

HARIAN JOGJA'S RATE CARD



MEDIA CETAK HARIAN JOGJA



Kategori	Hitam Putih	Berwarna	Keterangan
Display	20.500/mmkl	33.000/mmkl	Iklan berwarna minimal 200mmkl
Kolom	11.500/mmkl		Minimal 1x30mmkl maksimal 1x100mmkl
Baris	7.000/row		Minimal 2 baris maksimal 10 baris
Dukacita/Sosial	10.000/mmkl	13.000/mmkl	
Halaman 1		80.000/mmkl	Bawah lipatan, maksimal 8x270mmkl
Halaman 1		100.000/mmkl	Atas lipatan, maksimal of 8x150mmkl
Creative Ad	26.500/mmkl	42.000/mmkl	Minimal hitam putih 2x50mmkl, Minimal berwarna 300mmkl
Bundling	31.000/mmkl	60.000/mmkl	Muat di 2 Media = Solopos & Harian Jogja
Display Solopos	29.000/mmkl	52.000/mmkl	

PAKET BANNER HITAM PUTIH (HALAMAN DALAM)

Ukuran	7x Terbit	10x Terbit	15x Terbit
8 kolom X 50 mm	18.000.000	23.300.000	30.700.000
8 kolom X 100 mm	28.800.000	37.280.000	49.120.000



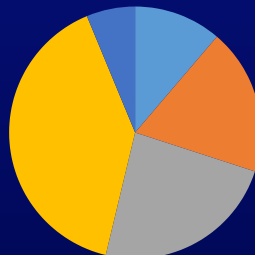
READER PROFILE



Expenses per Month		%
> 5.500.001		5%
3.500.001 – 5.500.000		18%
2.500.001 – 3.500.000		27%
1.750.001 – 2.500.000		12%
1.250.001 – 1.750.000		20%
9.000.001 – 1.250.000		9%
< 900.000		9%

Education		
Primary School		1%
Junior High School		5%
Senior High School		31%
Diploma		13%
Bachelor		40%
Postgraduate		10%

- Kulonprogo
- Bantul
- Gunungkidul
- Jogja
- Magelang, Klaten, Purworejo



Profession	%
Retired	7%
Others	15%
Student	7%
Entrepreneur	24%
General Employees	30%
Army and Police	1%
Government Employee	16%



Gender	%
Female	47%
Male	53%

Distribution Area		
Sleman		20%
Kulonprogo		9%
Bantul		15%
Gunungkidul		19%
Jogja		32%
Magelang, Klaten, Pur		5%

Age	%
<20 yo	6%
21 – 30 yo	13%
31 – 40 yo	35%
41 – 50 yo	25%
>51 yo	21%

MEDIA CETAK HARIAN JOGJA



PAKET BANNER BERWARNA (Halaman Dalam)

Ukuran	7x Terbit	10x Terbit	15x Terbit
8 kolom X 50 mm	21.300.000	27.600.000	39.200.000
8 kolom X 100 mm	34.000.000	55.200.000	78.400.000

UKURAN KOLOM

1 kolom	35 mm
2 kolom	73 mm
3 kolom	110 mm
4 kolom	148 mm
5 kolom	186 mm
6 kolom	224 mm
7 kolom	262 mm
8 kolom	300 mm
300 x 540 mm	1 halaman
300 x 270 mm	1/2 halaman
148 x 270 mm	1/4 halaman

IKLAN KUPING BERWARNA (Halaman 1)

Ukuran	7x Terbit	10x Terbit	15x Terbit
2 kolom x 55 mm	20.200.000	25.900.000	35.000.000

IKLAN STIPLE BERWARNA (Halaman 1)

Ukuran	7x Terbit	10x Terbit	15x Terbit
2 kolom x 50 mm	12.500.000	16.200.000	48.700.000

EXPLANATION :

ALL RATES IN USD, EXCLUDED VAT 10%
PAGE REQUESTS ARE SUBJECT TO A 10% FEE
CANCELLATION OF ADVERTISING ORDERS IS SUBJECT TO A 15% SURCHARGE
SCHEDULE FOR ADVERTISING

MONDAY - FRIDAY: 08.00 - 16.00 WIB

SATURDAY : 08.00 - 13.00 WIB

SUNDAY OR HOLIDAYS, NEWSPAPERS NOT PUBLISHED

REKENING BANK

AN. PT AKSARA DINAMIKA JOGJA
BANK MANDIRI KATAMSO YOGYAKARTA BRANCH 137 000 583 9663
BANK BCA URIP SUMOHARDJO YOGYAKARTA BRANCH 456 481 9991
BANK BPD UTAMA YOGYAKARTA BRANCH 001111 000 650
BANK BRI KATAMSO BRANCH 0000024501000995306

NPWP 02.755.236.3-541.000

MEDIA ONLINE HARIANJOGJA.COM



DESKTOP BANNER

HOME PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Billboard	970 x 250	5.000.000	15.000.000
Top Right	300 x 250	3.750.000	11.250.000
Right Banner	300 x 250	3.125.000	9.375.000
Middle Banner	300 x 250	3.125.000	9.375.000
Pop Up	700 x 950	3.750.000	11.250.000
Widget Ads	300 x 250	6.250.000	18.750.000

PER KANAL : ALL ARTICLE'S PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Top Banner	750 x 200	4.000.000	12.800.000
Side Banner	300 x 600	4.000.000	12.800.000
Middle Banner	300 x 250	3.750.000	11.250.000
Skin Ad	640 x 1280	5.000.000	15.000.000
Bottom Fix	970 x 90	6.250.000	18.750.000

ALL PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Middle Banner	300 x 250	4.750.000	12.250.000
Skin Ad	640 x 1280	6.000.000	16.000.000
Bottom Fix	970 x 90	7.250.000	19.750.000



MOBILE BANNER

ALL PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Middle Banner	300 x 250	6.000.000	16.000.000
Skin Ad	320 x 640	7.250.000	19.750.000
Bottom Fix	320 x 50	10.375.000	29.125.000



PER KANAL : ALL ARTICLE'S PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Top Banner	320 x 100	5.000.000	15.000.000
Middle Banner	300 x 250	5.000.000	15.000.000
Skin Ad	320 x 640	6.250.000	18.750.000
Bottom Fix	320 x 50	9.375.000	28.125.000

HOME PAGE

Inventory	Size (in pixel)	Weekly	Monthly
Leaderboard	320 x 100	6.250.000	18.750.000
Middle Banner	300 x 250	3.750.000	11.250.000
Pop Up	320 x 540	3.750.000	11.250.000
Feedback Banner	320 x 50	5.000.000	15.000.000

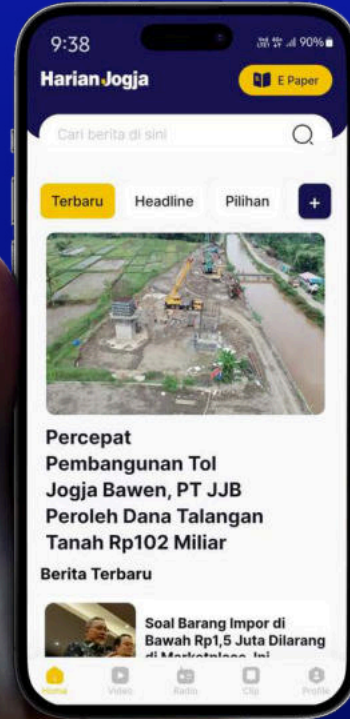


NATIVE AD

ARTIKEL SIAP TAYANG 2.000.000
ARTIKEL BUATAN REDAKSI 3.000.000

SURCHARGE:

Inventory	Daily	Weekly
Headline	2.500.000	5.500.000
Latest News	1.500.000	3.500.000
Hot Topic	1.500.000	3.500.000
Editor Choice	1.500.000	3.500.000



SOCIAL MEDIA



Platform	Jenis Publikasi	Keterangan	1 x post
Instagram	Graphic/ Photo	Photo/ Carousel	1.000.000
	Story	Sudah termasuk backlink	500.000
	Reels	Durasi max 3 menit	1.500.000
Facebook	Graphic/ Photo	Dalam format news content	1.000.000
	Story	Sudah termasuk backlink	500.000
X	Feed	Dalam format news content	1.000.000
Tik Tok	Feed	Durasi max 3 menit	1.500.000

*Materi siap tayang dari klien.

*Untuk produksi materi dari Harian Jogja bisa dibicarakan lebih lanjut.





VIDEO PRODUCTION (YOUTUBE CHANNEL - HARIAN JOGJA)

Services	Description	Price
Video Ad Content	<ul style="list-style-type: none">• Durasi max 3 menit• Pengambilan video max 2 hari di satu kota• Memakai 3 kamera	8.000.000
Cinematic	<ul style="list-style-type: none">• Durasi max 8 menit• Pengambilan video max 2 hari di satu kota• Memakai 3 kamera• Konsep dari Tim Harian Jogja• Belum termasuk biaya talent	10.000.000
2D Explainer	<ul style="list-style-type: none">• Durasi max 3 menit	23.000.000
Upload Video	<ul style="list-style-type: none">• Durasi max 3 menit• Tayang di Youtube	2.000.000
Podcast	<ul style="list-style-type: none">• Durasi max 1 jam• Tayang di Youtube Harian Jogja• Belum termasuk fee narasumber dan sewa tempat	15.000.000



RADIO STAR 101.3 FM



Services	Description	Prices
Loose Spot	Durasi 60 detik per spot	600.000
Adlibs	Cuap-cuap dari penyiar	600.000
Studio Talkshow	<ul style="list-style-type: none">• Disiarkan live atau tapping melalui studio Radio Star FM• Turut ditayangkan di Youtube Star FM• Durasi 60 menit	6.500.000
On the Spot Talkshow	<ul style="list-style-type: none">• Disiarkan live atau tapping melalui lokasi atau kantor instansi• Turut ditayangkan di Youtube Star FM• Durasi 60 menit	8.000.000

*Belum termasuk biaya produksi materi.



Harian Jogja

LETS COLLABORATE

DELLA **0881 0822 87289**

YANTO **0877 7098 4454**