

## **SIN CHEW DAILY ADVERTISEMENT RATE (FOR EXHIBITOR ONLY)**

a.) Within one month prior to the expo

- Sarawak Edition: RM 6.00 per col cm (Black & White)
- Regional Edition: RM 3.50 per col cm (Black & White)
- Colour Loading: 50%
- Position Loading: Front Page (50%), Back Page (30%) & any other specified position (20%)

b.) Special Advertisement Rate for Southern Sarawak Region Only

No.	Description	Rate (RM)
Black & White	Full Page (10 col x 53cm)	1,300.00
	Half Page (10 col x 26.5cm)	700.00
	Quarter Page (5 col x 26.5cm)	399.00
Colour	Full Page (10 col x 53cm)	2,500.00
	Half Page (10 col x 26.5cm)	1,300.00
	Quarter Page (5 col x 26.5cm)	750.00
	>¼ Page (132.50 col cm)	3.00 per col cm ( Black & White) 6.00 per col cm (Colour)