

# REV MEDIA GROUP DIGITAL ADS

## NSTP & FMT DISPLAY BUY

### 2023 RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.

(436623-w)
Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur
Email: solutions@mediaprima.com.my
Website: www.mediaprimaomnia.my

NEW STRAITS TIMES SELL BY CPM EXCEPT PREMIUM EXECUTION						
Ad Format	Ad Size	SoV	Placement	Rate Card		
				Duration sell	CPM sell	
Leaderboard	728x90, 320x50 / 320x100	20%	RoS (Mobile + Desktop)		RM75	
Showcase/MRec	300×250	20%	RoS (Mobile + Desktop)		RM70	
Half Page	300×600	20%	RoS (Mobile + Desktop)		RM85	
Outstream	Video	20%	RoS (Mobile + Desktop)		RM75	
Billboard	970x250/ 970x90	20%	RoS Desktop		RM75	
Mobile Sticky Leaderboard	320x50	20%	Homepage & Category pages		RM75	
App Mobile Leaderboard App Mid Rec	320x50 300x250	50% 50%	App only (Homepage & Category) App only (Homepage & Article)		RM75 RM75	
App Interstitial	320x480	100%	App only (Homepage)		RM75	
Premium Execution: Billboard	970x250/ 970x90	100%	Homepage Desktop only	RM20,000	INIVI7 3	
Premium Execution: Catfish	1024×90	100%	Homepage Desktop only	RM20,000		
Premium Execution: Site Takeover	780 × 585	100%	Homepage Desktop only	RM20,000		
Anchor Block	Desktop: 800x496, Mobile: 800x392	100%	Homepage (Desktop & Mobile)	RM5,000		
Premium Takeover: Navigation bar	Client's logo and color code	100%	RoS (Mobile + Desktop)	RM60,000		
Third Party Ad format						
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill*	ТВА	20%	Homepage & Article page		RM70	
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill (with video ad)*	ТВА	20%	Homepage & Article page		RM80	
Shoppable Ads (Mobile Card / Mobile Underlay / Mobile Pull / Revolver Lite)	тва	20%	Homepage & Article page		RM80	
Al In-Image Units	ТВА	20%	Article page (Mobile + Desktop)		RM100	
Wheel Ad Interstitial (Image)	ТВА	20%	Homepage & Article page		RM65	
Wheel Ad Interstitial (Video)	ТВА	20%	Homepage & Article page		RM70	
Tetris	TBA	20%	Article page Mobile		RM65	
			· •			
Hide & Seek Interstitial	TBA	20%	Article page Mobile		RM65	
Scratcher Interstitial	TBA	20%	RoS Mobile		RM65	
Interstitial Billboard Video	970×250	20%	RoS Desktop		RM70	
MRec Video Combo	300×250	20%	RoS (Mobile + Desktop)		RM70	
Rolling Cube / Roling Dice	300×250	20%	RoS (Mobile + Desktop)		RM65	
Carousel	300×250	20%	RoS (Mobile + Desktop)		RM65	
Mobile 3D Carousel	300x300	20%	· ·		RM65	
			Article page Mobile			
Live Stream Video/Combo	300×250	20%	Article page (Mobile + Desktop)		RM70	
Mobile Sticky Video with Interstitial	TBA	20%	Article page Mobile		RM70	
Social Media Display	300×250	20%	RoS (Mobile + Desktop)		RM65	
Premium Execution: Classical Skinner	1800 x 1000	50%	Homepage Desktop only	RM10,000		
Premium Execution: Classical Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM15,000		
Premium Execution: Classical Skinner	1800 x 1000	25%	RoS Desktop		RM75	
Premium Execution: Classical Skinner	640 x 300; 640 x 960	25%	RoS Mobile		RM75	
Premium Execution: Interactive / Video Skinner	1800 x 1000	50%	Homepage Desktop only	RM15,000		
Premium Execution: Interactive / Video Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM20,000		
Premium Execution: Interactive / Video Skinner	1800 x 1000	25%	RoS Desktop		RM80	
Premium Execution: Interactive /	640 x 300; 640 x 960	25%	RoS Mobile		RM80	

<sup>\*</sup>Additional production cost of RM3,500 (cards+grow) and RM5,000 (Spin+Scroll play) applies if client does not have ready materials



<sup>\*\*</sup>All the third party ad format will have ad serving cost, pleaser refer to the ad spec for more details

<sup>\*\*\*</sup>Please note that anchor block deliverable are based on the traffic of the day. The provide number is just estimated Page view number



# REV MEDIA GROUP DIGITAL ADS

### NSTP & FMT DISPLAY BUY

#### 2023 RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.

(436623-w)
Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur
Email: solutions@mediaprima.com.my
Website: www.mediaprimaomnia.my

BERITA HARIAN SELL BY CPM EXCEPT PREMIUM EXECUTION						
Ad Format	Ad Size	SoV	Placement	Rate Card		
				<b>Duration sell</b>	CPM sell	
_eaderboard	728x90, 320x50 / 320x100	20%	RoS (Mobile + Desktop)		RM75	
howcase/MRec	300×250	20%	RoS (Mobile + Desktop)		RM70	
lalf Page	300×600	20%	RoS (Mobile + Desktop)		RM85	
Dutstream	Video	20%	RoS (Mobile + Desktop)		RM75	
Billboard	970x250 / 970x90	20%	RoS Desktop		RM75	
Nobile Sticky Leaderboard	320x50	20%	Homepage & Category pages		RM75	
App Mobile Leaderboard	320×50	50%	App only (Homepage & Category)		RM75	
App Mid Rec	300×250	50%	App only (Homepage & Article)		RM75	
App Interstitial	320x480	100%	App only (Homepage)		RM75	
remium Execution: Billboard	970x250 / 970x90	100%	Homepage Desktop only	RM20,000		
Premium Execution: Catfish	1024x90	100%	Homepage Desktop only	RM20,000		
Premium Execution: Site Takeover	800×600	100%	Homepage Desktop only	RM20,000		
Anchor Block	Desktop: 800x496, Mobile: 800x392	100%	Homepage (Desktop & Mobile)	RM7,000		
Premium Takeover: Navigation bar	Client's logo and color code	100%	RoS (Mobile + Desktop)	RM60,000		
hird Party Ad format						
Nobile Cards / Mobile Spin / Nobile Revolver / Mobile Underlay / Vindmill*	ТВА	20%	Homepage & Article page		RM70	
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Vindmill (with video ad)*	ТВА	20%	Homepage & Article page		RM80	
ihoppable Ads (Mobile Card / Mobile Underlay / Mobile Pull / Revolver Lite)*	ТВА	20%	Homepage & Article page		RM80	
Al In-Image Units	TBA	20%	Article page (Mobile + Desktop)		RM100	
Vheel Ad Interstitial (Image)	TBA	20%	Homepage & Article page		RM65	
Vheel Ad Interstitial (Video)	TBA	20%	Homepage & Article page		RM70	
etris	TBA	20%	Article page Mobile		RM65	
lide & Seek Interstitial	TBA	20%	Article page Mobile		RM65	
cratcher Interstitial	ТВА	20%	RoS Mobile		RM65	
nterstitial Billboard Video	970x250	20%	RoS Desktop		RM70	
MRec Video Combo	300x250	20%	RoS (Mobile + Desktop)		RM70	
Rolling Cube / Roling Dice	300x250	20%	RoS (Mobile + Desktop)		RM65	
Carousel	300x250	20%	· ·		RM65	
Aobile 3D Carousel			RoS (Mobile + Desktop)			
	300x300	20%	Article page Mobile		RM65	
ive Stream Video/Combo	300x250	20%	Article page (Mobile + Desktop)		RM70	
Mobile Sticky Video with Interstitial	TBA	20%	Article page Mobile		RM70	
ocial Media Display	300x250	20%	RoS (Mobile + Desktop)	DN445 000	RM65	
Premium Execution: Classical Skinner		50%	Homepage Desktop only	RM15,000		
Premium Execution: Classical Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM20,000	5	
Premium Execution: Classical Skinner	1800 x 1000	30%	RoS Desktop		RM75	
Premium Execution: Classical Skinner	640 x 300; 640 x 960	30%	RoS Mobile		RM75	
remium Execution: Interactive / /ideo Skinner	1800 x 1000	50%	Homepage Desktop only	RM20,000		
Premium Execution: Interactive / Video Skinner	640 × 300; 640 × 960	50%	Homepage Mobile only	RM25,000		
Premium Execution: Interactive / Video Skinner	1800 x 1000	30%	RoS Desktop		RM80	
Premium Execution: Interactive / Video Skinner	640 x 300; 640 x 960	30%	RoS Mobile		RM80	

<sup>\*</sup>Additional production cost of RM3,500 (cards+grow) and RM5,000 (Spin+Scroll play) applies if client does not have ready materials



<sup>\*\*</sup>All the third party ad format will have ad serving cost, pleaser refer to the ad spec for more details

<sup>\*\*\*</sup>Please note that anchor block deliverable are based on the traffic of the day. The provide number is just estimated Page view number



# REV MEDIA GROUP DIGITAL ADS

## NSTP & FMT DISPLAY BUY

### 2023 RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.

(436623-w)
Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur
Email: solutions@mediaprima.com.my
Website: www.mediaprimaomnia.my

HARIAN METRO	SELL BY CPM EXCEPT PREMIUM EXECUTION					
Ad Format	Ad Size	SoV	Placement	Rate C	ard	
				Duration sell	CPM sell	
Leaderboard	728x90, 320x50 / 320x100	20%	RoS (Mobile + Desktop)	Duration sen	RM75	
Showcase/MRec	300×250	20%	RoS (Mobile + Desktop)		RM70	
Half Page	300×600	20%	RoS (Mobile + Desktop)		RM85	
Outstream	Video	20%	RoS (Mobile + Desktop)		RM75	
Billboard	970x250 / 970x90	20%	RoS Desktop		RM75	
Mobile Sticky Leaderboard	320×50	20%	Homepage & Category pages		RM75	
App Mobile Leaderboard	320×50	50%	App only (Homepage & Category)		RM75	
App Mid Rec	300×250	50%	App only (Homepage & Article)		RM75	
App Interstitial	320×480	100%	App only (Homepage)		RM75	
Premium Execution: Billboard	970x250 / 970x90	100%	Homepage Desktop only	RM15,000		
Premium Execution: Catfish	1024x90	100%	Homepage Desktop only	RM15,000		
Premium Execution: Site Takeover	780 x 585	100%	Homepage Desktop only	RM25,000		
Anchor Block	Desktop: 960x508, Mobile: 480x360	100%	Homepage (Desktop & Mobile)	RM14,000		
Premium Takeover: Navigation bar	Client's logo and color code	100%	RoS (Mobile + Desktop)	RM60,000		
Third Party Ad format						
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill*	ТВА	20%	Homepage & Article page		RM70	
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill (with video ad)*	TBA	20%	Homepage & Article page		RM80	
Shoppable Ads (Mobile Card / Mobile Underlay / Mobile Pull / Revolver Lite)*	TBA	20%	Homepage & Article page		RM80	
Al In-Image Units	TBA	20%	Article page (Mobile + Desktop)		RM100	
Wheel Ad Interstitial (Image)	TBA	20%	Homepage & Article page		RM65	
Wheel Ad Interstitial (Video)	TBA	20%	Homepage & Article page		RM70	
Tetris	TBA	20%	Article page Mobile		RM65	
Hide & Seek Interstitial	TBA	20%	Article page Mobile		RM65	
Scratcher Interstitial	TBA	20%	RoS Mobile		RM65	
Interstitial Billboard Video	970x250	20%	RoS Desktop		RM70	
MRec Video Combo	300x250	20%	RoS (Mobile + Desktop)		RM70	
Rolling Cube / Roling Dice	300x250	20%	RoS (Mobile + Desktop)		RM65	
Carousel	300x250	20%	RoS (Mobile + Desktop)		RM65	
Mobile 3D Carousel	300x300	20%	Article page Mobile		RM65	
Live Stream Video/Combo	300x250	20%	Article page (Mobile + Desktop)		RM65	
Mobile Sticky Video with Interstitial	TBA	20%	Article page (Mobile + Desktop)  Article page Mobile		RM65	
	300x250		RoS (Mobile + Desktop)			
Social Media Display		20%	, , , , , , , , , , , , , , , , , , , ,	DN44 / 000	RM65	
Premium Execution: Classical Skinner	1800 x 1000	50%	Homepage Desktop only	RM16,000		
Premium Execution: Classical Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM28,000	D1.47.F	
Premium Execution: Classical Skinner	1800 x 1000	30%	RoS Desktop		RM75	
Premium Execution: Classical Skinner	640 x 300; 640 x 960	30%	RoS Mobile		RM75	
Premium Execution: Interactive / Video Skinner	1800 x 1000	50%	Homepage Desktop only	RM20,000		
Premium Execution: Interactive / Video Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM32,000		
Premium Execution: Interactive / Video Skinner	1800 x 1000	30%	RoS Desktop		RM80	
Premium Execution: Interactive / Video Skinner	640 x 300; 640 x 960	30%	RoS Mobile		RM80	

<sup>\*</sup>Additional production cost of RM3,500 (cards+grow) and RM5,000 (Spin+Scroll play) applies if client does not have ready materials



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#### **REV MEDIA GROUP DIGITAL ADS**

## **NSTP & FMT DISPLAY BUY**

### 2023 **RATE CARD**

MEDIA PRIMA OMNIA SDN. BHD. (436623-M) Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur Email: solutions@mediaprima.com.my
Website: www.mediaprimaomnia.my

FMT	SELL BY CPM EXCEPT PREMIUM EXECUTION					
Ad Format	Ad Size	SoV Placement		Rate Card		
				<b>Duration sell</b>	CPM sell	
Leaderboard	728x90, 320x50	20%	RoS (Mobile + Desktop)		RM75	
Showcase/MRec	300x250	20%	RoS (Mobile + Desktop)		RM70	
Half Page	300x600	20%	RoS (Mobile + Desktop)		RM85	
Outstream	Video	20%	RoS (Mobile + Desktop)		RM75	
Billboard	970x250 / 970x90	20%	RoS Desktop		RM75	
Third Party Ad format						
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill*	ТВА	20%	RoS Mobile , Mobile underlay on Article pages		RM70	
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill (with video ad)*	TBA	20%	RoS Mobile , Mobile underlay on Article pages		RM80	
Shoppable Ads (Mobile Card / Mobile Underlay / Mobile Pull / Revolver Lite)*	ТВА	20%	RoS Mobile , Mobile underlay on Article pages		RM80	
Al In-Image Units	TBA	20%	Article page (Mobile + Desktop)		RM100	
Wheel Ad Interstitial (Image)	TBA	20%	RoS Mobile		RM65	
Wheel Ad Interstitial (Video)	TBA	20%	RoS Mobile		RM70	
Tetris	TBA	20%	RoS Mobile		RM65	
Hide & Seek Interstitial	TBA	20%	Article page Mobile		RM65	
Scratcher Interstitial	TBA	20%	RoS Mobile		RM65	
Interstitial Billboard Video	970x250	20%	RoS Desktop		RM70	
MRec Video Combo	300x250	20%	RoS (Mobile + Desktop)		RM70	
Rolling Cube / Roling Dice	300x250	20%	RoS (Mobile + Desktop)		RM65	
Carousel	300x250	20%	RoS (Mobile + Desktop)		RM65	
Mobile 3D Carousel	300x300	20%	Article page Mobile		RM65	
Live Stream Video/Combo	300x250	20%	Article page (Mobile + Desktop)		RM70	
Mobile Sticky Video with Interstitial	TBA	20%	Article page Mobile		RM70	
Social Media Display	300x250	20%	RoS (Mobile + Desktop)		RM65	
Premium Execution: Classical Skinner	1800 x 1000	25%	RoS Desktop (except Homepage, News, Berita & Opinion section)		RM75	
Premium Execution: Classical Skinner	640 x 300; 640 x 960	25%	RoS Mobile (except Homepage, News, Berita & Opinion section)		RM75	
Premium Execution: Interactive / Video Skinner	1800 x 1000	25%	RoS Desktop (except Homepage, News, Berita & Opinion section)		RM80	
Premium Execution: Interactive / Video Skinner	640 x 300; 640 x 960	25%	RoS Mobile (except Homepage, News, Berita & Opinion section)		RM80	