theSun

TELLING IT AS IT IS

ADVERTISING RATES & SPECS

WITH EFFECT FROM JANUARY 1, 2019

Position : thesundaily (desktop and mobile website) | Size: width X height in pixels (px) | 6% service tax is applicable

STANDARD CREATIVES

A — FULL BANNER (UNDER MENU BAR) — RM 15,000 / week

Ad Size: 1170 x 240px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

VIDEO FULL BANNER (UNDER MENU BAR) — RM 20,000 / week

Ad Size: 1170 x 240px
File Type: HTML
File Size: < 100kb

B — LEADERBOARD (5 CHANGES MAX) — RM 9,000 / week

Ad Size: 768 X 90px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

C — EXPANDABLE LEADERBOARD (TOP) — RM 15,000 / week

Ad Size: 768 X 315px
File Type: JPEG, PNG, GIF, HTML
File Size: < 60kb

D — MEDIUM RECTANGULAR — RM 7,000 / week

Ad Size: 300 X 250px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

E — EXPANDABLE RECTANGULAR (TOP) — RM 15,000 / week

Ad Size: 300 X 250px (collapsed)
: 600 X 250px (expand)
File Type: JPEG, PNG, GIF, HTML
File Size: < 60kb

F — RECTANGULAR PANEL (BUTTON AD / MIDDLE) — RM 7,000 / week

Ad Size: 300 X 95px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

G — HALF PAGE (MIDDLE) — RM 13,000 / week

Ad Size: 300 X 600px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

H — MIDDLE BANNER (ABOVE OPINION) — RM 7,000 / week

Ad Size: 768 X 90px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

I — BOTTOM PANEL (BOTTOM) — RM 5,000 / week

Ad Size: 768 X 90px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

ADVERTISING RATES & SPECS

WITH EFFECT FROM JANUARY 1, 2019

Position : thesundaily welcome page (desktop and mobile website) | Size: width X height in pixels (px) | 6% service tax is

SPECIAL CREATIVES

INTERSTITIAL

Ad Size: 800 X 450px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

RM **12,000** / week

VIDEOSTITIAL

Ad Size: 800 X 450px
File Type: HTML
File Size: < 1MB

RM **15,000** / week

VIDEOSTITIAL

Ad Size: 800 X 450px
File Type: HTML
File Size: < 1MB

RM **15,000** / week

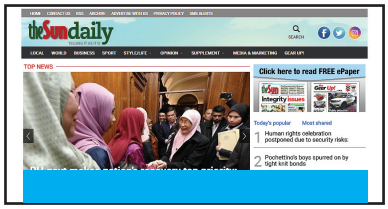
MEDIUM RECTANGULAR

Ad Size: 300 X 250px
File Type: JPEG, PNG, GIF, HTML
File Size: < 100kb

STREAMING AD (VIDEO)

File Type: YouTube URL link or WMV, MOV, MP4, FLV, AVI

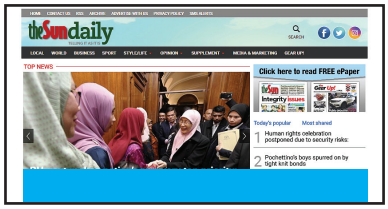
RM **15,000** / week



BOTTOM AD CRAWLER (1 DAY)

Ad Size: 970 X 90px
File Size: 100kb

RM **11,000** / DAY



E BAR HYBRID (1 DAY)

Ad Size: 980 X 90px
File Size: 100kb

RM **11,000** / DAY