

网页广告

展示位置 PLACEMENT	广告格式 POP UP	横幅大小 BANNER SIZE	呈现部分 SECTOR	持续时间 DURATION
Desktop	Wide Skyscraper (WS1 /WS2)	160 x 600 pixels	Home Page Category Content	RM4,000.00 (Weekly)
Desktop + Mobile Web + Mobile App	Premium Leaderboard (PL)	728 x 90 pixels + 320 x 100 pixels (Mobile Web & App)	Home Page Category Content	RM10,000.00 (Weekly)
Desktop + Mobile Web	Mid Leaderboard (ML)	728 x 90 pixels or 970 x 250 pixels + 320 x 100 pixels (Mobile Web)	Home Page Category	RM7,000.00 (Weekly)
Desktop + Mobile Web	Half Page (HP)	300 x 600 pixels	Home Page Category + Content (Mobile Web)	RM6,500.00 (Weekly)
Desktop + Mobile Web	Medium Rectangle (R1)	300 x 250 pixels	Home Page Category Content	RM5,500.00 (Weekly)
Desktop + Mobile Web	Medium Rectangle (R2)	300 x 250 pixels	Home Page Content	RM4,000.00 (Weekly)
Desktop + Mobile Web	Bottom Leaderbord (BL)	728 x 90 pixels + 320 x 100 pixels (Mobile Web)	Home Page Category	RM4,000.00 (Weekly)
Mobile App	Medium Rectangle (R1-R4)	300 x 250 pixels		RM4,500.00 (Weekly)

Min :100CPM

Support Format:jpeg,png,gif

*CPM=Cost per Impression Per 1000

*Sponsorship ads is the highest ranking line item for fixed-position ads

*Standard ads is for impression-based campaigns.

*All rate subjected to 6% SST

欢迎下载全新 **光华APP**



KW Web Main Page Desktop



Main Page (Desktop)

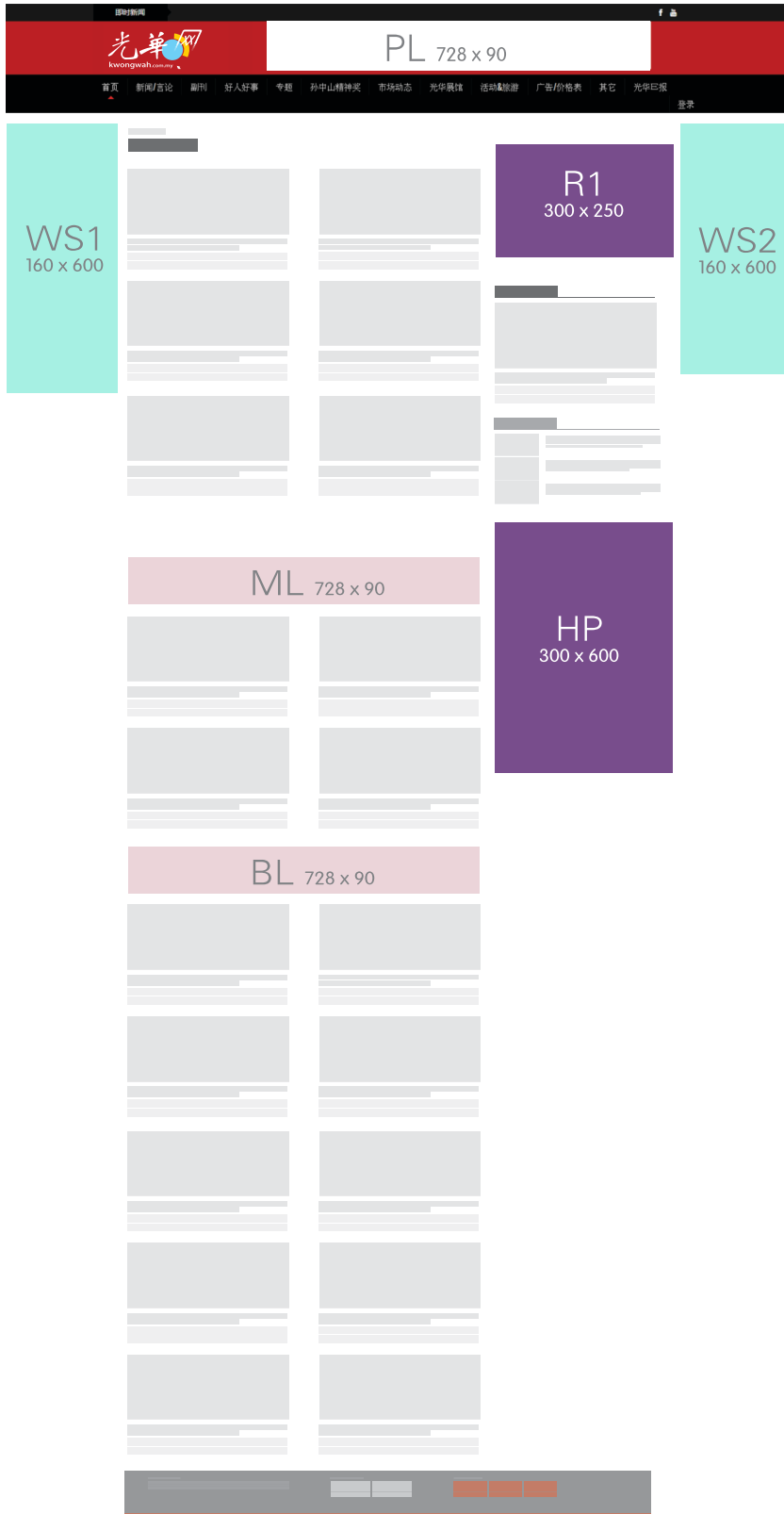
WS1: Wide Sky 1
WS2: Wide Sky 2
160 X 600

HP : Half Page
300 X 600

PL : Premium Leaderboard
ML : Medium Leaderboard
BL : Bottom Leaderboard
728 X 90

R1 : Medium Rectangle 1
R2 : Medium Rectangle 2
300 X 250

KW Web Category Page Desktop



Category Page (Desktop)

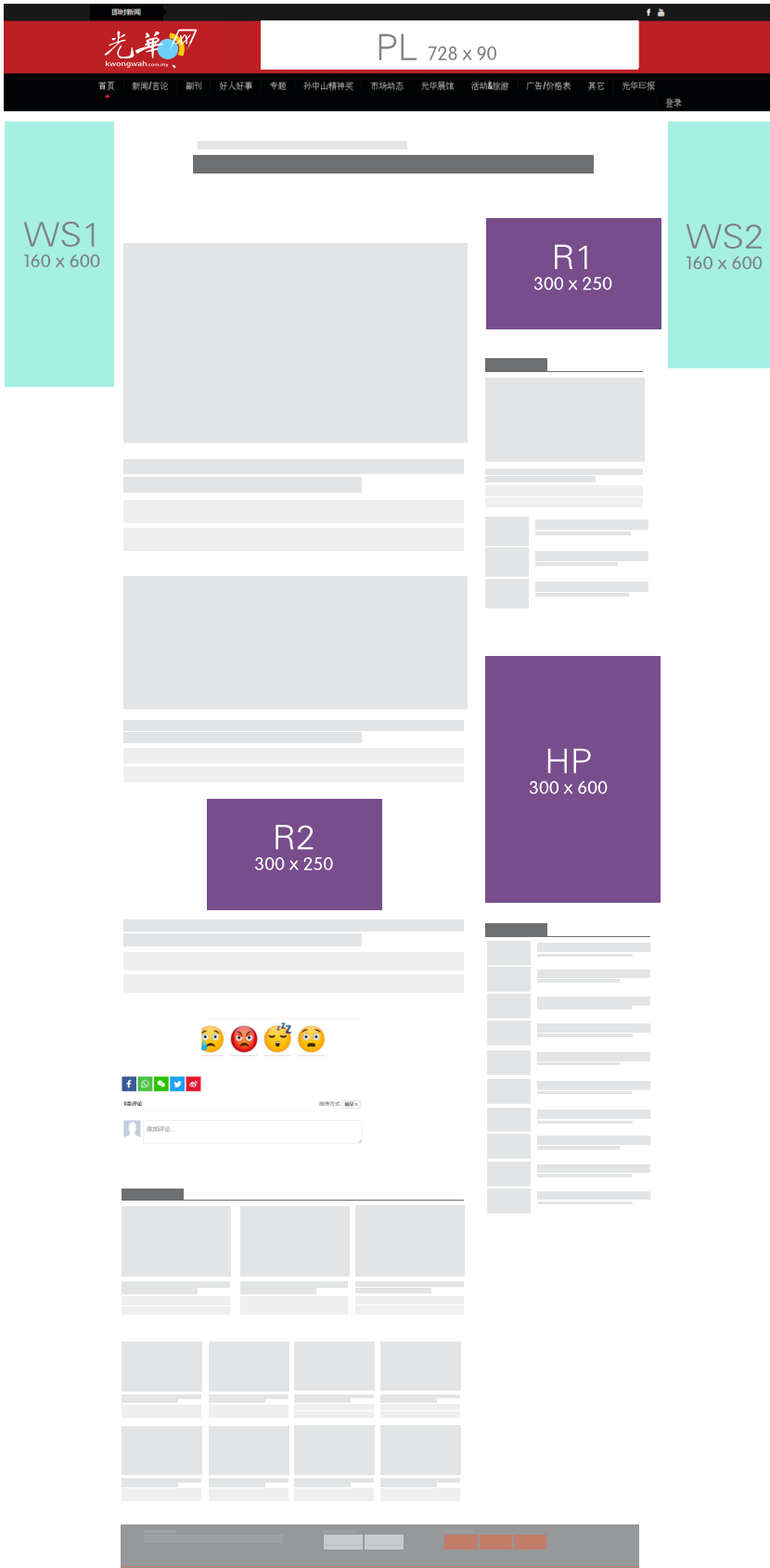
WS1: Wide Sky 1
WS2: Wide Sky 2
160 X 600

HP : Half Page
300 X 600

PL : Premium Leaderboard
ML : Medium Leaderboard
BL : Bottom Leaderboard
728 X 90

R1 : Medium Rectangle 1
300 X 250

KW Web Article Page Desktop



Category Page (Desktop)

WS1: Wide Sky 1
WS2: Wide Sky 2
160 X 600

HP : Half Page
300 X 600

PL : Premium Leaderboard
728 X 90

R1 : Medium Rectangle 1
R2 : Medium Rectangle 2
300 X 250

KW Web Main Page Mobile



PL 728 x 90



R1
300 x 250



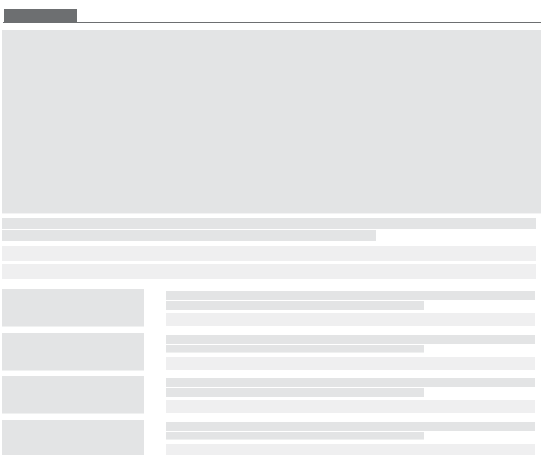
ML 728 x 90



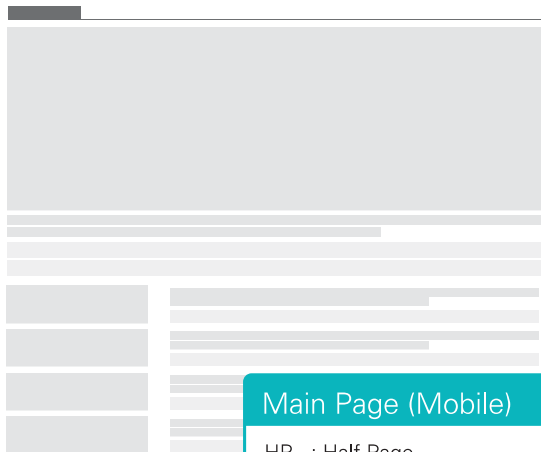
HP
300 x 600



R2
300 x 250



BL 728 x 90



Main Page (Mobile)

HP : Half Page
300 X 600

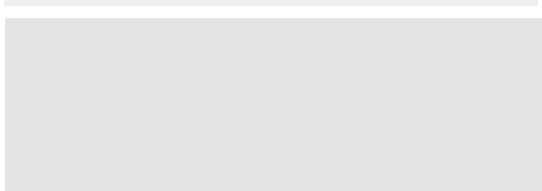
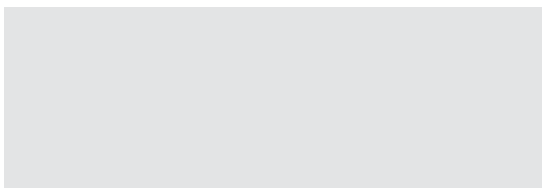
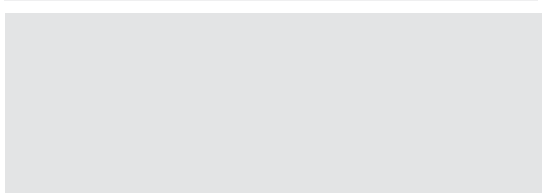
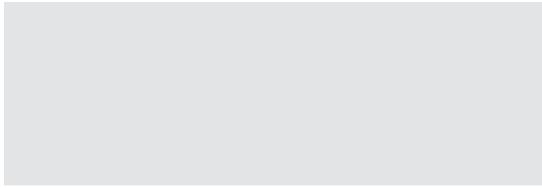
PL : Premium Leaderboard
ML : Medium Leaderboard
BL : Bottom Leaderboard
728 X 90

R1 : Medium Rectangle 1
R2 : Medium Rectangle 2
300 X 250

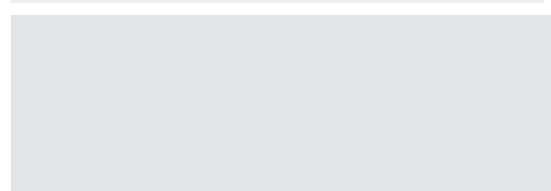
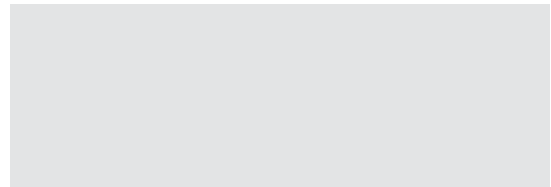
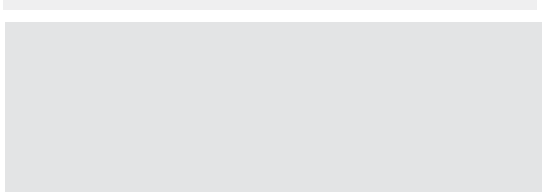
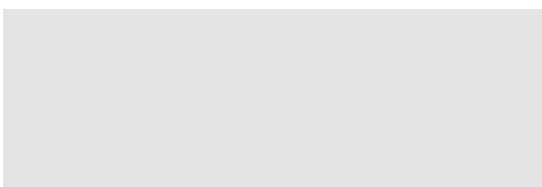
KW Web Category Page Mobile



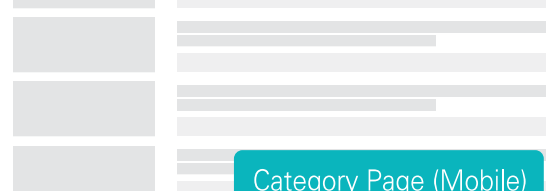
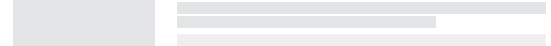
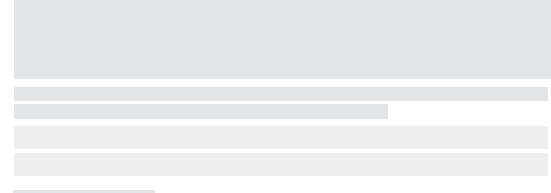
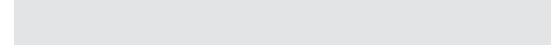
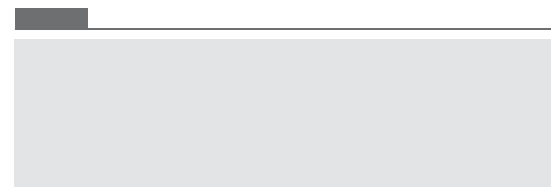
PL 728 x 90



ML 728 x 90



BL 728 x 90



Category Page (Mobile)

HP : Half Page
300 X 600

PL : Premium Leaderboard

ML : Medium Leaderboard

BL : Bottom Leaderboard

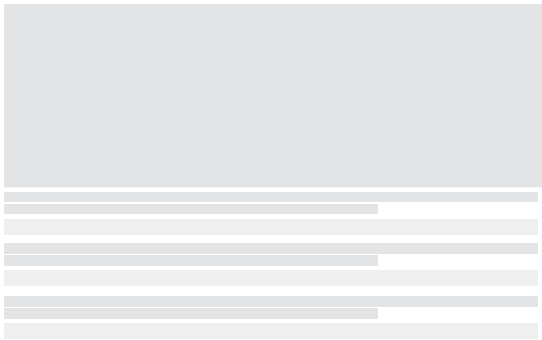
728 X 90

R1 : Medium Rectangle 1

300 X 250



PL 728 x 90



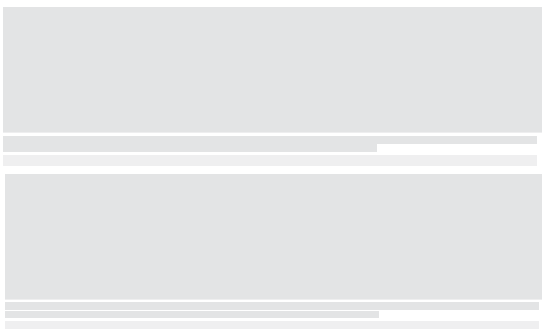
R1
300 x 250



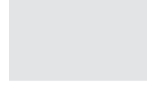
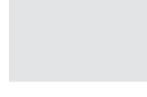
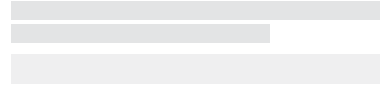
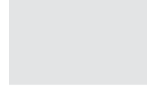
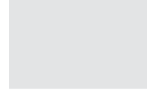
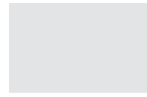
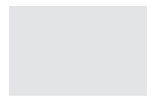
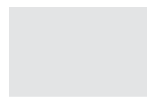
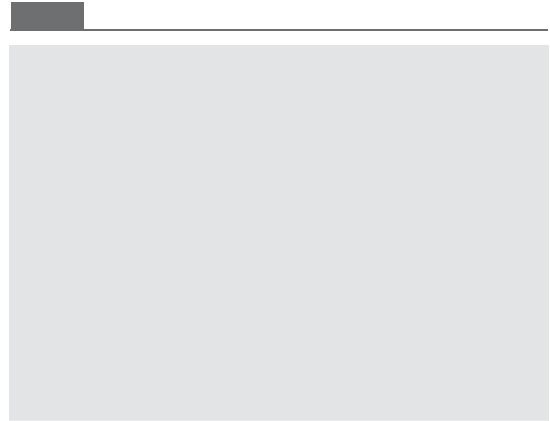
SHARE



HP
300 x 600



R2
300 x 250



Article Page (Mobile)

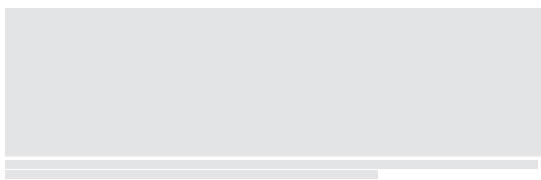
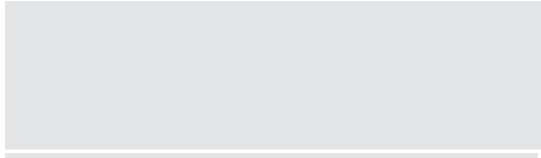
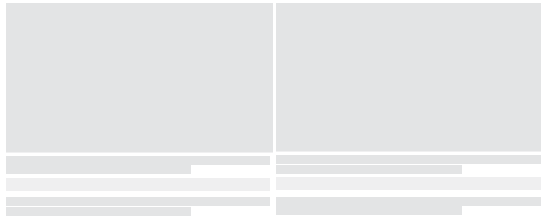
HP : Half Page
300 X 600

PL : Premium Leaderboard
728 X 90

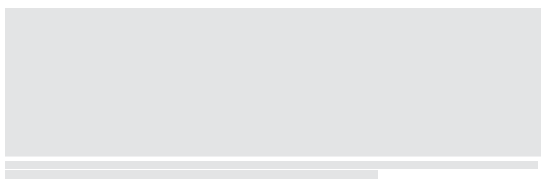
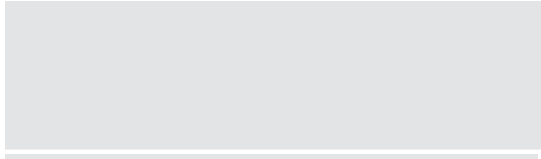
R1 : Medium Rectangle 1
R2 : Medium Rectangle 2
300 X 250



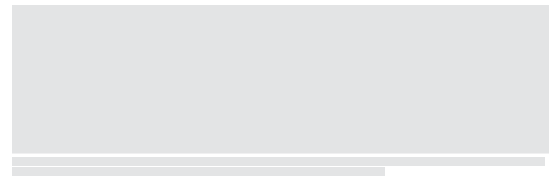
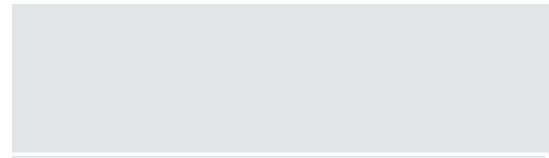
PL 728 x 90



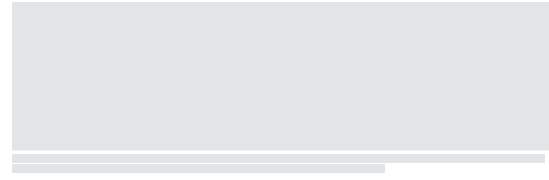
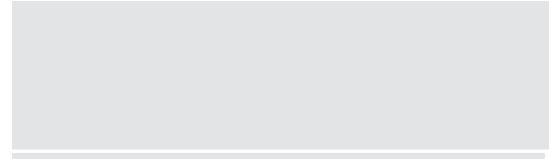
R1
300 x 250



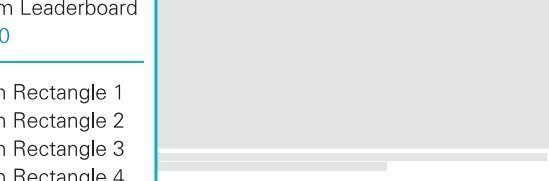
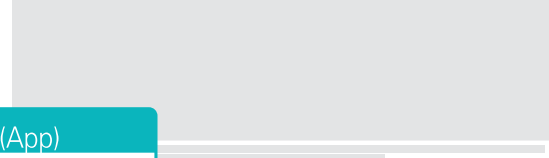
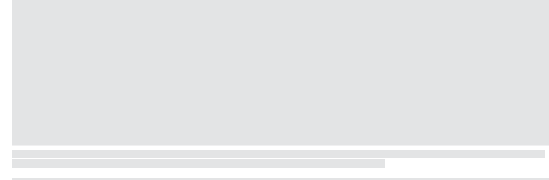
R2
300 x 250



R3
300 x 250



R4
300 x 250



Main Page (App)

PL : Premium Leaderboard
728 X 90

R1 : Medium Rectangle 1
R2 : Medium Rectangle 2
R3 : Medium Rectangle 3
R4 : Medium Rectangle 4
300 X 250

RULES & CONDITIONS

1. Notwithstanding the terms and condition stated on the advertisers or advertising agencies contracts, the placing of an order or contract will be deemed on acceptance of the publisher's rules and regulations.
2. Notwithstanding the prior acceptance of payment by the publisher, the publisher hereby reserves the right to cancel or reject any placement of advertisement insertion at any time without assigning any reason to the advertisers or advertising agencies.
3. The Publisher reserves the right to withhold publication of any advertisement which required the issuance of a permit or licence by any prevailing act or legislation unless and until the advertisers or advertising agencies are able to furnish the publisher with certified true copies of such permit or licence issued by the relevant authorities.
4. Whilst every attempt is made to adhere to the dates of insertion of advertisement specified by the advertisers or advertising agencies, the published reserves the right to change the dates of insertion if the need arises, without prior reference to the advertisers or advertising agencies. The publisher will not be liable for any loss arising from such non-adherence of insertion dates as specified.
5. The Publisher reserves the right to destroy all negatives, positives or artwork which have been in its custody for a period of three (3) months or more.
6. All complainants on Advertisements will be entertained only if they are brought to the publisher's attention within seven (7) days of publication.
7. All Advertisers or advertising Agencies are deemed to have agreed to indemnify the publisher against all claims, actions, suits, demands, losses, costs or expenses arising from the publication of advertisements under the instructions of the advertisers or the advertising agencies.
8. The sale of advertisement space is governed by THE PUBLISHER'S TECHNICAL DATA provided in this rate card.
9. Fees for all casual advertisements are payable in advance. Fees for all contracted advertisements shall be in accordance to the conditions stated in the contract.
10. Placement of advertisement on specified are subject to prevailing loading charges applicable. Where loading charges are not imposed, the advertisements will be placed at the discretion of the publisher.
11. A translation fee for every copy of English or Bahasa Malaysia script requiring translation into Chinese will be imposed by the publisher.
12. The minimum size per insertion will be as follows:
 - ★ DISPLAY ADVERTISEMENTS: 2col x 3cm
 - ★ NOTICES AND ANNOUNCEMENTS: 2col X 3cm
 - ★ GREETINGS / CONDOLENCES: 2col X 3cm
 - ★ DEATH: 3col X 7.5cm
 - ★ CLASSIFIED ADVERTISEMENT: 2col X 2.5cm
13. Advertisements for products or services of the following are unacceptable:
 - * Advertisements for products or services of the following are unacceptable: dressed, such as exposure of the breast and advertisements displaying women or female models in revealing or suggestive swimming costumes & undergarments.
 - * Advertisements infringing the values of Islam or those containing background scenes of Mecca and the "KAABA"
 - * Advertisements using the names or insignia of the Rulers or advertisements with background scenes of aerial view of any part of the country of the country without prior approval of the government.
 - * Advertisements likely to create misunderstanding among different races.
14. The publisher reserves the right to insert the word "ADVERTISEMENT" in advertisement which simulate the editorial format.
15. All films are to be supplied by advertisers or advertising agencies.
16. The Publisher reserves the rights to:
 - (a) change or amend the terms and conditions governing the advertisement booking whenever necessary;
 - (b) request and obtain advertiser's particulars, e.g. name, address, IC number and other particulars requested by the Publisher;
 - (c) reject incomplete artwork;
 - (d) charge the advertiser for the advertisement space booked in the event of non publication due to late / incomplete artwork;
 - (e) charge a reasonable fee for providing the service of designing in artwork for the advertisement;
 - (f) refrain from the responsibility for technical fault or any differences in the published artwork as compared to the original references due to incompatible computer operating system;
 - (g) refrain from the responsibility for any omission to insert an advertisement and reserves the right to reject or cancel any other without explanation, notwithstanding acceptance of payment.
17. The Publishers shall have rights to reject the size of advertisement from time to time on the Publisher's discretion.
18. The advertiser is required to pay casual advertisement in advance and the payment method, i. e. by cheques or cash.
19. The advertiser shall be required to communicate on any amendments/ cancellations for advertisement or dates of insertion in writing.
20. There shall be no refund of any deposit or money paid save as the case where the advertisement has not started its scheduled insertions.
21. The Publisher shall disclaim from any responsibility against claims from advertiser if the complaints made are due to the advertiser's error or wrong information provided.
22. The advertiser shall undertake to indemnify the Publisher against any liability, costs (including legal costs), claims or damages incurred by the Publisher in any action by any third party against the Publisher for passing-off for being in infringement (if any) of copyright, patent, registered trademark or design or other intellectual property rights or any other party.
23. The advertiser and its agents shall undertake to submit the advertisement to indemnify the Publisher in respect of costs, damages or other charges falling upon the Publisher as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy or other instructions supplied to the Publisher by the advertiser or its agent or in accordance with the terms agreed or arising from any breach of any of the obligations, terms and conditions agreed.

- 1 每则网页广告刊期及费用为日及星期(7天)计算，一星期刊期内不获换稿。
- 2 如订一星期者，因各种理由未刊满一星期者，皆以一星期计算。
- 3 请提供GIF 或是JPEG 格式的图形档案，档案请勿超过40KB。
- 4 刷新转换式广告的排序，将由电脑系统随意刷新显示(randomly)，不得异议。
- 5 网页广告制作由客户提供，如需本报代为设计制作，制作费另计。
- 6 刊登费用请在广告上网后3日内缴付，现金、信用卡或即期支票皆可。
- 7 广告刊登订单(Insertion Order)需在刊期前7天送抵本报确定，以利版面及档期的安排。
- 8 自制刊登材料请于刊期前5天送抵本报。
- 9 若委托刊登之广告材料有违法或侵害他人等，一切责任将由委托刊登的刊户自行负责，本报也将保留拒登或是中止刊登该则广告的权力。
- 10 每则网页广告皆获提供一个hyperlink网络衔接至客户所指定的网站，内容敏感、煽动或违法的网站例外。
- 11 以上价格不包括6%政府服务税。