

K.T Hon H/P: +6012-222 9369 (WhatsApp) Email: kthon@sinchew.com.my

ADVERTISING

ROS	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	Plus 30 seconds video (30% rich Media) (RM)
Breaking news (5th)	N/A	N/A	N/A	3,000/per day	N/A
Leaderboard (728 x 90 (Desktop) 320 x 50 Mobile & APP Inner page)	JPG/GIF < 100 kb	400,000	13,000	N/A
Midbanner I (Deskop)	728 x 90	JPG/GIF < 100 kb	200,000	6,000	N/A
Half Page Ad (Deskop)	300 x 600	JPG/GIF < 100 kb	300,000	7,500	N/A
Midbanner II (Deskop)	728 x 90	JPG/GIF < 100 kb	200,000	4,500	N/A
HOMEPAGE	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	Plus 30 seconds video (30% rich Media) (RM)
Rectangle I (Mobile)	300 x 250	JPG/GIF < 100 kb	300,000	9,500	12,350
Rectangle II (Mobile)	300 x 250	JPG/GIF < 100 kb	300,000	7,500	9,750
Rectangle III (Mobile)	300 x 250	JPG/GIF < 100 kb	200,000	4,500	5,850
Rectangle IV (Mobile)	300 x 250	JPG/GIF < 100 kb	150,000	3,000	3,900
INNER PAGES	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost	Plus 30 seconds video (30% rich Media) (RM)
Rectangle (Desktop)	300 x 250	JPG/GIF < 100 kb	200,000	5,000	6,500
Rectangle I (Mobile & APF	P) 300 x 250	JPG/GIF < 100 kb	300,000	8,000	10,400
Rectangle II (Mobile & AP	P) 300 x 250	JPG/GIF < 100 kb	300,000	6,500	8,450
Rectangle III (Mobile & AF	PP) 300 x 250	JPG/GIF < 100 kb	200,000	4,000	5,200

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NETWORK TARGETING

SINCHEW	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	Plus 30 seconds video (30% rich Media) (RM)
Rectangle in News section	300 x 250	JPG/GIF < 100 kb	300,000	8,000	10,400
Rectangle in Biz section	300 x 250	JPG/GIF < 100 kb	300,000	8,000	10,400
Rectangle in Entertainment section	300 x 250	JPG/GIF < 100 kb	300,000	8,000	10,400
Rectangle in MyKampung section	300 x 250	JPG/GIF < 100 kb	120,000	3,000	3,900
Rectangle in Sports section	300 x 250	JPG/GIF < 100 kb	120,000	3,000	3,900
Rectangle in Pocketimes section	300 x 250	JPG/GIF < 100 kb	120,000	3,000	3,900
Rectangle in Life section	300 x 250	JPG/GIF < 100 kb	120,000	3,000	3,900

MYSINCHEW	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	Plus 30 seconds video (30% rich Media) (RM)
Leaderboard	728 x 90 320 x 50	JPG/GIF < 100 kb	120,000	2,000 /month	N/A
Rectangle	300 x 250	JPG/GIF < 100 kb	120,000	2,000 /month	2,600

Note:

- 1. All cost in the above Rate Card is subject to SST.
- 2. Cost of producing ad or creative work to be charged accordingly and separately.
- 3. Booking Deadline: 7 working days before starting date

EXCLUSIVE BUY

DESKTOP	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)
Billboard	970 x 250	JPG/GIF < 300 kb	100,000	13,000
Header	970 x 250 1920 x 1080 (Expand)	JPG/GIF < 300 kb	100,000	15,000

MOBILE	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	
Billboard	320 x 100	JPG/GIF < 300 kb	100,000	10,000	
Sticky Ad	300 x 100 (Artwork size: 480x160)	JPG/GIF < 300 kb	100,000	7,000	
Mobile Interstitial	640 x 1280	JPG/GIF < 2 mb	100,000	7,000	
Mobile Pick Image	640 x 1280 (3 images)	JPG/GIF < 2 mb	100,000	7,000	
Mobile Flying Carpet	640 x 1280 (Safe area: 580 x 740)	JPG/GIF < 2 mb	100,000	7,000	

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CONTENT MARKETING

CONTENT		Cost (RM)
Premium Editor Choice (Homepage)		8,000 / week
Editor Choice II (Homepage)		7,000 / week
Editor Choice III (Homepage)		6,000 / week
Editor Choice IV (Homepage)		5,000 / week
Editor Choice (国际/财经/娱乐)		3,000 / week
Editor Choice (副刊/体育/言路/医识力/ 暖势力/求真/ mysinchew)		1,000 / week
Editor Choice (Mykampung)		1,500 / week
Article Production	3,000 (Views)	10,000 / article

^{*} Materials to be provided 10 days before the campaign live date. A maximum number of amendments request is 3 times.

Materials production, Translation, Headline Writing, Images editing & sizing included.

NEWSLETTER (WEEKDAY) > 100,000 subscribers	Artwork size (px) (w X h)	Format & File size	Cost (RM)
Recommended News			5,000 (Mon - Fri)
Midbanner	728 x 90	JPG/GIF < 100 kb	4,000 (Mon - Fri)
Rectangle	300 x 250	JPG/GIF < 100 kb	3,000 (Mon - Fri)

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SINCHEW MOBILE APP

HOMEPAGE	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)	
Billboard	320 x 100	JPG/GIF < 150 kb	1 day	2,000	

HOMEPAGE	Artwork size (px) (w X h)	Format & File size	Impressions (Guaranteed)	Cost (RM)
Rectangle I	300 x 250	JPG/GIF < 150 kb	7 days	1,600
Rectangle II	300 x 250	JPG/GIF < 150 kb	7 days	1,400
Rectangle III	300 x 250	JPG/GIF < 150 kb	7 days	1,200
Rectangle IV	300 x 250	JPG/GIF < 150 kb	7 days	1,000

Advertisement Terms and Conditions

- 1. All advertisement bookings are governed by the rules and regulations of the Publisher, who reserves the right to change or amend these rules 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, cost and expenses in respect of 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 endeavours to place all ads in the best positions 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 requirement.
- 7. Restrictions on sizes of advertisements are governed by prevailing conditions and will vary from time to time according to Publisher's advice.
- 8. Copy in English required to be set in Chinese will be charged a translation fee.
- 9. All casual ads must be paid in advance. Cheques should made payable to Sin Chew Media Corporation Berhad.
- 10. The advertiser should furnish the Publisher with the name, address, IC no. and other particulars, as required in the Ad contract.
- 11. Cancellation of advertisement bookings in writing must be received 7 working days before campaign live date.
- 12. There is no penalty for booking cancellations in writing that is received 7 working days before campaign live date.
- 13. A 50% charge for the unused inventory booked is applicable for booking cancellation in writing that is received less than 7 working days before campaign live date.
- 14. Notice of postponement of campaign bookings due to creative materials issues must be received in writing 3 working days before campaign live date.

 A new campaign live date must be provided in the notice.
- 15. Once a postponement is accepted by publisher, postponed campaign inventory will be released. There is no penalty for the postponement if its notice is received in writing 3 days before campaign live date.
- 16. Postponed campaigns must be utilized within 60 days from the original campaign start date. Should there be no available inventory for the postponed campaign within 60 days, hence the postponement will be taken as a booking cancellation with applicable penalty.
- 17. A maximum number of postponing a booked campaign is 3 times. A 50% penalty will be charged from the forth and subsequent postponements. The postponed campaigns must be utilized within 60 days from the original campaign start date. (For example: The original campaign start date is 7th Jan 2018, the postponed campaign start date must be before 6th Mar 2018)
- 18. For terms and condition of branded content buy, kindly refer to respective package deck.

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■ E容不可方物 | 第一阶段SOP | 允运动类型增加! 可玩情板直排轮 | 任达华17岁女儿初次走

首页 ・ 头条 ・ 国内 ・ 国际 ・ 言路 ・ 财经 ・ 地方 ・ 副刊 ・ 娱乐 ・ 体育 ・ 百格 ・ 星角操

Leaderboard - RM 13,000/ 400K | Imp (size: 728 x 90px) Billboard (Desktop) - RM 13,000/ 100K | Imp (size: 970 x 250px)



假面骑士出现佛教会 任食物库慈善活动志工

罗纳建迪: 141法令将修正 FAMA营销畜牧产

你的最爱

国内 × 体育 × 財经 × +



太空探索追梦,从这里开始



皮卡车悬挂桥边 迅速救援无人

林吉祥:内阁会议明召开· "是否有部长挺重开国会?"

是日刊印代订选量//国会定: (吉隆坡15日讯)行动党依斯干达公主城区 国会议员林吉祥顿问,明天的内阁会议上是 各有足够的部长来做出必须结束紧急状态, 并立即重新召开国会和州议会会议的重要决 定?

Midbanner I - RM 6,000/ 200k imp (size: 728 x 90px)

Premium Editor Choice RM 8,000/ Per week



停路边不知所措 · 老翁汽车没油 暖警伸援

(马江27日讯) 身为"人民保姆"的警察除了肩负消灭罪案的重任,也在人民而对困难时伸出援手,为人民解



"拿督"骂拿督斯里闹剧 | 为直升机吵架 自导自演

(八打灵再也29日讯) 昨天在网络上疯传,一名"拿督"和另一名拿督斯里为了直升机在住宅区停泊"起哄"的事件,其实只是一场自导自演的闹倒。

Editor Choice II RM 7,000/ Per week

24小时 1星期

热门新闻



比世卫统计多一倍·全球冠病死者 实近690万

Editor Choice III RM 6,000/ Per week

美湖路与公巴河口路段 暂关让 路提升工程

在2020年全马共有3名儿童死于 COVID-19,但今年仅首5个月的死亡数 据已和去年将平,而必须这人加护病房 抢救的重 在2020年全马共有3名儿童死 于COVID-19,但今年仅首5个月的死亡



益华小学建校动土了 料18个月后 完工 nii ◆ 6575 d ii



新光大Lot 33御宝轩大鱼宴 强调 肉质嚼劲弹口

Editor Choice IV RM 5.000/ Per week

Half Page RM 7,500/ 300k imp (size: 300 x 600px)

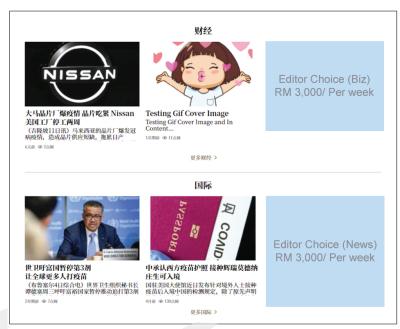
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Midbanner II - RM 4,500/ 200k imp (size: 728 x 90px)

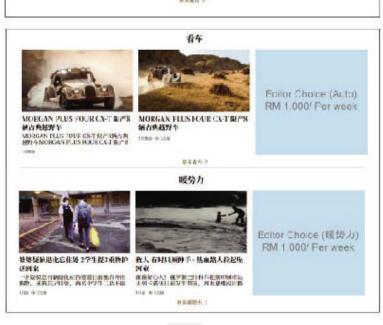




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RECTANGLE



MYSINCHEW



Opinions

Leaderboard - RM2,000/ month



CO2 emissions set to surge, **IEA** warns

4 mth ago ⊕ 34



Freedom index finds journalism blocked in 130+ countries

4 mth ago ⊕ 23



News

Date 06/08/2021

By: Japan marks Hiroshima bomb anniversary with lowkey ceremonies

Add to Bookmarks +









HIROSHIMA, Japan, Aug 6, 2021 (AFP) - Japan on Friday marked 76 years since the world's first atomic bomb attack, with low-key ceremonies and disappointment over a refusal by Olympics organizers to hold a minute's silence.

Survivors, relatives and a handful of foreign dignitaries attended this year's main event in Hiroshima to pray for those killed or wounded in the bombing and call for

Virus concerns meant the general public were once again kept away, with the ceremony instead broadcast online.

Participants, many dressed in black and wearing face masks, offered a silent prayer at 8:15 am (2315 GMT Thursday), the time the first nuclear weapon used in wartime was dropped over the city.

An estimated 140,000 people were killed in the bombing of Hiroshima, which was followed three days later by the atomic bombing of Nagasaki.

On Friday, Hiroshima's mayor warned "experience has taught humanity that threatening others for self-defense benefits no one".

He also called for leaders to visit Hiroshima and Nagasaki to "achieve a deeper understanding of the bombings".

> Rectangle RM 2,000/ month

(size: 300 x 250px)











分享到: 😝 💟 🔁 🕲 🔗

BIZ - EDITOR CHOICE





首页 · 头条 · 国内 · 国际 · 言路 · 财经 · 地方 · 副刊 · 娱乐 · 体育 · 百格 · 星角攝

Leaderboard/billboard

财经

Test

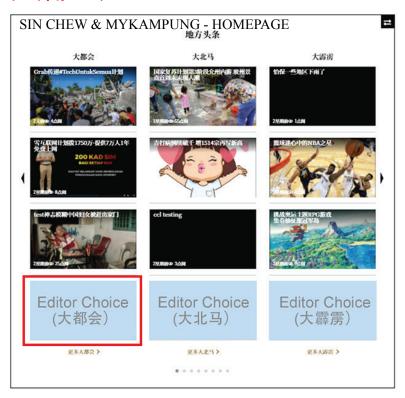


■ 河頁】 强胜乌鹿客不可方物 | 第一份贷SOP | 完运动类型增加!可玩滑板直排轮 | 任达年17岁女儿初次走奔-谈定蛸110cm长襲 | 陈惠敏点评功 首页 · 头条 · 国内 · 国际 · 言路 · 财经 · 地方 · 副刊 · 娱乐 · 体育 · 百格 · 星角攝



林伟才致员工与股东一封信 承诺多方改 进 "员工是公司的孩子"

大都会 - EDITOR CHOICE



THE OFT IND Q BEHATER







MOBILE - HOMEPAGE









皮卡车悬挂桥边 迅速救援无人伤亡 9分钟前 ◎ 6575点网

9分钟前 **◎ 看车**



任职教师的第三年/ 郑晖(居銮)

6分钟前 ◆ 6575点阅

Rectangle I RM 9,500/ 300k imp (size: 300 x 250px)

> Premium Editor Choice



Rectangle II RM 7,500/ 300k imp (size: 300 x 250px)



24小时

1星期



比世卫统计多一倍· 全球冠病死者实近 690万

0分钟前 4 6575点阅



Editor Choice III



美湖路与公巴河口



益华小学建校动土



新光大Lot 33御宝 轩大鱼宴 强调肉质 嚼劲弹口

20分钟前 46575点阀

Editor Choice IV

MOBILE - HOMEPAGE



Retangle IV RM 3,000/ 150k imp (size: 300 x 250px)

财经



Editor Choice (3rd Biz)

29 mm

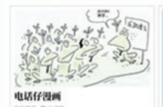




Editor Choice (3rd News)

家人正经历允海视战时期 盖茨长女盼给隐私空间

言路



Editor Choice (3rd 實路)

更多言語 >

副刊



Editor Choice (3rd Lifestyle)

更多期刊 >

娱乐



Editor Choice (3rd Ent)

MOBILE - HOMEPAGE

体育



打破巴西保持25年纪录 意大利连续37场不败

2 4 4 4 6 1 4 8 点 图

Editor Choice (3rd Sports)

更多体育 >

看车



马寨地GLE 450 4Matic AMG Line 本地组装发售

2019999 - 4510,530

Editor Choice (3rd Auto)

Editor

Choice

(3rd 暖势力)

更多看车

暖势力



孤儿兄弟没钱添家具电器 好心人捐赠助打造温暖家

20/01/00 - 6575/000

更多最势力>

求真



求真 | 驳斥接投报不处理 夫妇吵架警: 网民诽谤 开 档

档

2059WH - 6555,039

Editor Choice (3rd 求真)

更多求真。

医识力



走路变慢 提不起劲 衰弱症 提早干预可逆转

20/9198 49 6577/038

Editor Choice (3rd 医识力)

更多展识力 >

MySinchew



Due to soaring numbers, complete lockdown is inevitable

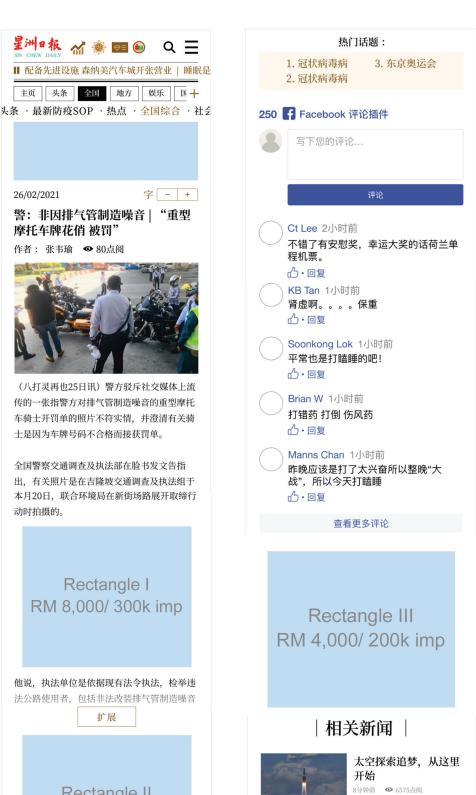
20 minster age 49 6375

Editor Choice (3rd MySc)

More MySinchew

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MOBILE – INNER PAGE (RECTANGLE)





▶ 巴西的冠病疫情 ▶ 发布的调查数据

▶ 冠病患者











18





皮卡车悬挂桥边 迅速 救援无人伤亡

8分钟前 ● 6575点阅





MOBILE – EDITOR CHOICE (BIZ)

Sin Chew - Homepage 财经



Editor Choice (3rd Biz)

更多财经 > Biz - Homepage









■■ 在容不可方物

第一阶段SOP | 允运运



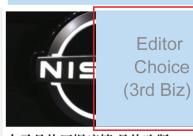
地方 副刊



娱乐

即时财经、财经封面、市场盘点、企

Leaderboard/ Billboard



大马晶片厂爆疫情 晶片吃紧 Nissan美国工厂停工两周

7天前 ● 3点阅

财经热门

24小时

1星期







Test 1星期前 ●45点阅 高产柅品首季净 利涨15倍. 每股派息12仙

4月前 ●22点阅





1星期前 ●45点阅

高产柅品首季净 利涨15倍. 每股派息12仙

4月前 ●22点阅



Test

1星期前 ●45点阅

Editor Choice (Biz)

MOBILE - EDITOR CHOICE (MYKAMPUNG - 大都会)

Sin Chew & Mykampung - Homepage

大都会 · 大柔佛 · 大霹雳 · 砂拉越



大都会 - Homepage





MOBILE – HIGH IMPACT









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inchew.com.my APP - HOMEPAGE



Rectangle I (Homepage) RM 1,600/per week

• • • • • • •

你的最爱

(size: 300 x 250px)



国内 × 体育 × 财经 ×

太空探索追梦,从 这里开始

6分钟前 ◆ 6575点阅 新教育



皮卡车悬挂桥边 迅 速救援无人伤亡

9分钟前 ◆ 6575点阅 **看车**



任职教师的第三年/ 郑晖(居銮)

6分钟前 ◆ 6575点阅 星云 Rectangle II (Homepage) RM 1,400/per week (size: 300 x 250px)



弃当律师做消拯员 ・消拯局长:助人 6分钟前 ◎ 6575点阅 吸势力

更多

Rectangle III (Homepage) RM 1,200/per week

百格视频





新闻前线





更多视频 >

地方头条



大都会







更多大都会 >

 $\bullet \circ \circ \circ \circ \circ \circ \circ$

Rectangle IV (Homepage) RM 1,000/per week