

RATE CARD

Distribution : 165,000 copies in KL / PJ
Medium : Chinese
Size : Tabloid
Publication Date : Every Friday



Black & White

Casual (per col cm)	RM25.00
Contract (per col cm)	RM20.00

Full Wrap Jacket	RM75,000.00
Half Wrap Jacket	RM40,000.00

Full Color

Full Page	RM9,800.00
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360mm X 8 col (260mm)

Half Page	RM5,800.00
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180mm X 8 col or 360mm X 4 col

Quarter page	RM3,000.00
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180mm X 4 col

Front Page

Full Color

Ear Space	RM2,800.00
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60mm (H) X 120mm (W)

Bottom Panel	RM5,800.00
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80mm (H) X 260mm (W)

Surcharge

1 Spot Color	RM2,800.00
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2 Spot Color	RM5,000.00
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Branding Spot

Size : 30mm X 2col	RM2,000.00
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Size : 100mm X 2col	RM2,800.00
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Loading

Front Half Right	30%
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Specified Position	50%
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Front Page	100%
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Outside Back Cover	50%
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Others	25%
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Loose insert

Above 100,000 copies	RM0.10 per copy
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Selected Area

50,000 copies	RM0.15 per copy
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20,000 copies	RM0.20 per copy
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10,000 copies	RM0.30 per copy
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(Max weight : Not more than 100 gms)

(Folded A4 size)

Stick On

(Front Page)	From RM0.25
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Materials Format

Digital format : Acrobat pdf with Embedded Fonts

Color Contribution in CMYK &
Resolution 300 dpi with Color Proof

Pdf profile - Acrobat 5 (pdf1.4)

Technical specifications

1col	30mm
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2col	63mm
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3col	96mm
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4col	128mm
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5col	162mm
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6col	195mm
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7col	228mm
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8col	260mm
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Deadlines

Booking	2 weeks before publication date
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Material	5 working days before publication date
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Cancellation	10 working days before publication date
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Service Tax : Advertisements are subject to 5% service tax.

Payment Terms

- Approved advertisers and/or advertising agencies must make payment within 30 days from the invoice date, failing which late interest calculated at 1.0% per month will be imposed
- CASH WITH ORDER is required for other advertisers.
- In the event that an advertiser and/or its advertising agency fails to make timely payment, Red Tomato may immediately cancel all orders for advertising and the advertiser and/or its.
- Advertising agency shall indemnify Red Tomato for all expenses incurred in connection with the collection of amounts payable, including any legal fees incurred.

Publishing Conditions

- All advertisements must comply with prevailing laws, regulations and guidelines governing such advertisements or the products or services being advertised.
- Talent Plus Sdn Bhd reserves the right to restrict the sizes of advertisements.
- Talent Plus Sdn Bhd assumes no liability for unsatisfactory ad reproduction results if the digital ad material is not prepared in accordance to Talent Plus Sdn Bhd requirements.
- Talent Plus Sdn Bhd reserves the right to reject or cancel any order without explanation, now withstanding the acceptance of payment and assumes no liability for the omission of any advertisement.
- Talent Plus Sdn Bhd reserves the right to hold on an advertiser and/or its advertising agency jointly and severally responsible for such monies that are due and payable to Talent Plus Sdn Bhd
- Advertiser and/or its advertising agency shall fully indemnify Talent Plus Sdn Bhd from all claims, actions, demands, losses, damages, cost and expenses, of any nature whatsoever, including legal fees, which Talent Plus Sdn Bhd may become liable by reason of its publication of the advertiser's advertising or provision of production services to the advertiser.
- Forwarding of an order is constructed as an acceptance of all rates and conditions under which advertising space is sold at the time by Talent Plus Sdn Bhd and such order, when accepted by Talent Plus Sdn Bhd, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
- All contracts are conditional on strikes, fires, act of God, or any cause not subject to the control of Talent Plus Sdn Bhd, excluding advertiser's failure and/or inability to perform.