

# THE BRUNEI TIMES

**Brunei Times Sdn Bhd**

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## Advertising Rate Card 2009

### • Black & White / Color Display

Rates are base on B\$1.00 = RM\$2.20

Description	Measurement	Column Size	Colour		B&W	
Full Page	53.0cm x 8col	(32.2cm)	B\$3,280.80	RM\$7,217.76	B\$1,780.80	RM\$3,917.76
Half Page Horizontal	26.5cm x 8col	(32.2cm)	B\$2,390.40	RM\$5,258.88	B\$890.40	RM\$1,958.88
Half Page Vertical	52.0cm x 4col	(15.9cm)	B\$2,373.60	RM\$5,221.92	B\$873.60	RM\$1,921.92
Full Vertical Strip	52.0cm x 3col	(11.8cm)	B\$2,155.20	RM\$4,741.44	B\$655.20	RM\$1,441.44
Half Vertical Strip	26.5cm x 3col	(11.8cm)	B\$1,833.90	RM\$4,034.58	B\$333.90	RM\$734.58
Quarter Page	26.5cm x 4col	(15.9cm)	B\$1,945.20	RM\$4,279.44	B\$445.20	RM\$979.44
Double Vertical Impact	40.0cm x 6col	(24.0cm)	B\$2,508.00	RM\$5,517.60	B\$1,008.00	RM\$2,217.60
Island	26.5cm x 6col	(24.0cm)	B\$2,167.80	RM\$4,769.16	N/A	N/A
Quarter Page Strip	10.0cm x 8col	(32.2cm)	B\$1,836.00	RM\$4,039.20	B\$336.00	RM\$739.20
Front Page Strip	10.0cm x 6col	(24.0cm)	B\$2,386.80	RM\$5,250.96	N/A	N/A
Back Page Strip	10.0cm x 6col	(24.0cm)	B\$2,203.20	RM\$4,847.04	N/A	N/A
Floating Banner	17.6cm x 8col	(32.2cm)	B\$2,091.40	RM\$4,601.08	N/A	N/A
Single Box	10.5cm x 3col	(11.8cm)	B\$1,632.30	RM\$3,571.26	B\$132.30	RM\$291.06
Double Box	21.0cm x 3col	(11.8cm)	B\$1,764.60	RM\$3,882.12	B\$264.60	RM\$582.12
Broadsheet Full Spread	53.0cm x 16col	(64.4cm)	B\$5,061.60	RM\$11,135.52	B\$3,561.60	RM\$7,835.52

### • Color Surcharge

Description	Rates	
One Spot	RM\$ 1,100.00	B\$ 500.00
Two Spot	RM\$ 1,760.00	B\$ 800.00

- **Full Color** – Display ads smaller than quarter page are acceptable, such ads are charged at the Casual Display Advertising rates at **\$4.20/col. cm for B/W.**
- Full Color Display ads smaller than quarter page are acceptable, such ads are charged at the Casual Display Advertising rates at **\$4.20/col. cm plus Color surcharge applied.**

## Advertising Technical Specifications

### • Widths

Columns	Centimeters
1	3.60
2	7.70
3	11.80
4	15.90
5	20.00
6	24.00
7	28.10
8	32.20

### • Depths

Height	Centimeters
Full Page	53.00
Half Page	27.00
Quarter Page	27.00
Front/ Back/ Quarter Page Strip	10.00

