

## 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
Full Page Regular Page	USD 3.000
Full Page Cover 2	USD 3.350
Inside Back Cover	USD 3.300
Back Cover	USD 3.500
Double Page Spread 1	USD 6.000
Double Page Spread 2	USD 5.500
1/2 page Vertical	USD 1.500
1/2 page Horizontal	USD 1.500
Jacket Cover	USD 9.000
1/2 Front and Back Gate Fold Cover	USD 13.800
Sponsored Article Banner	USD 2.200
The Hit List Banner	USD 780
The Hit List Box 1	USD 170
The Hit List Box 2	USD 280

## Regular Ads

CATEGORY	USD
<b>Regular Ads</b>	
Regular BW	USD 5.5 / mmcol
Regular FC	USD 7.5 / mmcol
Supplement BW	USD 5 / mmcol
Supplement FC	USD 6.5 / mmcol
Spotlight BW	USD 1.000 / lot
Spotlight FC	USD 2.000 / lot
Spotlight BW 2 kav	USD 1.950 / lot
Spotlight FC 2 kav	USD 3.900 / lot
Financial Report BW	USD 5 / mmcol
Financial Report FC	USD 6.5 / mmcol
Surfing Bali BW	USD 5 / mmcol
Surfing Bali FC	USD 6.5 / mmcol
<b>Creative Ads</b>	
Single Floating Banner BW	USD 12 / mmcol
Single Floating Banner FC	USD 15 / mmcol
Center Spread Banner BW	USD 14 / mmcol
Center Spread Banner FC	USD 16 / mmcol
Center Spread Full Page BW	USD 8.5 / mmcol
Center Spread Full Page FC	USD 11 / mmcol
U Ad - BW	USD 25.000
U Ad - FC	USD 30.550
J or L Ad BW	USD 19.500
J or L Ad FC	USD 22.250

## Online www.Thejakartapost.com

Size	Name	Position	Price/month	
728 x 90 pixels	Top Leaderboard	Frontpage	USD 8.750	
		ROS	USD 10.300	
468 x 60 pixels	Top Banner	Frontpage	USD 6.250	
		ROS	USD 6.500	
300 x 250 pixels	Showcase 1	Frontpage	USD 8.200	
		ROS	USD 8.750	
		Frontpage	USD 7.500	
	Showcase 2	Frontpage	USD 6.250	
		Classic banner 1	Frontpage	USD 4.000
		Classic banner 2	Frontpage	USD 3.500
640x480 pixels	Pop up banner	Frontpage	USD 13.000	



## Classifieds Ads

Lines Classifieds	Size	Rate
Lines Ad (BW)	Minimum 3 lines 1 lines < 40 characters (inc space) / 1col = 50 mmk	USD 4 / line
Lines Ad (FC)* Available only on Fridays * Green or Red Color	Minimum 4 lines 1 lines < 40 characters (inc space) / 1col = 50 mmk	USD 4 / line
Picture or Sales Icon (BW)	1 col x 30 mm 1 col x 15 mm	USD 13.2 / insertion USD 6.5 / insertion
Picture or Sales Icon (FC)	1 col x 30 mm 1 col x 15 mm	USD 13.8 / insertion USD 7.2 / insertion
Icon (BW)	10 x 10 mm	USD 4 / insertion
<b>Display Classifieds</b>		
Display Classifieds (BW)	Maximum 200 col mm	USD 4.2 / col mm
Semi Display Classifieds (BW)	Minimum 3 lines	USD 3.5 / line
Island Ad (BW)	Minimum 200 col mm	USD 4.5 / col mm
Island Ad (FC)	Minimum 900 col mm or Maximum 1500 col mm < 900 col mm	USD 5.6 / col mm USD 7.8 / col mm
<b>Others Classifieds by Product (Fixed Size)</b>		
Hot Property (Saturday)	2 col x 100 mm	USD 89 / insertion
Build to Order (Thursday)	2 col x 100 mm	USD 85 / insertion
On the Move (Monday to Friday)	2 col x 100 mm	USD 67 / insertion
Product Info (BW)	3 col x 150 mm	USD 610 / insertion
Product Info (FC)	3 col x 150 mm	USD 1150 / insertion
City Expose	2 col x 100 mm	USD 182 / insertion
WTG Jakarta Display	2 col x 100 mm	USD 182 / insertion
WTG Jakarta Lines	Minimum 5 lines	USD 3 / line

### \*Regular Classifieds by Product (Fixed Size)

Size	Rate
1 col x 100 mm (BW) /kavling	USD 38 / insertion
2 col x 100 mm (BW) /kavling	USD 66 / insertion
3 col x 100 mm (BW) /kavling	USD 100 / 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	USD 82 / insertion
Lombok Spot & Lombok Expose	2 col x 100 mm	USD 82 / insertion
Yogya Clads	2 col x 100 mm	USD 82 / insertion
Bandung Expose & Sunda Street	2 col x 100 mm	USD 82 / insertion
East Java Classifieds	2 col x 100 mm	USD 82 / insertion
In the Neighborhood	1 col x 100 mm (BW)	USD 80 / insertion
(Singapore & Malaysia)	2 col x 100 mm (BW)	USD 154 / insertion
	3 col x 100 mm (FC)	USD 732 / insertion
	Lines Ad (Min 3 lines)	USD 3.5 / Line

Job Gallery	Size	Rate
Job Gallery (BW)	Minimum 20 col mm	USD 5.5 / col mm
Job Gallery (FC)	Minimum 800 col mm	USD 7.5 / col mm

All rates are before VAT 10% + clearing fee USD 25



For further information, please contact Advertising Dept THE JAKARTA POST

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