

# ADVERTISING RATES & SPECS

## WITH EFFECT FROM MARCH 1, 2024

All rates are quoted in RM • 8% service tax is applicable

DISPLAY RATES				RM per single-column cm	
	ROP* / Classified Display**		Appointments & Notices	Classified Liners	
	Full Colour / Spot Colour	Black & White			
Casual	53	53	53.00 Min size: 5cm x 2cols	13.00 per line Minimum 4 lines	
6 insertions	51	51			
13 insertions	47	47			
26 insertions	43	43			
39 insertions	39	43			
52 insertions	36	43			

\* Min size: 12cm x 2col

NOTE: FOR BLACK & WHITE ADS, LOWEST DISCOUNTED RATE IS RM43 PSCCM @ 26X RATE

COLOUR SURCHARGE				RM per insertion	
	Full Colour	2-Spot Process	1-Spot Process		
Full Edition	9,000	4,500	3,500		

FULL PAGE READY RATES					RM per insertion	
	Full Colour	2-Spot Process	1-Spot Process	Black & White		
Casual	22,992	18,492	17,492	13,992		
6 insertions	22,464	17,964	16,964	13,464		
13 insertions	21,408	16,908	15,908	12,408		
26 insertions	20,352	15,852	14,852	11,352		
39 insertions	19,296	14,796	13,796	11,352		
52 insertions	18,504	14,004	13,004	11,352		

LOADINGS				% premium on advertisement cost	
Back Page	Full Page Full Colour (FC) only			+ 50%	
DPS	Full Page FC only			+ 50%	
Page 2 (mainpaper)	T&C applies Full Page FC only			+ 50%	
Page 3 (mainpaper)	Full Page FC only			+ 50%	
Pages 5, 7 & 9	Full Page FC/Spot Colour (SC) only			+ 40%	
Specified Front Half Right Page	Full Page FC/SC only			+ 35%	
Specified Front Half Pages				+ 25%	
Specified Position on Page				+ 50%	
Specified Page/Section of Newspaper				+ 30%	
Centre-spread/Facing/Consecutive /Continuous Pages	FC/SC only			+ 50%	
Appointments & Notices out of Classified Page				+ 30%	

COVER JACKET			
Full Wrap (NEWSPRINT)	4 Pages	Full Colour	130,000
Full Wrap (SIMILI PAPER) *T&C apply	4 Pages	Full Colour	200,000
Exterior Wrap (Cover + OBC)	2 Pages	Full Colour	120,000
Half Wrap	2 Pages	Full Colour	100,000
Cover *T&C apply	1 Page	Full Colour	80,000

FRONT PAGE			
Top Banner	5cm x 8cols	Full Colour	25,000
<i>Below masthead on front cover.</i>			
Extended Billboard	10cm X 8cols	Full Colour	55,000
<i>Near masthead on front cover. Add RM30,000 to ensure exclusivity with no wrap on the Front page.</i>			

BRANDING SPOTS			
Page - Top Panel Branding Spot	2cm x 4cols	Full Colour	7,000
<i>On top page right or left</i>			
6cm x 2cols Small Branding Spot	ROP	Full Colour	4,500
10cm x 2cols (Maximum size)	ROP	Full Colour	6,000
10cm x 2cols (Specified position)	ROP	Full Colour	8,000
10cm x 2cols (Specified position)	Front Half	Full Colour	10,000

FULL COLOUR BOTTOM PANEL ADS / BLOCK BUY				RM per insertion	
		Front Page 6cm x 8cols	ROP 8cm x 8cols		
Casual		25,000	12,392		
13 insertions	1 block	21,000	11,000		
26 insertions	2 blocks	20,000	10,200		
39 insertions	3 blocks	19,000	9,700		
52 insertions	4 blocks	18,000	9,200		

NOTE: Fixed Position advertisement contracts cannot be cancelled.

STICK ONS			
(Similar to post-it notes)	Peninsular	Selected Areas	
		> 50K	< 50K
Small: 2.75" x 3.00"	0.50	0.55	0.60
Medium: 3.00" x 4.00"	0.55	0.60	0.65
Large: 4.00" x 6.00"	0.60	0.65	0.70

Add RM35,000 to ensure exclusivity with no wrap on the Front page.  
Terms and conditions apply - Rates above exclude labour and handling costs etc.

LOOSE INSERTS				Insertion & Distribution • RM per piece of insert	
Close size: 30cm x 20cm	Peninsular	Selected Areas			
		> 50K	< 50K		
1-fold Max 110gsm	0.35	0.40	0.50		
2-fold Max 110gsm	0.40	0.45	0.55		
3-fold Max 110gsm	0.45	0.50	0.65		

Terms and conditions apply - Rates above exclude labour and handling costs etc.

## COLUMN WIDTH MEASUREMENTS

1 col 3.0cm	2 col 6.3cm	3 col 9.6cm	4 col 12.9cm	5 col 16.2cm	6 col 19.5cm	7 col 22.8cm	8 col 26.0cm
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Centre-spread (across the gutter) 54cm

# TERMS AND CONDITIONS

## AD REQUIREMENTS

### Booking Deadline

- General, Centre-spread  
Full Wrap / Half Wrap (newsprint) 3 working days prior to publication date
- Loose Inserts 7 working days prior to publication date
- Stick-on 21 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date

### Material Deadline

- General, Centre-spread, Loose Inserts,  
Full Wrap / Half Wrap (newsprint) 2 working days prior to publication date
- Full Wrap (simili paper) 14 working days prior to publication date
- Stick-on 14 working days prior to publication date

### Delivery Deadline

- Loose Inserts, Full Wrap (simili paper)  
Stick-on 3 working days prior to publication date

### Repeat Copy Instructions

Repeat copy instructions for both Display and Classified ads must be accompanied by a photocopy of the advertisement.

### Cancellation Notice

- General, Centre-spread, Loose Inserts,  
Full Wrap / Half Wrap (newsprint) 14 working days prior to publication date
- Full Wrap (simili paper) 21 working days prior to publication date
- Stick-on 21 working days prior to publication date

### Cancellation Charges

- 100% of ad cost will be charged where cancellation notice is not given in accordance with the schedule as required (see above).
- The Advertiser and/or its advertising agency will bear any production/creative services/charges rendered/incurred by theSun regardless of the cancellation of the ad.

### Tear sheets

Request for tear sheets must be forwarded to theSun within 7 days of publication.

### Service Tax

All ads are subject to current prevailing 8% Service Tax.

## GENERAL TECHNICAL SPECIFICATIONS

### Acceptable Ad Sizes

Columns per page	8
Full Page	33cm (H) x 8col (W)
Centre-spread	33cm (H) x 16cols (W)
Centre-spread through the gutter	33cm (H) x 54cm (W)
Half Page (horizontal)	16cm (H) x 8col (W)
Half Page (vertical)	33cm (H) x 4col (W)
Quarter Page	16cm (H) x 4col (W)
Junior Page	24cm (H) x 5col (W)

### Ad Formats

theSun accepts ad materials in digital format.

### Ad Artwork Format

- Ad artwork format should only be in JPEG or Adobe Acrobat PDF formats with all fonts embedded. Artwork should be in CMYK mode.
- theSun accepts delivery of ads in digital format on CDs and via Asia On Time and EADS networks.

### Image Resolution

- Images should be rendered at a resolution of 300 dpi at full size.
- Line copy should be prepared in black.

### Cropping & Bleeds

- All artwork must be cropped to size.
- Do not include bleeds as theSun is a NON-bleed publication.

### Line Screen

- 85 lines per inch

### Payment Terms

1. Approved Advertisers and/or their advertising agencies must make payment within 30 days from the invoice date, failing which interest on late payment calculated at 1.0% per month will be imposed.
2. Prepayment with Order is required for other Advertisers and/or their advertising agencies.
3. In the event that an Advertiser and/or its advertising agency fails to make timely payment, theSun may immediately cancel all orders for advertising and the Advertiser and/or its advertising agency shall indemnify theSun for all expenses incurred in connection with the amounts payable for cancellation, including any legal fees incurred.

### Publishing Conditions

1. All advertisements must comply with prevailing laws, regulations and/or guidelines governing such advertisements or the products or services being advertised.
2. theSun reserves the right to restrict the sizes of advertisements.
3. theSun reserves the right to publish all advertisements booked in the run-on-page unless it has been specifically agreed upon by the parties concerned that the advertisements with loadings be published according to the Advertiser's Media Orders/Space Orders.
4. theSun assumes no liability for unsatisfactory advertisement and/or reproduction results if the advertisement material is not prepared in accordance to theSun's requirements.
5. theSun reserves the right to reject/cancel/omit/suspend/defer any order and will not publish any advertisement without any explanation, notwithstanding the acceptance of payment and assumes no liability for the rejection/cancellation/omission/suspension/deferment of any advertisement.
6. theSun reserves the right to hold an Advertiser and/or its advertising agency jointly and severally responsible for such monies that are due and payable to theSun. Advertiser and/or its advertising agency shall fully indemnify theSun from all claims, actions, demands, losses, damages, costs and expenses, of any nature whatsoever, including legal fees, which theSun may become liable by reason of its publication of the Advertiser's advertisement or provision of production services to the Advertiser and/or its advertising agency.
7. Advertiser and/or its advertising agency shall fully indemnify and hold theSun from and against any claim, liability, demand, charge, damages, cost and expenses of any nature whatsoever incurred by theSun in respect of any action or proceeding brought or threatened by any parties against theSun before any court, administrative body, local authorities or other tribunals arising from or in connection with the publication of the Advertiser's advertisement or provision of production services to the Advertiser and/or its advertising agency.
8. Forwarding of an order by Advertiser and/or its advertising agency is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by theSun and such order, when accepted by theSun, shall constitute a contract. Failure of Advertiser and/or its advertising agency to make any order correspond to price, or otherwise, with the rate card is regarded as a clerical error and publication will be made and charged based on the terms of the rate card without further notification.
9. All contracts are conditional on strikes, fires, acts of God, or any cause not subject to the control of theSun, excluding Advertiser's and/or its advertising agency's failure and/or inability to perform.

## BLACK & WHITE ADS

### Proof

- A proof of the ad material is required.
- It should be provided on newsprint.

## COLOUR ADS

### Font Type / Specs

- White text reversed out of four-colour background should not be less than 12-point size. A boldface type font is recommended. Thin strokes in type and lettering will result in misregistration of background colours.
- For fine wordings or small text in black, use only solid black (C=0, M=0, Y=0, K=100). Avoid using rich black / 4-colour black which will result in misregistration.

### Proofs

- 2 sets of final colour proofs are required.
- These should be provided on newsprint.