

Newspaper

Language	: English
Editions	: Morning, 7 days a week
Pages per Issues	: Monday – Saturday : 28 pages
Sunday	: 40 pages
Page type area	: Monday – Sunday : 325 mm (w) x 520 mm (h)
Sunday tabloid	: 255 mm (w) x 325 mm (h)
Number of columns	: Monday – Sunday : 6 columns
Sunday tabloid	: 4 columns

Monday to Saturday Paper & Sunday First Section :

1 column	: 50 mm
2 column	: 105 mm
3 column	: 160 mm
4 column	: 215 mm
5 column	: 270 mm
6 column	: 325 mm
Broadsheet Centerspread	: 12 column = 671 mm

Sunday 2nd & 3rd Section (tabloid format) :

1 column	: 60 mm
2 column	: 125 mm
3 column	: 190 mm
4 column	: 255 mm
Broadsheet Centerspread	: 8 column = 545 mm

The Weekender Magazine

GENERAL INFORMATION

Language	: English
Editions	: Monthly – 4th Friday of the month
Pages of issue	: 64 (sixty-four) pages
Trim size	: 200 mm x 270 mm
Bleed size	: 206 mm x 276 mm

Type of Page	Rates Per insertion (Rp)
Full Page Regular Page	27,500,000
Full Page Cover 2	33,000,000
Inside Back Cover	30,000,000
Back Cover	35,000,000
Double Page Spread 1	55,000,000
Double Page Spread 2	52,000,000
1/2 page Vertical	14,000,000
1/2 page Horizontal	14,000,000
Jacket Cover	82,500,000
1/2 Front and Back Gate Fold Cover	125,000,000
Sponsored Article Banner	20,000,000
The Hit List Banner	7,000,000
The Hit List Box 1	1,500,000
The Hit List Box 2	2,500,000

Regular Ads

CATEGORY	Rp.
Regular Ads	
Regular BW	49.000 / mmcol
Regular FC	65.000 / mmcol
Supplement BW	45.000 / mmcol
Supplement FC	55.000 / mmcol
Spotlight BW	9.000.000 / lot
Spotlight FC	18.000.000 / lot
Spotlight BW 2 kav	17.500.000 / lot
Spotlight FC 2 kav	35.000.000 / lot
Financial Report BW	45.000 / mmcol
Financial Report FC	58.500 / mmcol
Surfing Bali BW	45.000 / mmcol
Surfing Bali FC	58.500 / mmcol
Creative Ads	
Single Floating Banner BW	100.000 / mmcol
Single Floating Banner FC	130.000 / mmcol
Center Spread Banner BW	120.000 / mmcol
Center Spread Banner FC	140.000 / mmcol
Center Spread Full Page BW	75.000 / mmcol
Center Spread Full Page FC	95.000 / mmcol
U Ad - BW	225.000.000
U Ad - FC	275.000.000
J or L Ad BW	175.000.000
J or L Ad FC	200.000.000

Online www.Thejakartapost.com

Size	Name	Position	Price/month(Rp)
728 x 90 pixels	Top Leaderboard	Frontpage ROS	80.500.000 95.000.000
468 x 60 pixels	Top Banner	Frontpage ROS	57.500.000 60.000.000
300 x 250 pixels	Showcase 1	Frontpage ROS	75.325.000 80.500.000
	Showcase 2	Frontpage	69.000.000
	Showcase 3	Frontpage	57.500.000
468x60 pixels	Classic banner 1	Frontpage	36.800.000
	Classic banner 2	Frontpage	32.000.000
640x480 pixels	Pop up banner	Frontpage	120.000.000



Classifieds Ads

Lines Classifieds	Size	Rate
Lines Ad (BW)	Minimum 3 lines 1 lines < 40 characters (inc space) / 1col = 50 mmk	Rp 35,000 /line
Lines Ad (FC)* Available only on Fridays * Green or Red Color	Minimum 4 lines 1 lines < 40 characters (inc space) / 1col = 50 mmk	Rp 35,000 /line
Picture or Sales Icon (BW)	1 col x 30 mm 1 col x 15 mm	Rp 120,000 /insertion Rp 60,000 /insertion
Picture or Sales Icon (FC)	1 col x 30 mm 1 col x 15 mm	Rp 125,000 /insertion Rp 65,000 /insertion
Icon (BW)	10 x 10 mm	Rp 39,000 /insertion
Display Classifieds		
Display Classifieds (BW)	Maximum 200 col mm	Rp 38,000 /col mm
Semi Display Classifieds (BW)	Minimum 3 lines	Rp 34,000 /line
Island Ad (BW)	Minimum 200 col mm	Rp 40,000 /col mm
Island Ad (FC)	Minimum 900 col mm or Maximum 1500 col mm < 900 col mm	Rp 50,000 /col mm Rp 70,000 /col mm
Others Classifieds by Product (Fixed Size)		
Hot Property (Saturday)	2 col x 100 mm	Rp 800,000 /insertion
Build to Order (Thursday)	2 col x 100 mm	Rp 750,000 /insertion
On the Move (Monday to Friday)	2 col x 100 mm	Rp 600,000 /insertion
Product Info (BW)	3 col x 150 mm	Rp 5,500,000/insertion
Product Info (FC)	3 col x 150 mm	Rp 10,500,000/insertion
City Expose	2 col x 100 mm	Rp 1,650,000 /insertion
WTG Jakarta Display	2 col x 100 mm	Rp 1,650,000 /insertion
WTG Jakarta Lines	Minimum 5 lines	Rp 27,500 /lines

*Regular Classifieds by Product (Fixed Size)	Rate
1 col x 100 mm (BW) /kavling	Rp 350,000 /insertion
2 col x 100 mm (BW) /kavling	Rp 600,000 /insertion
3 col x 100 mm (BW) /kavling	Rp 900,000 /insertion

*All rates are included for this category:
Travel Spot for travel agent and tourism (Tuesdays & Thursdays)
Go Go Gadget for IT & mobile products (Mondays & Wednesdays)
Electronics for home appliances & AUVI (Fridays)
On the Road for automotive and equipment (Saturdays)
Wedding Vows for wedding exhibitions (Fridays)

Outside Jakarta inc Bali, Malaysia & Singapore	Size	Rate
Island Spot & Bali Expose	2 col x 100 mm	Rp 750,000 /insertion
Lombok Spot & Lombok Expose	2 col x 100 mm	Rp 750,000 /insertion
Yogya Clads	2 col x 100 mm	Rp 750,000 /insertion
Bandung Expose & Sunda Street	2 col x 100 mm	Rp 750,000 /insertion
East Java Classifieds	2 col x 100 mm	Rp 720,000 /insertion
In the Neighborhood (Singapore & Malaysia)	1 col x 100 mm (BW) 2 col x 100 mm (BW) 3 col x 100 mm (FC)	Rp 1,400,000 /insertion Rp 6,600,000 /insertion Rp 33,000 /lines

Job Gallery	Size	Rate
Job Gallery (BW)	Minimum 20 col mm	Rp 49,000 /col mm
Job Gallery (FC)	Minimum 800 col mm	Rp 65,000 /col mm

All rates are before VAT 10%



For further information, please contact Advertising Dept THE JAKARTA POST

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