Page	5 col x 26.5 cm	900.00	1,300.00

PERAK 霹靂

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	6,300.00	10,000.00
	Junior Page	8 col x 37 cm	3,530.00	5,600.00
	Half Page	10 col x 26.5 cm	3,180.00	5,000.00
	Half Page	5 col x 53 cm	3,180.00	5,000.00
	Quarter Page	5 col x 26.5 cm	1,590.00	2,500.00

NORTHERN (Penang, Perlis & Kedah) 北馬

Type 廣告類別	Size 面積	B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM	
Broadsheets	Full Page	10 col x 53 cm	3,400.00	5,300.00
	Junior Page	8 col x 37 cm	1,900.00	2,900.00
	Half Page	10 col x 26.5 cm	1,700.00	2,600.00
	Half Page	5 col x 53 cm	1,700.00	2,600.00
	Quarter Page	5 col x 26.5 cm	850.00	1,300.00

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EAST COAST (Pahang, Terengganu & Kelantan) 東海岸

Type 廣告類別	Size 面積		B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM
Broadsheets	Full Page	10 col x 53 cm	3,400.00	5,300.00
	Junior Page	8 col x 37 cm	1,900.00	2,900.00
	Half Page	10 col x 26.5 cm	1,700.00	2,600.00
	Half Page	5 col x 53 cm	1,700.00	2,600.00
	Quarter Page	5 col x 26.5 cm	850.00	1,300.00

EAST MALAYSIA (Sarawak & Sabah) 東馬 (砂拉越及沙巴)

Type 廣告類別	Size 面積		B&W 黑白 RM	2 Spot Colour 雙色/ Full Colour 彩色 RM
Broadsheets	Full Page	10 col x 53 cm	7,900.00	14,300.00
	Junior Page	8 col x 37 cm	4,300.00	7,900.00
	Half Page	10 col x 26.5 cm	3,900.00	7,100.00
	Half Page	5 col x 53 cm	3,900.00	7,100.00
	Quarter Page	5 col x 26.5 cm	1,950.00	3,500.00

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Effective 生效日期: 1st January 2020

DISPLAY / NOTICE / THANK YOU 商業廣告 / 通告 / 鳴謝

Edition 版別	B&W 黑白 (Casual 短期) RM	B&W 黑白 (Contract 長期) RM	1-Spot Colour 單色	2-Spot Colour / Full Colour 雙色 / 彩色 RM
NATIONAL (West+East Malaysia) 全國 (西馬+東馬)	82.00	67.00	8,000.00	129.00
WEST MALAYSIA 西馬	73.00	58.00	6,500.00	103.00
SC & GM (West+East Malaysia) 星洲 + 光明 全國 (西馬+東馬)	104.00	89.00	10,000.00	166.00
SC & GM (West Malaysia) 星洲 + 光明 (西馬)	90.00	75.00	8,500.00	140.00
METRO (KL & Selangor) 大都會 (雪/隆)	41.00	26.00	4,000.00	40.00
JOHORE 柔佛	24.50	21.50	1,500.00	33.00
N.SEMBILAN 森美蘭	8.00	6.80	650.00	11.50
MALACCA 馬六甲	8.00	6.80	650.00	10.50
PERAK 霹靂	13.00	12.00	750.00	19.00
NORTHERN (Penang, Perlis & Kedah) 北馬	8.00	6.50	650.00	10.00
EAST COAST (Pahang, Terengganu & Kelantan) 東海岸	8.00	6.50	650.00	10.00
EAST MALAYSIA (Sarawak & Sabah) 東馬 (砂拉越及沙巴)	17.00	15.00	1,500.00	27.00

SIN CHEW & GUANG MING ADVERTORIAL WRITING FEE CHARGES

270 colcm & above – RM9,000

Below 270 colcm – RM6,000

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Effective 生效日期: 1st January 2020

GREETINGS / CONDOLENCE / OBITUARY 賀詞 / 輓詞 / 訃告 / 人事廣告

Edition 版別	B&W 黑白	1-spot (2 negatives) 單色 (2 張菲林) RM	Full Colour / 2-Spot Colour 彩色 / 雙色 RM
NATIONAL (West+East Malaysia) 全國 (西馬+東馬)	58.00	8,000.00	118.00
WEST MALAYSIA 西馬	49.00	6,500.00	92.00
SG & GM (West+East Malaysia) 星洲 + 光明 全國 (西馬+東馬)	76.00	10,000.00	148.00
SG & GM (West Malaysia) 星洲 + 光明 (西馬)	62.00	8,500.00	122.00
METRO (KL & Selangor) 大都會 (雪/隆)	23.00	4,000.00	N/A
JOHORE 柔佛	20.50	1,500.00	N/A
N.SEMBILAN 森美蘭	6.80	650.00	N/A
MALACCA 馬六甲	6.50	650.00	N/A
PERAK 霹靂	12.00	750.00	N/A
NORTHERN (Penang, Perlis & Kedah) 北馬	5.50	650.00	N/A
EAST COAST (Pahang, Terengganu & Kelantan) 東海岸	6.50	650.00	N/A
EAST MALAYSIA (Sarawak & Sabah) 東馬 (砂拉越及沙巴)	15.00	1,500.00	N/A

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Effective 生效日期: 1st January 2020

Edition 版別	Front page ** 封面 RM	Back Page ** 封底 RM
NATIONAL (West+East Malaysia) 全國 (西馬+東馬)	3,200.00 2.5 col (W) x 6 cm (H)	N/A
WEST MALAYSIA 西馬	N/A	N/A
METRO (KL & Selangor) 大都會 (雪/隆)	1,900.00 5 col (W) x 6 cm (H)	1,500.00 6 col (W) x 6 cm (H)
JOHORE 柔佛	1,290.00 * 5 col (W) x 6 cm (H)	N/A
N.SEMBILAN 森美蘭	360.00 5 col (W) x 6 cm (H)	310.00 6 col (W) x 6 cm (H)
MALACCA 馬六甲	230.00 5 col (W) x 6 cm (H)	200.00 6 col (W) x 6 cm (H)
PERAK 霹靂	500.00 5 col (W) x 6 cm (H)	400.00 6 col (W) x 6 cm (H)
NORTHERN (Penang, Perlis & Kedah) 北馬	240.00 5 col (W) x 6 cm (H)	140.00 6 col (W) x 6 cm (H)
EAST COAST (Pahang, Terengganu & Kelantan) 東海岸	190.00 5 col (W) x 6 cm (H)	190.00 6 col (W) x 6 cm (H)
EAST MALAYSIA (Sarawak & Sabah) 東馬 (砂拉越及沙巴)	400.00 2.5 col (W) x 6 cm (H)	720.00 6 col (W) x 6 cm (H)

Rates shown above are subject to 6% SST 上述價格須另加6%SST

* Johore edition front page ear space surcharge 20% for Saturday & Sunday 柔佛版封面報耳，星期六及日另加20%附加費

** Front page ear space sizes 封面報耳面積: (1) 2.5 col (W) = 7.4 cm
(2) 5 col (W) = 15.8 cm
(3) 6 col (W) = 19 cm

Effective 生效日期: 1st January 2020

DISPLAY (Display, Greetings etc.) 商業廣告 (商業、通告及人事廣告價格劃一)

Type 廣告類別	NATIONAL (West Malaysia) 全國 (西馬) RM	NORTH MALAYSIA 北馬 RM	NATIONAL (Without North) 全國 (不包括北馬) RM	SC + GM NORTHERN (Penang, Perlis & Kedah) 星洲聯合光明 北馬版 RM
B&W 黑白 (Casual 短期)	38.00	18.00	27.00	20.00
B&W 黑白 (Contract 長期)	30.00	17.00	20.00	19.00
Full Colour 彩色 (Casual 短期)	50.00	40.00	37.00	N/A
Full Colour 彩色 (Contract 長期)	45.00	37.00	34.00	39.00
SPOT COLOUR 套色 1-spot (2 negatives) 單色(2張菲林)	4,000.00	3,000.00	3,000.00	3,000.00
SPOT COLOUR 套色 2-spot (3 negatives) 雙色(3張菲林)	6,000.00	4,500.00	4,500.00	4,500.00
EAR SPACE*報耳(封面)	1,400.00	700.00	700.00	N/A
Entertainment / Sport** 娛樂 / 體育**	1,700.00	N/A	N/A	N/A

* Front page ear space size 封面版報耳面積: 7.4 cm(W) x 6 cm(H)

** Entertainment / Sport size 娛樂 / 體育面積: 10 col x 6 cm

*** Includes black film 包括黑版

EDITION 版別	B&W 黑白 RM	Full Colour 彩色 RM
KL / SELANGOR 雪隆	13.00	21.00
N. SEMBILAN 森美蘭	5.00	8.00
JOHORE 柔佛	7.00	13.00
MALACCA 馬六甲	5.00	8.00
PERAK 霹靂	7.00	11.00
EAST COAST 東海岸	5.00	7.00

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Position Loading

National / West Edition	Position	
Main Section	Front page	100%
	Front half right	40%
	Front half left	35%
	1st colour	50%
	2nd colour	45%
	Centre spread	40%
	Back page	40%
	Page 2	45%
	Page 3	55%
	Page 4	40%
Business Entertainment Features	Right hand page	20%
	Any Specified / Creative Position	30%
	R.O.P.	15%
	Front page	80%
	Front half right	30%
	Front half	20%
Regional Edition	Back page	30%
	Centre spread	30%
	Any Specified / Creative Position	20%
	Front page	80%
	Front half right	30%
	Front half left	20%
	Centre spread	30%
	Back page	30%
	Page 2	30%
Page 3	40%	
Right hand page	10%	
Any Specified / Creative Position	20%	

Effective 生效日期: 1st January 2020

Creative Buy Rates

Creative Buy	Medium	Edition	Rates RM
Cover Page (single page)	SC	West Malaysia	360,000
	SC + GM	West Malaysia	460,000
	SC	West + East Malaysia	420,000
	SC + GM	West + East Malaysia	550,000
Cover wrap (front & back, 2 pages)	SC	West Malaysia	480,000
	SC + GM	West Malaysia	550,000
	SC	West + East Malaysia	550,000
	SC + GM	West + East Malaysia	620,000
Cover wrap (front & back, inner front & back, 4 pages)	SC	West Malaysia	550,000
	SC + GM	West Malaysia	620,000
	SC	West + East Malaysia	600,000
	SC + GM	West + East Malaysia	670,000
Front page cover top panel size: SC – 10 col (w) x 8 cm (H) GM – 24.5 cm (w) x 6 cm (H)	SC	West Malaysia	70,000
	SC + GM	West Malaysia	80,000
	SC	West + East Malaysia	80,000
	SC + GM	West + East Malaysia	90,000

Loose insert rate

Not more than A3 size with single folded
RM0.30 per copy (minimum quantity – 10,000 copies)

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上述價格須另加6%SST

Effective 生效日期: 1st January 2020

National & Various Regions 全國及各地方版	Standard Sizes 標準面積		Minimum Sizes 最小面積	Maximum Sizes 最大面積
	1 col (RM)	2 col (RM)		
West Malaysia 西馬 (各地方版刊出)	37.00 (per col cm)	40.00 (per col cm)	1 col x 2 cm 2 col x 4 cm	1 col x 30 cm 2 col x 30 cm
National 西馬 + 東馬	45.00 (per col cm)	48.00 (per col cm)	1 col x 2 cm 2 col x 4 cm	1 col x 30 cm 2 col x 30 cm
Metro 大都會	20.00 (B/W 黑白) 21.00 (F/C 彩色) (per col cm)	20.00 (B/W 黑白) 21.00 (F/C 彩色) (per col cm)	1 col x 2 cm 2 col x 4 cm 3 col x 6 cm 4 col x 10 cm	1 col x 30 cm 2 col x 30 cm 3 col x 30 cm 4 col x 30 cm
Sin Chew + Guang Ming Metro 大都會 + 光明雪隆	24.00 (per col cm)	24.00 (per col cm)	1 col x 2 cm 2 col x 4 cm 4 col x 10 cm	1 col x 30 cm 2 col x 30 cm 4 col x 30 cm
PERAK 霹靂	7.50 (per col cm)	7.50 (per col cm)	1 col x 4 cm 2 col x 6 cm	1 col x 26 cm 2 col x 26 cm
MALACCA 古城	3.60 (per col cm)	3.60 (per col cm)	1 col x 6 cm 2 col x 6 cm	1 col x 18 cm 2 col x 18 cm
JOHORE 大柔佛	11.00 (per col cm)	15.00 (per col cm)	1 col x 4 cm 2 col x 6 cm	1 col x 20 cm 2 col x 12 cm
EAST COAST 東海岸	2.50 (per col cm)	3.20 (per col cm)	1 col x 4 cm 2 col x 6 cm	1 col x 20 cm 2 col x 12 cm
N. SEMBILAN 森美蘭	1 col x 4 cm @ 24.00 1 col x 6 cm @ 30.00 1 col x 8 cm @ 40.00 1 col x 10 cm @ 50.00 1 col x 12 cm @ 60.00	2 col x 4 cm @ 40.00 2 col x 6 cm @ 60.00 2 col x 8 cm @ 80.00 2 col x 10 cm @ 100.00 2 col x 12 cm @ 120.00		

Notes: 1. Display rates apply to non-standard sizes.
2. Only even number sizes accepted for classified ads.
3. Rates shown above are subject to 6% SST.
4. Reversed white 20% loading.
5. P.O. Box service Fee : RM150.00

注意事項: 1. 非標準面積, 一律以普通價格計算。
2. 分類只接受偶數面積。
3. 上述價格不包括6%SST。
4. 反白另加20%附加費。
5. 郵箱服務收費RM150.00。

Effective 生效日期: 1st January 2020

Edition 版別	Standard Sizes 標準面積	
	1 col (RM)	2 col (RM)
SC WEST MALAYSIA + GM NATIONAL (without North) 星洲西馬 + 光明(除北馬)	42.00 (per col cm)	45.00 (per col cm)
SC + GM METRO 星洲大都會 + 光明雪隆	24.00 (per col cm)	24.00 (per col cm)
SC + GM JOHORE 星洲 + 光明柔佛	13.00 (per col cm)	17.00 (per col cm)
SC + GM PERAK 星洲 + 光明霹靂	8.50 (per col cm)	8.50 (per col cm)
SC + GM MALACCA 星洲 + 光明古城	3.60 (per col cm)	4.60 (per col cm)
SC + GM EAST COAST 星洲 + 光明東海岸	3.75 (per col cm)	4.80 (per col cm)
SC + GM NORTH* 星洲 + 光明北馬*	2 col (6.2 cm) x 2.5 cm	48.00 (per ad)
	2 col (6.2 cm) x 5 cm	94.00 (per ad)
	2 col (6.2 cm) x 7.5 cm	140.00 (per ad)
	2 col (6.2 cm) x 10 cm	188.00 (per ad)
	2 col (6.2 cm) x 12.5 cm	234.00 (per ad)
	2 col (6.2 cm) x 15 cm	280.00 (per ad)

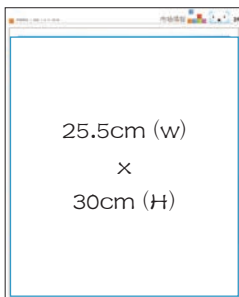
Rates shown above are subject to 6% SST
Rates apply to standard sizes only

上述價格須另加6%SST
以上價格只適用於標準面積

*Inclusive of 6% SST 包括6%SST

Effective 生效日期: 1st January 2020

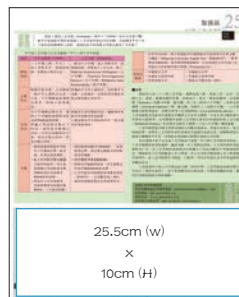
Publication 刊物	Standard Size 標準面積	B&W 黑白 RM (per ad)	Full Colour 彩色 RM (per ad)
Cahaya Sin Chew 學海	Full Page (8 col x 30 cm)	2,640.00	3,600.00
	Half Page (8 col x 15 cm)	1,320.00	1,800.00
	Bottom Panel (8 col x 10 cm)	880.00	1,200.00
	Top Panel (8 col x 10 cm)	1,056.00	1,440.00
Bintang Sin Chew 小星星	Full Page (8 col x 30 cm)	3,120.00	4,080.00
	Half Page (8 col x 15 cm)	1,560.00	2,040.00
	Bottom Panel (8 col x 10 cm)	1,040.00	1,360.00
	Top Panel (8 col x 10 cm)	1,248.00	1,632.00
Sinaran Sin Chew 星星	Bottom Panel (10 col x 10 cm) (broadsheet)	3,000.00	4,000.00



(tabloid)



(tabloid)



(tabloid)



(tabloid)



(broadsheet)

8 col (W) = 25.5cm 10 col (W) = 32cm

Only accept standard sizes as above 只接受以上的標準面積

COPY DEADLINE 截稿日期

CAHAYA / SINARAN / BINTANG SIN CHEW
學海 / 星星 / 小星星

3 weeks 前3星期

Circulation

Cahaya Sin Chew 學海	Bintang Sin Chew 小星星	Sinaran Sin Chew 星星
45,000	75,000	250,000
(based on Sin Chew newspaper copy)		

Rates shown above are subject to 6% SST

上述價格須另加6%SST

Specifications 規格

Effective 生效日期: 1st January 2020
Ad Size Column Width

SIN CHEW & GUANG MING 星洲 + 光明	NATIONAL & REGIONAL / FEATURE 全國及地方版 / 星洲副刊 (Broadsheet)	HAPPY SUNDAY / FORTUNE INVESTMENT WEEKLY / THE DOCTOR 快樂星期天 / 投資致富 / 名醫 (Tabloid)	CLASSIFIED 分類 (Broadsheet)	CAHAYA / BINTANG SIN CHEW 學海 / 小星星 (Tabloid)
FULL PAGE 全版	32 cm x 53 cm	25.5 cm x 31 cm	32 cm x 53 cm	25.5 cm x 30 cm
COL WIDTH 每欄寬度	2.8 cm	2.8cm	2.3 cm	2.8 cm
COL PER PAGE 全版欄數	10	8	13	8
1 COL 1 欄	2.8 cm	2.8 cm	2.3 cm	2.8 cm
2 COL 2 欄	6.1 cm	6.1 cm	4.8 cm	6.1 cm
3 COL 3 欄	9.3 cm	9.3 cm	7.2 cm	9.3 cm
4 COL 4 欄	12.6 cm	12.6 cm	9.7 cm	12.6 cm
5 COL 5 欄	15.8 cm	15.8 cm	12.2 cm	15.8 cm
6 COL 6 欄	19 cm	19 cm	14.7 cm	19 cm
7 COL 7 欄	22.3 cm	-	17.2 cm	-
8 COL 8 欄	25.5 cm	25.5 cm	19.6 cm	25.5 cm
9 COL 9 欄	28.8 cm	-	22.1 cm	-
10 COL 10 欄	32 cm	-	24.6 cm	-
11 COL 11 欄	-	-	27.1 cm	-
12 COL 12 欄	-	-	29.6 cm	-
13 COL 13 欄	-	-	32 cm	-
CENTRE SPREAD 中央對開	66.2 cm	53.2 cm	66.2 cm	53.2 cm

COPY DEADLINE 截稿日期

SIN CHEW DAILY / GUANG MING DAILY 星洲日報 / 光明日報			
Black & white 黑白	2 clear days 前2天	Feature / Supplement 副刊 / 特輯	5 clear days 前5天
Spot colour 套色	3 clear days 前3天	Centre spread 中央對開	5 clear days 前5天
Full colour 彩色	3 clear days 前3天	Classifieds 分類	3 clear days 前3天

ARTWORK PREPARATION GUIDELINES

Graphic Resolution	200 dpi minimum
File Format	High Resolution PDF files created to (PDF/x-1a PLUS Newspaper v2) Specification, JPG, TIFF, PSD and EPS
File Size	Maximum 100MB
Native Program	Photoshop CS5, Illustrator CS5
Images Guidelines	Accept only CMYK colour space, RGB colour space is not allowed. <ul style="list-style-type: none">• Dot area = 3%, Shadow Dot area = 85% maximum• All fonts must be embedded.• Do not use 2, 3 or 4 tone images that have not been converted to CMYK.• All Greyscale or CMYK elements must have a DPI of 200.• All Lineart should be scanned at 800 DPI.

PRODUCTION/ COLOUR GUIDELINES

Dot Shape	Round / Elliptical / Euclidean
Screen Ruling	100 lpi
Screen Angles	C=15°, M=75°, Y=90°, K=135°
Print Sequence	CMYK
Density of Tone	For 2 colour printing, total ink value should not exceed 160% and only one colour may be solid. For 4 colour printing, total ink value should not exceed 240%
Dot Gain	30% in the midtone area
Colour Reproduction	Grey Component Replacement (GCR)

TONAL REPRODUCTION GUIDELINES

Grayscale Images	Highlight area = 3% ~ 5% Shadow area = 80% ~ 85%
Colour Images	Highlight area = C 3%, M 2%, Y 2%, K 0% Shadow area = Total Ink value 240%, with K min 85%

PROOFING GUIDELINES

Number of Proof	2 final proof/ colour guide that delivery together with any digital file should be made on the 45gsm standard newsprint and according to Web Offset Newsprint Specifications.
Proof Sequence	CMYK, with Ink density C=0.90, M=0.90, Y=0.85, K=1.05

OTHER REQUIREMENTS

All advertisement supplied must be 3mm less on the depth of advertisement space booked.

TERMS & CONDITIONS

1. All advertisement bookings are governed by the standard terms and conditions of the Publisher, who reserves the right to change or amend these terms and conditions whenever necessary.
2. Notwithstanding the terms and conditions stated on the advertisers' or agencies' contracts, the placing of an order or contract will be deemed an acceptance of the publisher's rules and regulations.
3. The publisher will not be responsible for any omission to insert an advertisement and reserves the right to reject or cancel any order without explanation, notwithstanding acceptance of payment.
4. The publisher is indemnified against all claims, actions, suits demands, losses, costs and expenses in respect of any advertisement published under instructions from an advertiser or his advertising agency.
5. Placement of ads on specified pages are subject to the prevailing loading charges. whilst the publisher endeavors to place all ads in the best position possible where no loading charge is levied, the ad will be placed at the discretion of the publisher.
6. Advertisement space sold is governed by the publisher's technical data.
7. Restrictions on sizes of advertisement are governed by prevailing conditions and will vary from time to time according to publisher's advice.
8. Copy of English advertisement required to be set in Chinese will be charged a translation fee.
9. All casual ads must be paid in advance. Cheques should be made payable to Sin Chew Media Corporation Berhad.
10. Complaints on ads must be brought to the publisher's attention within seven days of publication, otherwise they may not be entertained.
11. The advertiser should furnish the publisher with name, address, I/C No. and other particulars requested by the publisher.
12. Any advertisement that simulates editorial format, the publisher reserves the right to insert the word 'advertisement' on the top of the page.
13. In the case where the digital artwork is provided by the advertiser, the publisher will not be responsible for any technical fault or any differences in artwork compare to the original references due to incompatible computer operating systems.
14. The publisher reserves the right to change copy deadlines as and when necessary.
15. Incomplete artwork will not be accepted, notwithstanding acceptance of the contract in advance. However, clients/agencies will be charged for the space booked in the event of non-publication due to late/ incomplete artwork.
16. The publisher can provide the service of designing the artwork for the advertisement. In such cases, a reasonable fee will be charged.

CANCELLATION SURCHARGE

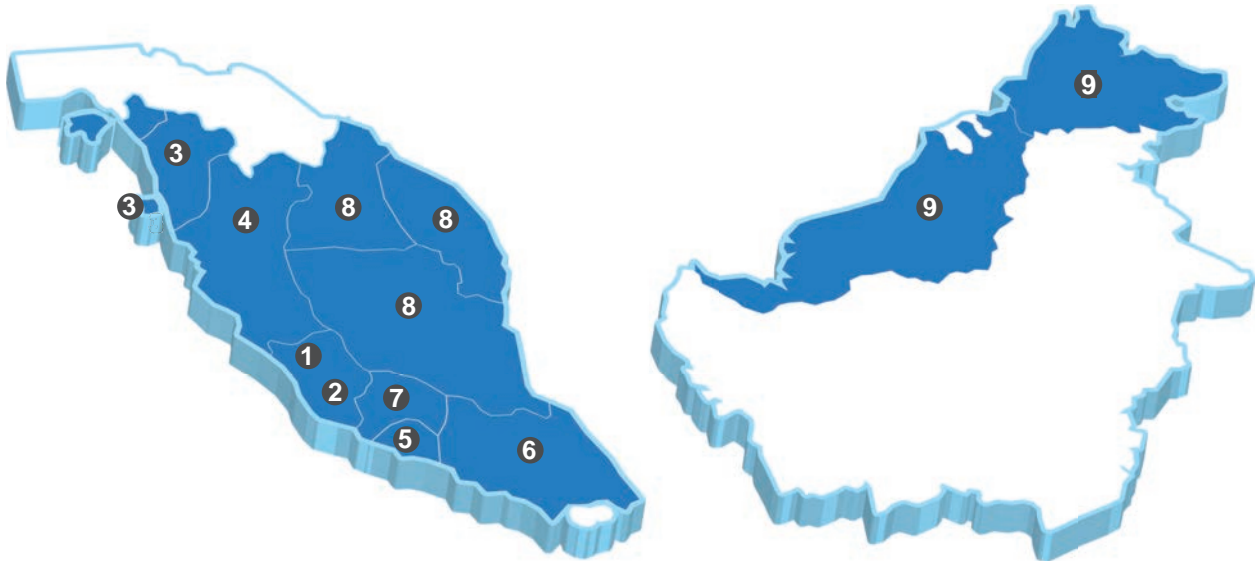
- Within 30 days before publication : 50% surcharge.
- Within 7 days before publication : 100% surcharge.

刊登條例

1. 刊登廣告，須遵照本報所擬定之規則，本報保留在必要時更改此規則之權利。
2. 本報不受廣告刊戶或廣告代理商在其廣告合約或訂單上所列明之任何條件之限制。在本報刊登廣告，即被視為接受本報所擬定之規則與條例。
3. 本報對因任何原因未能如期刊登之廣告所產生任何損失，概不負責，同時亦保留在無須說明理由的情形下，拒絕或取消任何廣告之權利（包括已付款之廣告）。
4. 遵照廣告刊戶或廣告代理商指示刊登之廣告若引起任何糾紛，法律訴訟，賠償損失或其他費用，本報概不負責。
5. 凡指明刊登在指定的廣告，均需另付指定版位附加費，否則，廣告刊登之版位概由本報分配，不得異議。
6. 廣告面積必須依照本報的規定。
7. 對廣告面積的限制，本報有權隨時更改。
8. 以英文書寫之廣告稿如要代譯華文，將酌量收取翻譯費。
9. 所有短期廣告需預付，支票付給：
Sin Chew Media Corporation Berhad
10. 若對已刊登之廣告有任何異議，則須在廣告刊登後之七天內通知本報，逾期將不受處理。
11. 廣告刊戶應提供本身姓名與身分證號碼。
12. 凡以新聞式刊登的廣告，本報有權在版位上註明為「廣告」的字眼。
13. 客戶提供電子格式稿，並由本報代為開啟採用，如因電腦系統及製作格式不同等影響刊出內容效果不符原稿，本報概不負責後果。
14. 本報可隨時更改廣告截稿時間。
15. 不論廣告合約或訂單是否已被本報所接受，本報將不接受任何未完成之畫稿。倘因稿件遲來或畫稿未完成而使廣告未能刊出，則刊戶或廣告代理商必須照付廣告費。
16. 本報可協助廣告設計畫稿，收費合理。

取消廣告附加費

- 若在刊登30天內取消，刊戶須承擔50%廣告費。
- 若在刊登7天內取消，刊戶須承擔100%廣告費。



1 HEAD OFFICE (Petaling Jaya)

總社(八打靈再也)

Agency 廣告社 T: 03-7965 8865 F: 03-7965 8515
Sales Representative 廣告專員 T: 03-7965 8634 F: 03-7965 8456

2 KL & SELANGOR 雪隆區

Kuala Lumpur 吉隆坡市區 T: 03-2070 4526 F: 03-2031 5466
Klang 巴生 T: 03-3343 3833 F: 03-3343 3760

3 NORTH 北馬區

Penang 檳城 T: 04-222 6666 F: 04-222 6677
Kangar 加央 T: 04-977 3216 F: 04-976 3216
Alor Setar 亞羅士打 T: 04-731 8767 F: 04-731 8767
Sungai Petani 雙溪大年 T: 04-422 2078 F: 04-422 4508
Butterworth 北海 T: 04-323 1979 F: 04-324 1979
Bukit Mertajam 大山腳 T: 04-539 8223 F: 04-539 8223

4 PERAK 霹靂

Ipoh 怡保 T: 05-208 8888 F: 05-208 8999
Kuala Kangsar 江沙 T: 05-776 1462 F: 05-776 1462
Taiping 太平 T: 05-805 1507 F: 05-805 1507
Manjong 曼絨 T: 05-691 0622 F: 05-698 0250
Teluk Intan 安順 T: 05-621 4988 F: 05-621 4988

5 MALACCA 馬六甲

Malacca 馬六甲 T: 06-284 5088 F: 06-284 5099

6 JOHORE 柔佛

Johor Bahru 新山 T: 07-333 1904 F: 07-331 9858
Kluang 居鑾 T: 07-772 3864 F: 07-771 3623
Batu Pahat 峇株巴轄 T: 07-431 7522 F: 07-431 4775
Muar 麻坡 T: 06-951 4888 F: 06-953 5063
Segamat 昔加末 T: 07-931 2175 F: 07-932 3386

7 NEGERI SEMBILAN 森美蘭

Seremban 芙蓉 T: 06-761 9800 F: 06-761 3842
Bahau 馬口 T: 06-454 2581 F: 06-454 2581

8 EAST COAST 東海岸

Kuantan 關丹 T: 09-517 9711 F: 09-517 8553
Mentakap 文德甲 T: 09-277 1518 F: 09-278 4095
Kota Bharu 哥打峇魯 T: 09-744 5593 F: 09-744 8297

9 EAST MALAYSIA 東馬區

Kuching 古晉 T: 082-578 661 F: 082-570 252
Sibu 詩巫 T: 084-337 798 F: 084-313 192
Miri 美里 T: 085-660 098 F: 085-660 815
Kota Kinabalu 亞庇 T: 088-393 222 F: 088-393 212

SIN CHEW MEDIA CORPORATION BERHAD (198301003518)

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Tel : 603-7965 8888

Fax : 603-7965 8515 (Adv. Agencies) / 7965 8456 (Direct Advertisers)

Email : advs@sinchew.com.my

Website : www.sinchew.com.my