

# ADVERTISING RATES & SPECS

## WITH EFFECT FROM JANUARY 1, 2023

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

The screenshot shows the Sun daily website layout with various ad placements labeled A through I. The layout includes a header with the Sun daily logo and navigation links, a main content area with news articles, and a sidebar with a 'Read our Paper here' link. The ad placements are as follows:

- A**: Full banner (under menu bar) at the top of the page.
- B**: Leaderboard (5 changes max) below the main content area.
- C**: Expandable leaderboard (top) below the main content area.
- D**: Medium rectangular ad below the main content area.
- E**: Expandable rectangular (top) below the main content area.
- F**: Rectangular panel (button ad / middle) below the main content area.
- G**: Half page (middle) below the main content area.
- H**: Middle banner (below sport) below the main content area.
- I**: Bottom panel (bottom) at the bottom of the page.

### STANDARD CREATIVES

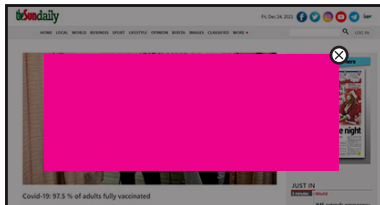
<b>A</b>	<b>FULL BANNER (UNDER MENU BAR)</b> Ad Size: <b>(Desktop)</b> 1170 x 240px, 1107 x 227px, 468 x 100px <b>(Mobile)</b> 320 X 100px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>15,000</b> / week
<b>B</b>	<b>LEADERBOARD (5 CHANGES MAX)</b> Ad Size: <b>(Desktop)</b> 728 x 90px, 600 x 70px <b>(Mobile)</b> 320 x 100px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>9,000</b> / week
<b>C</b>	<b>EXPANDABLE LEADERBOARD (TOP)</b> Ad Size: <b>(Desktop)</b> 728 x 90px (collapsed) 728 x 315px (expand) <b>(Mobile)</b> 320 x 50px (collapsed) 320 x 480px (expand) File Type: JPEG, PNG (both desktop & mobile) File Size: < 60kb	RM <b>15,000</b> / week
<b>D</b>	<b>MEDIUM RECTANGULAR</b> Ad Size: <b>(Desktop)</b> 300 x 250px, 250 x 208px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>7,000</b> / week
	<b>VIDEO MEDIUM RECTANGULAR</b> Ad Size: <b>(Desktop)</b> 300 x 250px, 250 x 208px File Type: HTML File Size: < 100kb	RM <b>12,000</b> / week
<b>E</b>	<b>EXPANDABLE RECTANGULAR (TOP)</b> Ad Size: <b>(Desktop)</b> 300 X 250px (collapsed) : 600 X 250px (expand) File Type: JPEG, PNG File Size: < 60kb	RM <b>15,000</b> / week
<b>F</b>	<b>RECTANGULAR PANEL (BUTTON AD / MIDDLE)</b> Ad Size: 300 X 95px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>7,000</b> / week
<b>G</b>	<b>HALF PAGE (MIDDLE)</b> Ad Size: 300 X 600px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>13,000</b> / week
<b>H</b>	<b>MIDDLE BANNER (BELOW SPORT)</b> Ad Size: <b>(Desktop)</b> 728 X 90px, 600 x 70px <b>(Mobile)</b> 320 x 100px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>7,000</b> / week
<b>I</b>	<b>BOTTOM PANEL (BOTTOM)</b> Ad Size: <b>(Desktop)</b> 728 X 90px, 600 x 70px <b>(Mobile)</b> 320 x 100px File Type: JPEG, PNG, GIF, HTML File Size: < 100kb	RM <b>5,000</b> / week

# ADVERTISING RATES & SPECS

## WITH EFFECT FROM JANUARY 1, 2023

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

### SPECIAL CREATIVES



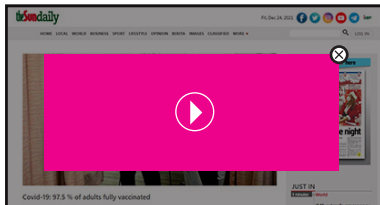
#### INTERSTITIAL

**Ad Size:** 800 X 450px

**File Type:** JPEG, PNG, GIF, HTML

**File Size:** < 100kb

RM **12,000** / week



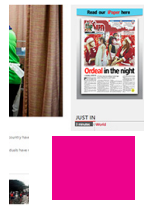
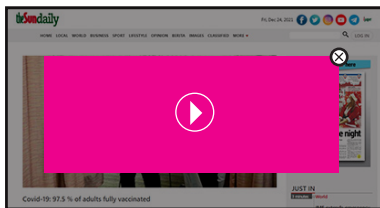
#### VIDEOSTITAL

**Ad Size:** 800 X 450px

**File Type:** HTML

**File Size:** < 1MB

RM **15,000** / week



#### VIDEOSTITAL

**Ad Size:** 800 X 450px

**File Type:** HTML

**File Size:** < 1MB

RM **15,000** / week

#### VIDEO MEDIUM RECTANGULAR

**Ad Size: (Desktop)** 300 x 250px, 250 x 208px

**File Type:** HTML

**File Size:** < 100kb