# **Online Advertising**

ROS	File size(w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
Breaking news (5th)	N/A	N/A	5,000/day	N/A
Leaderboard	728 x 90 (Desktop) 300 x 250 (Mobile)	400,000	15,000	JPG/GIF < 100 kb
Midbanner I	728 x 90 (Desktop)	200,000	6,000	JPG/GIF < 100 kb
Half Page Ad	300 x 600(Desktop)	300,000	7,500	JPG/GIF < 100 kb
Rectangle I	300 x 250 (Desktop/ Mobile/ App - Inner pages)	300,000	12,000	JPG/GIF < 100 kb
Rectangle II	300 x 250(Mobile/ App - Inner pages)	300,000	8,000	JPG/GIF <100 kb

# **NETWORK TARGETING**

SINCHEW	File size(w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
News section	300 x 250	300,000	8,000	JPG/GIF < 100 kb
Biz section	300 x 250	300,000	8,000	JPG/GIF < 100 kb
Entertainment	300 x 250	300,000	8,000	JPG/GIF < 100 kb
MyKampung	300 x 250	120,000	3,000	JPG/GIF < 100 kb
Sports	300 x 250	120,000	3,000	JPG/GIF < 100 kb
Pocketimes	300 x 250	120,000	3,000	JPG/GIF < 100 kb
Lifestyle	300 x 250	120,000	3,000	JPG/GIF < 100 kb

Mysinchew	File size(w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
Leaderboard	728 x 90 (Desktop) 300 x 250 (Mobile)	120,000	2,000 /month	JPG/GIF < 100 kb
Rectangle	300 x 250	120,000	2,000 /month	JPG/GIF < 100 kb

# **EXCLUSIVE BUY**

Desktop	File size(w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
Billboard	970 x 250	100,000	15,000	JPG/GIF < 300 kb
Header	970 x 250 1920 x 1080 (Expand)	100,000	17,000	JPG/GIF < 300 kb

Mobile	File size(w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
Billboard	300x250	100,000	12,000	JPG/GIF < 300 kb
Mobile Interstitial	640 x 1280 / 320x480	100,000	9,000	JPG/GIF < 300 kb
Mobile Pick Image	640 x 1280 (3 images)	100,000	9,000	JPG/GIF < 1mb
Mobile Flying Carpet	640 x 1280 (Safe area: 580 x 740)	100,000	9,000	JPG/GIF < 1mb
Mobile Footer - Cyclone	Bottom Cards: 600x300 Interstitial Card: 400x640	100,000	9,000	JPG/GIF < 2mb
Mobile Footer - Card Gallery	640 x 200 (3 images)	100,000	9,000	JPG/GIF <2mb

# **CONTENT MARKETING**

Content Highlight	Cost (RM)
Premium Editor Choice	8,000
Editor Choice II	7,000
Editor Choice III	6,000
Editor Choice IV	5,000
Editor Choice (国际/财经/娱乐)	3,000
Editor Choice (副刊/体育/言路/医识力/暖势力/求真/ mysinchew)	1,000
Editor Choice (Mykampung)	1,500 (each sub )
Article Production	12,000



# **CONTENT MARKETING**

Newsletter	File size (w x h)	Cost (RM)	Format & File size
Recommended News	N/A	7,000 (Mon - Fri)	JPG/GIF < 100 kb
Midbanner	728 x 90	6,000 (Mon - Fri)	JPG/GIF < 100 kb
Rectangle	300 x 250	5,000 (Mon - Fri)	JPG/GIF < 100 kb
Rectangle (Biz Digest)	300 x 250	5,000 (Mon - Fri)	JPG/GIF < 100 kb
Recommended News (Biz Digest)	300 x 250	5,000 (Mon - Fri)	JPG/GIF < 100 kb
Logo Appearance (Biz Digest)	8cm x 8cm	20,000 (Mon - Fri)	JPG/GIF < 100 kb
Full page full Colour Advertisement (PDF)(Biz Digest)	148mm x 210mm	8,000 (Mon - Fri)	

# Sin Chew (APP)

Homepage	File size (w x h)	Impression (Guranteed)	Cost (RM)	Format & File size
Billboard	300 x 250	1 day	3,000	JPG/GIF < 300 kb
Rectangle I	300 x 250	7 days	2,500	JPG/GIF < 300 kb
Rectangle II	300 x 250	7 days	1,800	JPG/GIF < 300 kb

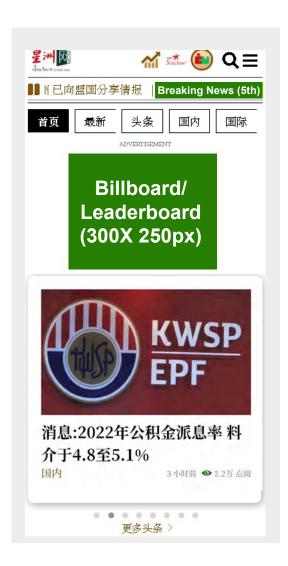
### Terms and Conditions:

- 1. All cost in the above Rate Card is subject to 8% SST.
- 2. Cost of producing ad or creative work to be charged accordingly and separately.
- 3. Booking deadline: 7 working days before starting date.
- 4. \*Content Highlight: 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, Image editing & sizing included.

### **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, not with standing acceptance of payment.
- 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 2024, the postponed campaign start date must be before 6th Mar 2024)
- 18. For terms and condition of branded content buy, kindly refer to respective package deck.

### MOBILE HOMEPAGE







### **MOBILE - HOMEPAGE**

### 热门新闻

6小时

24小时

1星期



警方:生前透露有财 多问题,华男凌晨公 寓坠楼亡

3小时前 ●18.4万点闸

**Editor Choice** Ш



云顶下山恐怖车祸 家属网上见母被抛车 外惨死照 停尸房外 泪喊: 我们接您回家



ChatGPT太火了 阿 里巴巴也要推出 内 测中

3小时前 ●4.3万点闸

4小时前 ●7.1万点阅



云顶下山恐怖车祸 妻出事前还告知将离 开云顶 丈夫: 没想 到成最后通话

3小时前 ●4.0万点闸

**Editor Choice** IV



陆兆福: 重塑机场品 牌 KLIA及KLIA2将 改名

3小时前 ●3.8万点阅



云顶下山恐怖车祸 刚好有1空位就一起 去 结果成黄春花最 后旅程

2小时前 ③3.3万点闸



云顶下山恐怖车祸 | 旅行社如常营业 员 工拒对外发言

4小时前 ●2.7万点闸



周一至五陪你上班 凯里转行当电台DJ

1小时前 @2.4万点闸

### 百格视频



**Editor Choice** (3rd Video)

更多百格视频〉

### 新闻前线



更多新闻前线〉

# 4 16 SECTIONS CHAPTER SECTIONS PARTE DE









### 言路

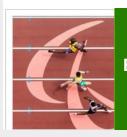


社论.团结政府共

19小时前 ② 3.4千点阆

更多言路 >

### 副刊



**Editor Choice** (3rd副刊)



(3rd大都会)

更多大都会 >

• • • • • • • •









### **MOBILE - HOMEPAGE**



心疼走5公里买椰

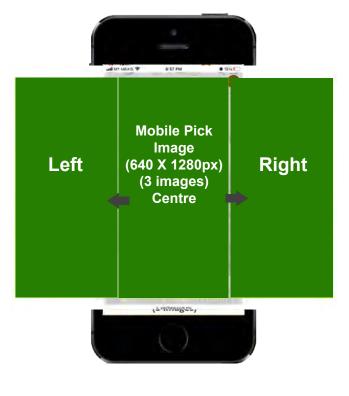
贩送华裔伯脚踏=







### **MOBILE - HIGH IMPACT**















■ 工大学2考生 称霸ACCA高級试卷

国行1.

财经

地方

副刊

娱乐

体育

股市・即时财经・财经封面・市场盘点

ADVERTISEMENT



股市 → 0.010 · IRIS 0.140 → 0.005

當时修



**Editor Choice** (3rd财经)

### 全球储备货币 美元将不再独大

20分钟前 ③ 256点闸

. . . . . .



# **Biz Editor choice** (mobile)





### 财经热门

6小时

24小时

1星期



ChatGPT太火了 阿 里巴巴也要推出 内 测中

5小时前 ●4.9万点阅



Google AI答非所问 母公司股价大跌市 值蒸发 4736亿

5小时前 @2.8万点阅



土耳其强震股市大跌 交易所24年首次关5

6小时前 ●8.2千点闸



英美烟草曽下滑56 仙 全场跌得最惨

5小时前 @3.4千点闸



YTY集团手套 获美 国解除进口禁令

4小时前 ●2.7千点闸

**Editor Choice** (3rd财经)

# $\frac{\mathbb{C}}{\mathbb{C}}$

### **ARTICLE PAGE MOBILE**



Billboard/ leaderboard (300 X 250px)

财经》 即时财经

12:43pm 09/02/2023



ChatGPT太火了阿里巴巴也要推出内测中

● 4.8万点阅



(图:法新社)

(北京9日综合电)<mark>阿里巴巴</mark>消息人士称,阿里版<mark>聊天机器人ChatGPT</mark>正在研发,目前处于内部测试阶段。

澎湃新闻周三引述阿里巴巴消息人士报道,阿里版聊天机器人ChatGPT正在研发中,目前处于内测阶段。阿里方面人士说:"后续如有更多信息,会第一时间同步。"

Rectangle I (300 X 250px) 此前,有媒体报道,阿里巴巴达摩院正在研发类似ChatGPT的对话机器人,从曝光截图来看,阿里巴巴可能将人工智能(AI)大模型技术与旗下智能移动办公平台钉钉生产力工具深度结合。

钉钉方面说,阿里版本的ChatGPT的对话机器人将和钉钉深度结合。

据了解,此前曾有钉钉用户尝试在钉钉机器人中接入美国人工智能公司Open AI开发的ChatGPT,测试发现,钉钉机器人不仅可以接入Open AI的 ChatGPT,开放的API接口还可以接入更多机器人,甚至是用户自己开发的机器人。







### **HOMEPAGE**

首页 | 登广告













Q,搜索新闻

■■ i 辞: 与刘特佐深夜通讯 确保给巫统支票不挑票 | 纪念大马已故动画之父 谷歌涂鸦墙换Kamn Ismail画像 | Breaking News (5th)

首页 ・ 最新 ・ 头条 ・ 国内 ・ 国际 ・ 言路 ・ 财经 ・ 地方 ・ 副刊 ・ 娱乐 ・ 体育 ・ 百格 ・ 星角橇 ・ 好运来

### Billboard(970 X 250px) / Leaderboard(728 X 90px)



白礁岛课题交国会定夺安华:不影响马新关系 即时国内 1小財前 ③ 1.8千点阅



消息:2022年公积金派息率料 介于4.8至5.1%

国内

3 小时前 ● 2.2万 点阅



### 时下话题







2023年财政 星云大师圆寂



意外事故







巫统清党

预算案

冠病

马币





我的最爱

ご刷新

财经× 言路× 地方×

娱乐★

体育×

副刊× 星角攝× 十



李金友: 团结政府领导下 兔年大马会更

好

1分钟前 ④

首相:招商引资推动经济 财案将 兼顾贫富

首相兼财政部长拿督斯里安华今日说,即将 提呈的财政预算案将兼顾贫富利益,利于招 商引资,也让穷人受益。...

3分钟前 ⑤



森大臣调侃袁怀绍献议攻森雪"凯里当 丹大臣几率更高"

6分钟前 ④

Mid banner I(728 X 90px)

**Premium Editor Choice** 

### **HOMEPAGE**



### 社会

### Ebit Lew性骚案 2证人闭门供证申请被驳

丹南推事庭昨日(7日)驳回控方提出让华裔伊斯兰传教士Ebit Lew性骚扰案件2名控方证人透过闭门(摄像机供证)方式供证的申请。...



### 国际财经

### 鲍威尔谈话偏鹰 抗通胀有必要再升息

联储局主席鲍威尔发表偏鹰的谈话,表示通胀虽有下跌迹象,但恢复2%的通胀目标将是一个坎坷的过程,这需要进一步升息。...

10分钟前 ③ 140点阀

### **Editor Choice II**



### 即时国内

### 即时滚动 | 旅游客货车撞分界堤 6人不幸丧命

一辆載有15人的旅游客货车从云顶下山,失控撞向分界堤,导致6人不幸丧命。...

12分钟前 ③ 1.8下点闸



### 北视

### 圣哥伦巴小学缺体育基建. 校长盼赵俊文协助

去年圣哥伦巴小学的学生在课外活动表现卓越,惟缺乏资金提供学生更完善的基建作为训练场所,盼美里区 国会议员赵俊文协助。...

11分仲前 ③

更多、

### 热门新闻



云顶下山转弯处 客货车撞分界堤6人丧命 1小时前 ◎11.7万点间

### **Editor Choice III**

24小时

1星期





从云顶下山 客货车撞分界堤

2小时前 @6.1万点间



老师嫌弃香料架当退休礼物 "送我被子套 装或行李箱"

4小时前 ●5.5万点阀



**抱"帮忙"心态买彩票 退休人士赢走60万** 5小时前 @3.4万点间

### **Editor Choice IV**



前卫长没经同意擅购疫苗?安华: 部分采购 没跟程序

2小时前 (30.3.1万点阅



安华: 方便越堤族 马新关卡增车道 雨盖人 行道

3小时前 @2.7万点阅



马币兑美元回升 5小財前 ②2.5万点阀

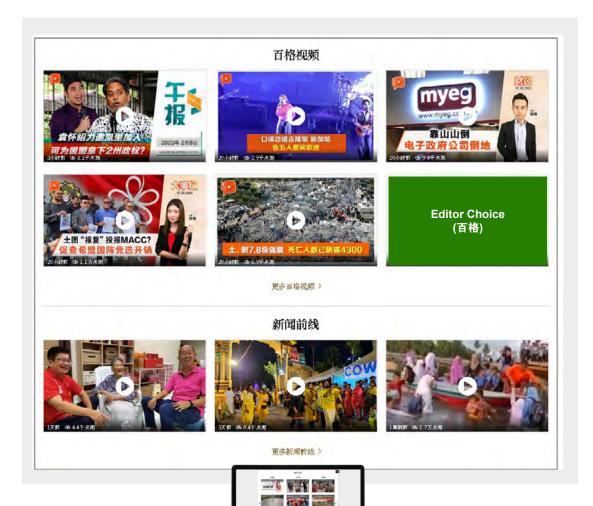


昨晚会见安华诉民团 巫青再要求允提款 EPF

5小时前 ④2.2万点阀

### **HOMEPAGE**





## **HOMEPAGE**





联储局主席鲍威尔发表偏履的货话,表示通账 虽有下跌进象,但恢复2%的通账目标将是一个 东南亚经济2022年实现塞增长,但2023年经济 数据的担忧日益增强,由于曾起拉动作用的出



**Editor Choice** (财经)











摸到一架波音737型飞机在西澳大利亚州偏远地 区进行灭火任务时坠毁,两名机师"夸进级"



马来西亚车商公会(Malaysian Automotive Association,请称MAA)发布文告,室布主 平市 本



VOLVOL大马成为电动车枢纽 马来西亚富豪汽车(Volvo Car Malaysia)宣 布大马已变成本区域电动车的超组,自去年开

**製品製店** )

**Editor Choice** (看车)



郑丁贤.转战雪州,凯里没有回头路 到里要在雪州班上阵,要是上大臣之位,可以 是一个生机,开聚他的政治前途,但是、也可

MARK!

**Editor Choice** 

**Editor Choice** 

(国际)

(言路)

**Editor Choice** 

(副刊)

**Editor Choice** 

(娱乐)



车祸瘫痪勇敢面对人生。 坐轮椅组乐团

在2011年,18岁的伊佳娟考定大马教育文凭考 京选、与友人从洪政区园诗座的途中发生交通署 等运动历上跨得飞快、救人同样不得人后。等



患哮喘腿截肢 狮城前残运飞人邻居火场

**Editor Choice** (暖势力)

白内障手术新科技 扩展焦深人工晶状体 实现更佳术后视力



吴妹駐/看不见的华莱氏线——两旁岛 屿物种大不同



从2014年开始教传了艾传,有关星巴克不清真 的假演息披重复利用、星巴克再次出示大马但



医3克克 :

**Editor Choice** (求真)

奴人告诫前美国队长 最性感的男人不好

家还记得,前年《时人》(People)杂志选出 年度"最性感男人"是"蚁人"保罗洛泰



隋章被控恶邻 | 香证实敝门未获回应 听见屋内有"毙步声"



全麻后置不来?据实相告 减4器损风险



掌握轻断食7大诀窍 不再"错减"成纸 皮人

及八 间歇性耐食或俗称的轻断食俨然已成为时下流 行的一种饮食法,不管是基于健康理由(控制

MySinchew

**Editor Choice** (医识力)

冰岛球会租借一赛季 卢克曼仍受欧洲球 NBA 超越天勾庸历史得分王 詹皇流下





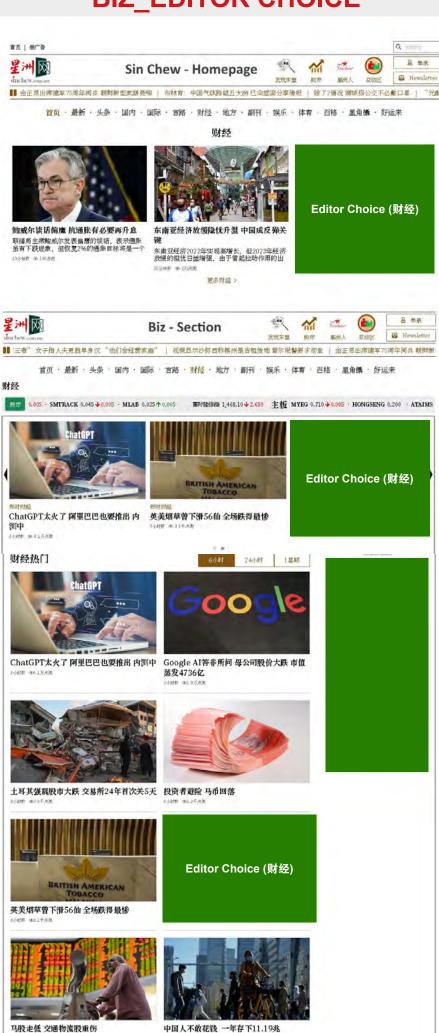


Heartrending scenes of a newborn plucked If one's faith is strong, then no one and no alive from the rubble and a broken father — celebration can shake one's faith....

更多MySinchew 3

**Editor Choice** (MySC)

### **BIZ EDITOR CHOICE**



# BIZ EDITOR



CHOICE

# ARTICLE PAGE \_DESKTOP





### Home\_Mysinchew



Opinions

### Leaderboard (728 X 90px)



Malaysians need clarity, not more confusion over fatwa



On the water with Myanmar's 'river cleaners'

# INNER\_MYSC





# Leaderboard (728 X 90px)

Time: 5:44pm 03/02/2023

**©** 1100

Dong Zong

Add to Bookmarks +

Share:





Private school students to get RM150 govt aid from March 20

PETALING JAYA: Dong Zong president Tan Tai Kim said students at 63 independent Chinese secondary schools in the country would be able to get their RM150 early schooling aid from the government after March 20.

Meanwhile, Hin Hua High School principal Soh Chin Choon said the Selangor education department only summoned principals of private schools in the state, including four independent Chinese high schools, for an online briefing last Friday, informing them they could start applying for the government's early schooling aid

According to the briefing, schools must submit the list of their students by February 10 so that the aid could be released to the schools from March 20 for distribution to the students.

Only Year 1 to Form 5 students are entitled to the aid. International school students will not be entitled, even though they are Malaysian citizens.













# APP - HOMEPAGE





