



REV MEDIA GROUP
DIGITAL ADS

**NSTP & FMT
DISPLAY BUY**

2024/2025
Effective from July 2024

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

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	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
Mobile Sticky Leaderboard	320x50	20%	Homepage & Category pages		RM75
App Mobile Leaderboard	320x50	50%	App only (Homepage & Category)		RM75
App Mid Rec	300x250	50%	App only (Homepage & Article)		RM75
App Interstitial	320x480	100%	App only (Homepage)		RM75
Premium Execution: Billboard	970x250/ 970x90	100%	Homepage Desktop only	RM20,000	
Premium Execution: Catfish	1024x90	100%	Homepage Desktop only	RM20,000	
Premium Execution: Site Takeover	780 x 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*	TBA	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
AI 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 / Rolling 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	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 / Video Skinner	640 x 300; 640 x 960	25%	RoS Mobile		RM80

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

**All the third party ad format will have ad serving cost, please refer to the ad spec for more details

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





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BERITA HARIAN		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	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
Mobile Sticky Leaderboard	320x50	20%	Homepage & Category pages		RM75
App Mobile Leaderboard	320x50	50%	App only (Homepage & Category)		RM75
App Mid Rec	300x250	50%	App only (Homepage & Article)		RM75
App Interstitial	320x480	100%	App only (Homepage)		RM75
Premium Execution: Billboard	970x250 / 970x90	100%	Homepage Desktop only	RM20,000	
Premium Execution: Catfish	1024x90	100%	Homepage Desktop only	RM20,000	
Premium Execution: Site Takeover	800x600	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	
Third Party Ad format					
Mobile Cards / Mobile Spin / Mobile Revolver / Mobile Underlay / Windmill*	TBA	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
AI 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 / Rolling 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	50%	Homepage Desktop only	RM15,000	
Premium Execution: Classical Skinner	640 x 300; 640 x 960	50%	Homepage Mobile only	RM20,000	
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	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

*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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HARIAN METRO		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	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
Mobile Sticky Leaderboard	320x50	20%	Homepage & Category pages		RM75
App Mobile Leaderboard	320x50	50%	App only (Homepage & Category)		RM75
App Mid Rec	300x250	50%	App only (Homepage & Article)		RM75
App Interstitial	320x480	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*	TBA	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
AI 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 / Rolling 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		RM65
Social Media Display	300x250	20%	RoS (Mobile + Desktop)		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	
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

*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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FMT						SELL BY CPM EXCEPT PREMIUM EXECUTION					
Ad Format		Ad Size		SoV		Placement		Rate Card			
								Duration sell	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*		TBA		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)*		TBA		20%		RoS Mobile , Mobile underlay on Article pages			RM80		
AI 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 / Rolling 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		

