

# 29<sup>TH</sup> ANNIVERSARY

JULY 10, 1992 - JULY 10, 2021

POST MEDIA CO., LTD

ADVERTISING  
RATES CARD 2021

Member of





## Follow the leaders





Since its launch on July 10, 1992 until now The Phnom Penh Post provides reliable, non biased, in-depth and independent news to our readers. This is the paper of record of the recent history of Cambodia. Both publications, The Post in English and Khmer, are separate daily newspaper published five days in a week, and in print and digital.

The Phnom Penh Post delivers world-class journalism to Cambodia's most influential audiences and thinkers. Backed by a strong 100-member news team, we connect our engaged consumers to marketers through our growing print, digital and social media platforms.

By choosing The Phnom Penh Post as your medium you are sending your message to the right target for improving your business to the next level.

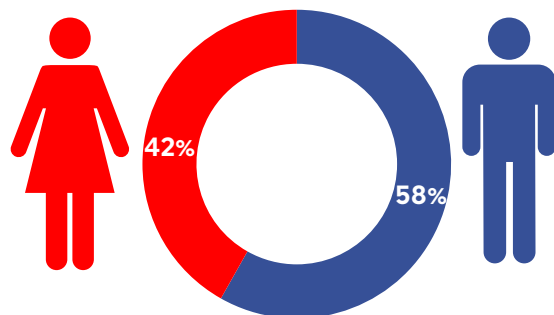


## DAILY NEWSPAPER DEMOGRAPHICS REPORT



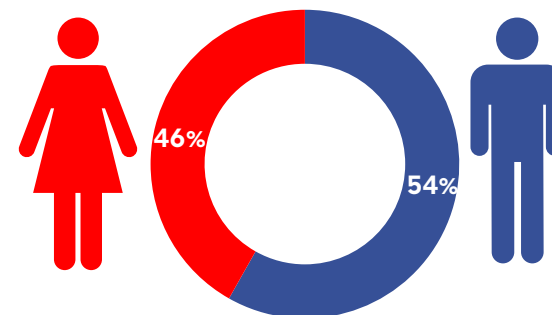
Average age **34**

Print Readerships











Average age **29**

Print Readerships



## OUR REACH

PRINT EDITIONS		The Phnom Penh Post	ភ្នំពេញ ប៉ស្ត
Daily circulation		23,000	27,000
Daily readerships		180,500	224,494
DIGITAL EDITIONS			
 Monthly website page views		1,449,271	1,625,624
 Facebook		972,116	6,174,410
 Tweepers		228,119	9,581
 Youtube		76,000	76,000
 Linkedin		14,158	12,215
 Instagram		2,359	33,468
 Newsletter		40,870	13,021
 E-paper (2020)		5,131,272	3,653,436
MONTHLY GROSS REACH		8,094,665	11,882,249

No	Name	Population	PE	Percentage %	Readership	PK	Percentage %	Readership
1	Phnom Penh	2,077,757	16,265	70.7	121,988	18,468	68.40	147,744
2	Complimentary Copies+Office Free		1,150	5	8,625	1,350	5	10,800
3	Siem Reap Province	1,007,000	1,150	5	10,695	1,350	5	12,150
4	Banteay Meanchey Province	859,545	115	0.5	978	810	3	8,100
5	Sihanoukville	302,887	690	3	6,210	810	3	7,290
6	Battambang Province	987,400	690	3	6,210	810	3	8,100
7	Kampong Cham Province	895,763	460	2	4,140	540	2	4,860
8	Kandal Province	1,195,547	690	3	6,210	810	3	7,290
9	Kampot Province	592,845	460	2	4,140	540	2	4,860
10	kep Province	41,798	120	0.5	1,200	135	0.5	1,215
11	Pursat Province	411,759	120	0.5	960	135	0.5	1,215
12	Kampong Chhnang Province	525,932	120	0.5	960	135	0.5	1,215
13	Koh Kong Province	123,618	120	0.5	960	135	0.5	1,215
14	Takeo Province	899,485	120	0.5	1,080	135	0.5	1,148
15	Steung Treng Province	159,565	120	0.5	960	135	0.5	1,215
16	Kampong Speu Province	872,219	120	0.5	1,020	135	0.5	1,080
17	Kratie Province	327,825	70	0.3	560	81	0.3	770
18	Mondul Kiri Province	88,649	70	0.3	630	81	0.3	729
19	Ratanakiri Province	204,027	70	0.3	630	81	0.3	729
20	Prey Veng Province	1,057,428	70	0.3	595	81	0.3	745
21	Svay Rieng Province	524,554	70	0.3	560	81	0.3	648
22	Preah Vihear Province	251,352	70	0.3	595	81	0.3	689
23	Pailin Province	71,600	70	0.3	595	81	0.3	689
<b>Total</b>		<b>13,478,555</b>	<b>23,000</b>	<b>100</b>	<b>180,500</b>	<b>27,000</b>	<b>100</b>	<b>224,494</b>

Note:  
 PE: The Phnom Penh Post in English  
 PK: The Phnom Penh Post in Khmer

**Total daily print readership**
**404,994**

## PAGEVIEWS REPORT (JANUARY -> JUNE 2020)

	Desktop	Mobile	App	Total
The Phnom Penh Post	3,773,902	3,792,162	1,129,562	8,695,626
Post Khmer	4,321,884	4,433,077	998,783	9,753,744

## USERS REPORT BY AGE (JANUARY -> JUNE 2020)

The Phnom Penh Post			Post Khmer		
Age	Users	Avg. Session Duration	Age	Users	Avg. Session Duration
25-34	923,343 (32.27%)	00:01:49	25-34	962,914 (46.66%)	0:02:12
35-44	544,507 (19.03%)	00:01:38	18-24	547,701 (26.54%)	0:02:06
18-24	450,656 (15.75%)	00:01:51	35-44	322,553 (15.63%)	0:02:10
45-54	343,357 (12.00%)	00:01:38	45-54	97,819 (4.74%)	0:02:40
55-64	321,897 (11.25%)	00:01:35	55-64	70,991 (3.44%)	0:02:19
65+	277,547 (9.70%)	00:01:40	65+	61,704 (2.99%)	0:02:32
<b>Total</b>	<b>2,861,306 (100%)</b>		<b>Total</b>	<b>2,063,682 (100%)</b>	

## DIGITAL PEAK TIME CHART (JANUARY -> JUNE 2020)

The Phnom Penh Post		Post Khmer	
Time	Users (%)	Time	Users (%)
00:00 - 4:00	4.12%	00:00 - 4:00	2.43%
4:00 - 8:00	7.63%	4:00 - 8:00	5.46%
8:00 - 12:00	24.05%	8:00 - 12:00	16.87%
12:00 - 16:00	30.03%	12:00 - 16:00	29.87%
16:00 - 20:00	20.76%	16:00 - 20:00	27.84%
20:00 - 23:59	13.39%	20:00 - 23:59	17.53%

## USERS REPORT BY TOP 10 COUNTRIES (JANUARY -> JUNE 2020)

The Phnom Penh Post		Post Khmer	
Countries	Users	Countries	Users
Cambodia	1,099,314 (38.42%)	Cambodia	1,625,356 (78.76%)
United States	577,412 (20.18%)	United States	126,504 (6.13%)
Australia	138,487 (4.84%)	Thailand	29,098 (1.41%)
Singapore	96,712 (3.38%)	Australia	12,795 (0.62%)
United Kingdom	89,845 (3.14%)	South Korea	12,382 (0.60%)
Thailand	79,258 (2.77%)	France	12,176 (0.59%)
Vietnam	63,235 (2.21%)	Vietnam	10,525 (0.51%)
Malaysia	56,368 (1.97%)	South Africa	6,397 (0.31%)
India	55,223 (1.93%)	Japan	5,985 (0.29%)
Canada	54,365 (1.90%)	Canada	5,366 (0.26%)
Others	551,088 (19.26%)	Others	217,099 (10.52%)
<b>Total</b>	<b>2,861,306 (100%)</b>	<b>Total</b>	<b>2,063,682 (100%)</b>

## USERS INCOME STATISTIC (JANUARY -> JUNE 2020)

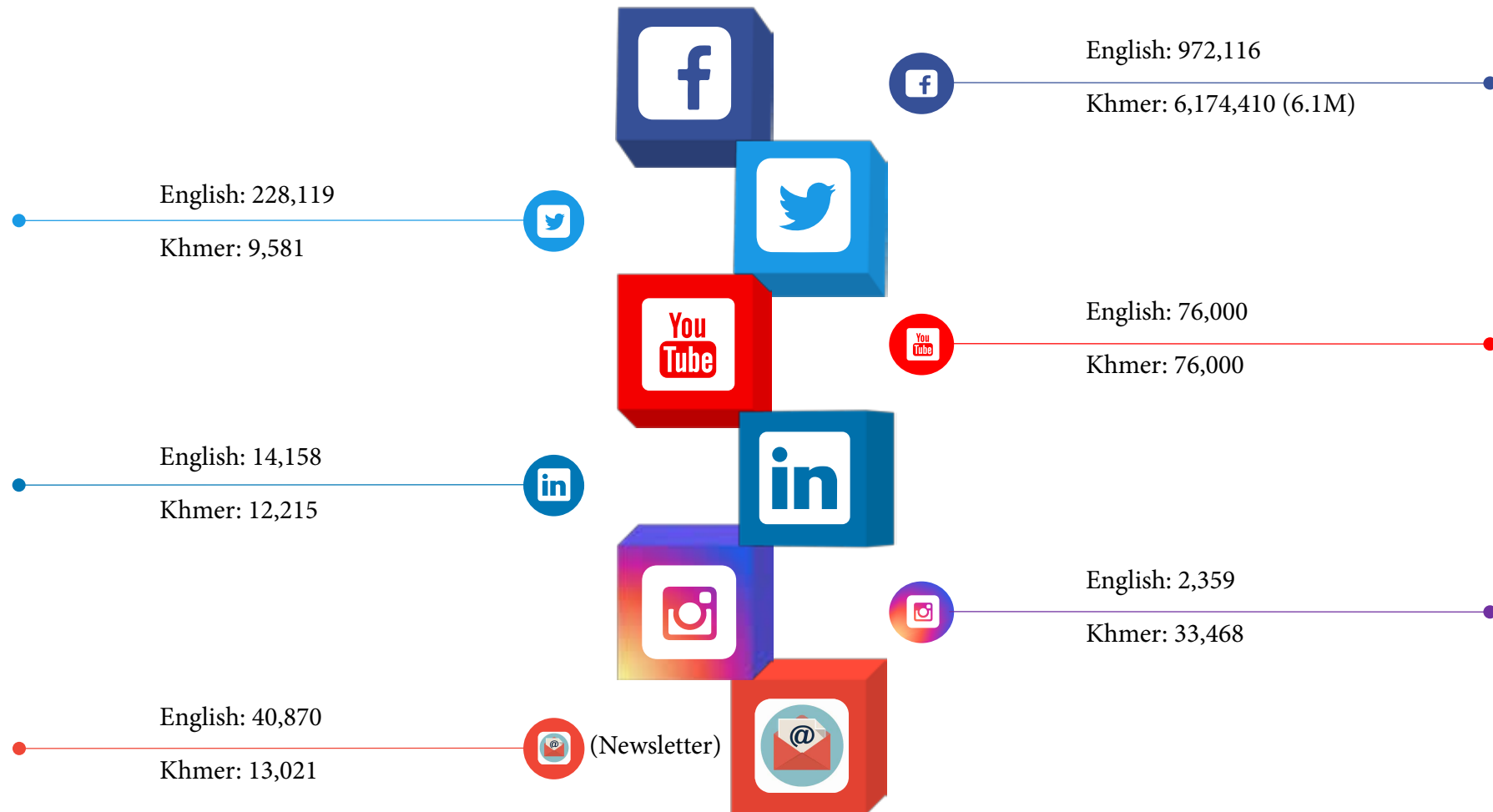
The Phnom Penh Post	Income Range (\$)	Users
	\$1000 - \$2000	600,874 (21%)
	\$2001 - \$3000	1,001,457 (35%)
	\$3001 - \$4000	686,713 (24%)
	\$4000 - Above	572,261 (20%)
<b>Total</b>		<b>2,861,306 (100%)</b>
Post Khmer	Income Range (\$)	Users
	Below - \$1000	371,463 (18%)
	\$1001 - \$2000	247,642 (12%)
	\$2001 - \$3000	454,101 (22%)
	\$3001 - \$4000	371,463 (18%)
	\$4001 - Above	619,105 (30%)
<b>Total</b>		<b>2,063,682 (100%)</b>

## USERS REPORT BY INTERESTS OF PAGES (JANUARY -> JUNE 2020)

The Phnom Penh Post		
In-Market Segment	Users	Avg. Session Duration
Financial Services/Investment Services	376,548 (13.16%)	00:01:50
Employment	361,669 (12.64%)	00:01:46
Travel/Air Travel	299,865 (10.48%)	00:01:45
Travel/Hotels & Accommodations	262,096 (9.16%)	00:01:52
Financial Services/Banking Services	231,194 (8.08%)	00:02:02
Education/Post-Secondary Education	206,014 (7.20%)	00:01:46
Real Estate/Residential Properties	193,424 (6.76%)	00:01:52
Employment/Career Consulting Services	167,100 (5.84%)	00:01:53
Consumer Electronics/Mobile Phones	165,956 (5.80%)	00:01:41
Education/Primary & Secondary Schools (K-12)	164,811 (5.76%)	00:01:49
<b>Others</b>	<b>432,629 (15.12%)</b>	
<b>Total</b>	<b>2,861,306 (100%)</b>	
Post Khmer		
In-Market Segment	Users	Avg. Session Duration
Financial Services/Banking Services	277,359 (13.44%)	00:02:30
Consumer Electronics/Mobile Phones	193,573 (9.38%)	00:02:47
Employment	170,460 (8.26%)	00:03:05
Software/Business & Productivity Software	164,682 (7.98%)	00:02:52
Business Services/Investment Services	163,237 (7.91%)	00:02:12
Financial Services/Investment Services	154,570 (7.49%)	00:03:06
Travel/Hotels & Accommodations	151,681 (7.35%)	00:02:51
Education/Post-Secondary Education	143,735 (6.97%)	00:02:44
Financial Services/Credit & Lending/Auto Loans	129,290 (6.27%)	00:01:06
Travel/Car Rental	125,678 (6.09%)	00:01:14
Others	389,417 (18.87%)	
<b>Total</b>	<b>2,063,682 (100%)</b>	



# SOCIAL MEDIA 2020





# E-PAPER

Post English

Post Khmer

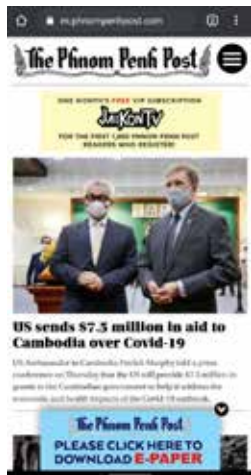
Monthly  
Avg (pageviews)

■ 427,606

■ 304,453

2020: 5,131,272 Pageviews

2020: 3,653,436 Pageviews





NO	PROVINCES	SHOP NAMES	VENDORS	LOCATIONS
1	Kampong Cham	Newsstand Agent	Mrs. Sophea	In front of provincial court
2	Siem Reap	Post Circulation office	Ms. Sophearith Blondeel	St.6 Sk. Svay Dong khom, Krong Siem Reap
3	Battambang	Newsstand Agent	Mrs. Sithet	In front of Psa Nat Battambang
4	Kandal	Newsstand Agent	Ms. Dany	Old Market Takmov
5	Sihanoukville (Town)	Newsstand Agent	Mr. Eng Keang Huy	Krong Preah Sihanuk
6	Kampot	Newsstand Agent	Mr. Chea SaEm	In front of Samaki Market
7	Kep	Newsstand Agent	Mr. Nak Dy	Krong Kep
8	Takeo	Beoung Takeo Guest House	Mrs. Yaya	Phum 3, Krong Doun Keo, Takeo
9	Kampong Speu	Newsstand Agent	Mr. Leng Heng	Roundabout Ta Reak Tek Thnout, National road No.4
10	Kampong Chhnang	Newsstand Agent	Mrs. Yaren	Near Psa Ler Kampong Chhnang
11	Pursat	Newsstand Agent	Mrs. Chea	Near Spean Pursat
12	Koh Kong	Newsstand Agent	Mrs. Vong Heng	In front of Doung Tung Market
13	Kratie	Newsstand Agent	Mrs. Chantou	In front of Koh Trong Ferry Port
14	Stung Treng	Newsstand Agent	Mr. Run	Krong Stung Treng
15	Mondul Kiri	Thea Ryna Store	Ms. Ryna	Near Co Prey Roundabout, Senmonorom
16	Rattanak Kiri	Sen Sokpheap Book Store	Mrs. Sen Sophea	In front of Somdach Ov High School, Banlong
17	Preah Vihea	Hout Mary Store	Mr. Trawant	Phum Kandal, Krong Preah Vihear
18	Svay Reang	Newsstand Agent	Mr. Mao Seyha	In front of Veal Youn Market, Svay Reang
19	Prey Veng	Be Haong Store	Mrs. Sear Kheng	In front of Prey Veng Market
20	Banteay Meanchey	Apsara Book Shop	Ms. Sok Ly	In front of Sery Sophan Market
21	Poi Pet Town	Ly Ly Book Store	Ms. Siv Hong	Krong Poi Pet
22	Pai Lin	Rong Roeng Book Store	Mr. Bunna	In front of Pa Hy Market

## SPECIAL PRODUCTS OF THE POST

### E-Paper

Is the PDF format on The Post website starting March 2020, its free for all our readers.

### Post Focus

Published twice per week Tuesday and Friday

### Post Education

Quarterly publication in English and Khmer dedicated to promote education development in Cambodia.

### Post Property

Every Thursday dedicated for property and real estate businesses.

### Post Finance

Quarterly publication in English and Khmer dedicated to banking, capital market and insurance sectors.

### Other Supplements, Video, etc.

### Post Security - Basic Guide

Fortnightly publication – Monday – to promote security market knowledge to the public.

EVERY TUESDAY & FRIDAY





# POST EDUCATION

QUARTERLY PUBLICATION



# POST EDUCATION

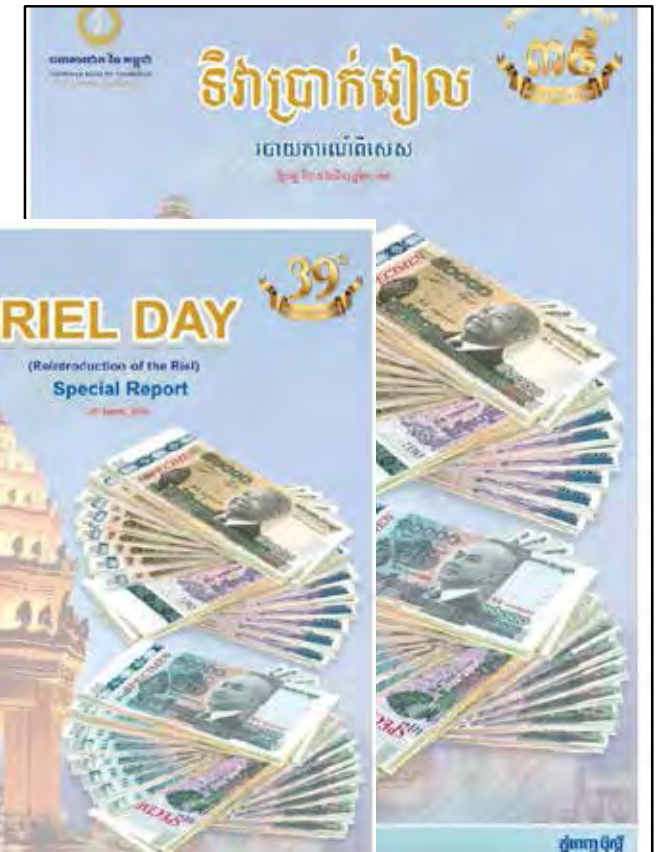
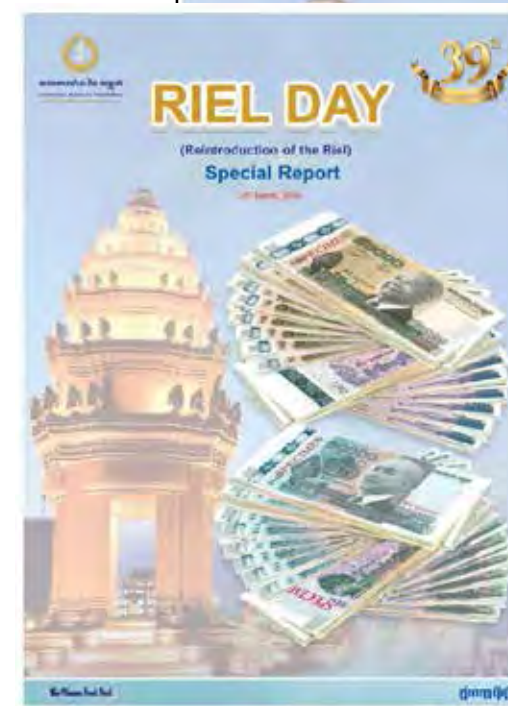
QUARTERLY PUBLICATION





# POST FINANCE

QUARTERLY PUBLICAITON



# POST SECURITIES

FORNIGHTLY - MONDAY





EVERY THURSDAY



# SOCIALITE

EVERY MONDAY



# ADVERTISING RATES CARD 2021

POST MEDIA CO., LTD

N.	OPTIONS	WIDTH (cm)	HEIGHT (cm)	A The Phnom Penh Post (Post English)	B ភ្នំពេញ ប៉ុស្តិ៍ (Post Khmer)	C The Phnom Penh Post ភ្នំពេញ ប៉ុស្តិ៍ (Dual Rate)*	D  POST PROPERTY YOUR REAL ESTATE EXPERTS	E ANNOUNCEMENT
1.	Full Page	26	36	\$ 2,250	\$ 1,360	\$ 2,830	\$ 2,200	\$ 1,130
2.	Big Split	36.4	18	\$ 1,670	\$ 990	\$ 2,150	\$ 1,580	\$ 840
3.	Max Four	19.2	36	\$ 1,560	\$ 950	\$ 1,980	\$ 1,480	\$ 780
4.	Half Page	26	18	\$ 1,260	\$ 770	\$ 1,700	\$ 1,180	\$ 630
5.	Max Five	21.6	18	\$ 1,100	\$ 630	\$ 1,480	\$ 1,020	\$ 550
6.	Square 2	17.2	18	\$ 900	\$ 550	\$ 1,250	\$ 850	\$ 450
7.	Big Banner	26	12	\$ 850	\$ 510	\$ 1,080	\$ 730	N/A
8.	Quarter Page	12.8	18	\$ 660	\$ 400	\$ 900	\$ 580	\$ 330
9.	Biz Card	26	8	\$ 510	\$ 310	\$ 730	\$ 470	N/A
10.	Announcer	8.4	18	\$ 420	\$ 260	\$ 570	\$ 400	\$ 210
11.	Planner 2	26	5	\$ 350	\$ 210	\$ 450	\$ 300	N/A
12.	Planner 1	8.4	12	\$ 250	\$ 180	\$ 340	\$ 250	\$ 130
13.	Economiser	12.8	5	\$ 180	\$ 150	\$ 290	\$ 180	N/A
THE SINGLE BUY						THE DOUBLE DEAL		

\* Advertising booking deadline is at 2 pm, last minute ad surcharge fee is 25% on top of the rate card.

\* Dual rate is not applied in barter deal.

\* All overseas clients must pay in advance.

\* All prices are subject to 10% VAT.

## ARTWORK REQUIREMENTS

**Formats:** InDesign - EPS- Illustrator - PDF -Photoshop - Tiff - JPEG

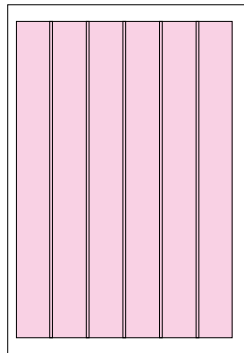
**Resolution:** 300 dpi. Color: CMYK

**Fonts:** Fonts must be provided or converted to outlines

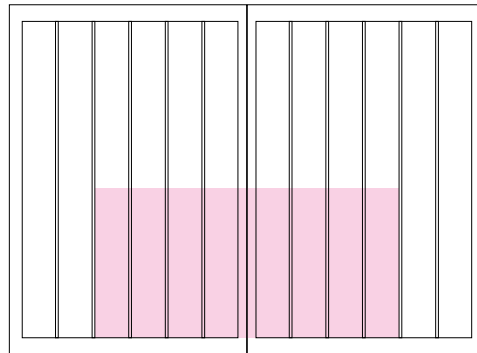
ADVERTISING OPTIONS		RESERVED PAGE	LOADING FEE	EVENT COVERAGE			
				SIZE	PE	PK	DUAL
A	Post English: Monday - Friday	Front Page	+100%	Full page	\$730	\$730	\$1150
B	Post Khmer: Monday - Friday	Page 2	+20%	Half page	\$520	\$520	\$840
C	Dual Post English & Post Khmer - Monday - Friday	Page 3	+50%	Quarter page	\$310	\$310	\$520
		Page 5	+35%				
		Page 7	+25%				
D	Post Property: Your real estate experts inserted in Post English & Post Khmer (Thursday)	Biz/World/Lifestyle lead	+30%				
		Backpage	+50%				
E	Employment Advertise in Post English, Post Khmer & online for one price -Bids, & Tenders: Advertise in Post English, Post Khmer	Preferred location	+15%				

# 2021 ADVERTISING SPECIFICATIONS

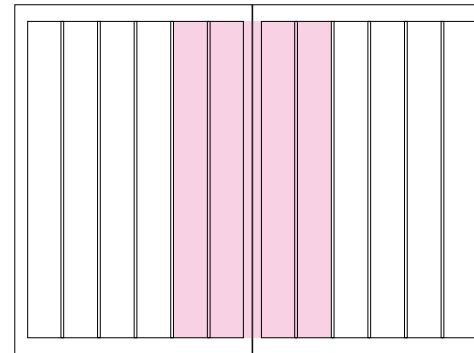
POST MEDIA CO., LTD



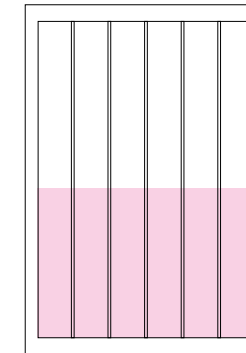
**1. FULL PAGE**  
W26cm x H38cm



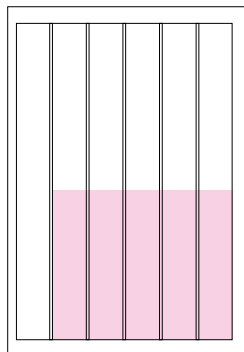
**2. BIG SPLIT**  
W36.4cm x H18cm



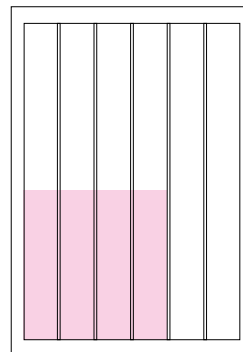
**3. MAX FOUR**  
W19.2cm x H36cm



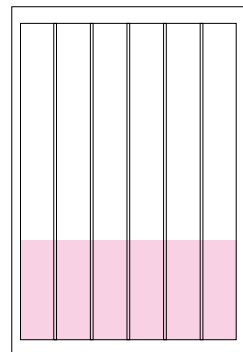
**4. HALF PAGE**  
W26cm x H18cm



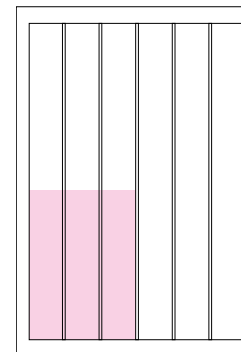
**5. MAX FIVE**  
W21.6cm x H18cm



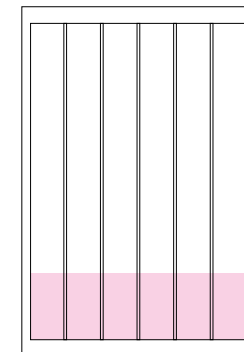
**6. SQUARE 2**  
W17.2cm x H18cm



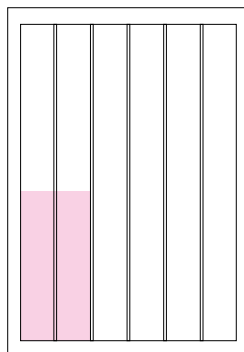
**7. BIG BANNER**  
W26cm x H12cm



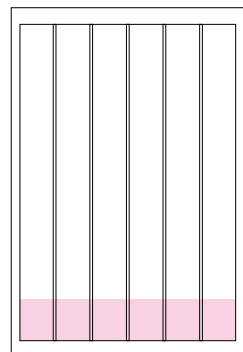
**8. QUARTER PAGE**  
W12.8cm x H18cm



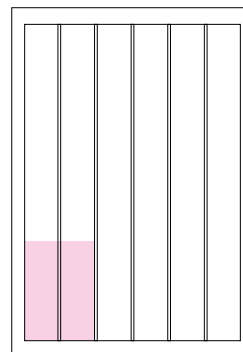
**9. BIZ CARD**  
W26cm x H8cm



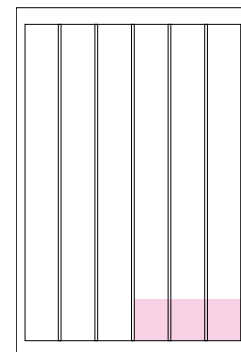
**10. ANNOUNCER**  
W8.4cm x H18cm



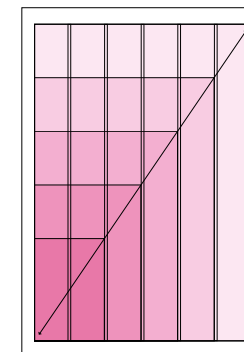
**11. PLANNER 2**  
W26cm x H5cm



**12. PLANNER 1**  
W8.4cm x H12cm



**13. ECONOMISER**  
W12.8cm x H5cm



**14. CUSTOM ADVERTISING AVAILABLE  
UPON REQUEST**





**Published every Thursday** in The Phnom Penh Post and Post Khmer  
Tel: 023 888 161-162 E-mail: [propertylisting@phnompenhpost.com](mailto:propertylisting@phnompenhpost.com)  
or Mr. Sokchea Phon / Email: [sokchea.phon@phnompenhpost.com](mailto:sokchea.phon@phnompenhpost.com)  
Tel: +855 (0) 12 71 74 04 / 16 70 60 07

### Type A

### Type B

### Type C

\* All overseas clients must pay in advance  
\* All prices are subject to 10% VAT

## ARTWORK REQUIREMENTS

**Formats:** InDesign - EPS- Illustrator -

PDF -Photoshop - Tiff - JPEG

**Resolution:** 300 dpi. Color: CMYK

**Fonts:** Fonts must be provided or

converted to outlines

## THURSDAY, JULY 2, 2020

WWW.PHINOMPHENPOST.COM

**Type B**  
Width 13cm x Height 12cm

**Type A**  
Width 26cm x Height 12cm

# THE PHNOM PENH POST DIGITAL ADVERTISING RATES CARD 2021

Advertising@phnompenhpost.com



## ARTWORK REQUIREMENTS

**Formats + Weight:** GIF = 200 KB

PNG, JPG = 100 KB

\* All rates are subject to 10% VAT.

\* All overseas client must pay in advance.

All rates are USD per Month			www.phnompenhpost.com / www.postkhmer.com								
Type or Placement	Size	On All Available space	Home page	National	Business	Lifestyle	Sport	Opinion	Post Property	International	Multimedia
Masthead Left or Right	300 x 100	2500	950	900	900	900	700	700	700	700	700
Splash	700 x 450	4500	2500	2000	2000	2000	1500	1500	1500	1500	1500
Top Banner	1100 x 70	2600	1300	1250	1250	1250	1100	1100	1100	1100	1100
MREC RS1	300 x 250	2350	950	900	900	900	800	800	800	800	800
MREC RS2	300 x 250	2300	900	850	850	850	750	750	750	750	750
MREC RS3	300 x 250	2250	850	800	800	800	730	730	730	730	730
MREC RS4	300 x 250	2200	800	750	750	750	700	700	700	700	700
Cube Ad 1	300 x 250	3012	1350	1300	1300	1300	1100	1100	1100	1100	1100
Cube Ad 2	300 x 250	2950	1280	1230	1230	1230	1030	1030	1030	1030	1030
Cube Ad 3	300 x 250	2880	1210	1150	1150	1150	1000	1000	1000	1000	1000
Cube Ad 4	300 x 250	2820	1140	1080	1080	1080	960	960	960	960	960
Premire Banner 1	1100 x 90	2500	1300	1250	1250	1250	1100	1100	1100	1100	1100
Mid Banner 1	728 x 90	2400	N/A	800	800	800	700	700	700	700	700
Mid Banner 2	728 x 90	2300	N/A	700	700	700	600	600	600	600	600
Mid Banner 3	728 x 90	2200	N/A	600	600	600	500	500	500	500	500
Story Mid Banner	728 x 90	2500	N/A	700	700	700	600	600	600	600	N/A
Bottom Popup Banner	1100 x 70	2600	1300	1250	1250	1250	1100	1100	1100	1100	1100
Expandable Ad	300 x 250, 700 x 450	2820	1140	1080	1080	1080	960	960	960	960	960

All rates are USD per Month			m.phnompenhpost.com / m.postkhmer.com								
Type or Placement	Size	On All Available space	Home page	National	Business	Lifestyle	Sport	Opinion	Post Property	International	Multimedia
Top Banner	300 x 100	2600	1000	900	900	800	800	800	800	800	800
Splash	300 x 250	3500	1500	1400	1300	1300	1300	1300	1300	1300	1300
Premium Mobile ad	300 x 100	2600	N/A	900	900	800	800	800	800	800	800
MREC1	300 x 250	2100	900	800	700	700	700	700	700	700	N/A
MREC2	300 x 250	2000	800	700	600	600	600	600	600	600	N/A
MREC3	300 x 250	1900	700	600	500	500	500	500	500	500	N/A
MREC4	300 x 250	1800	600	500	400	400	400	400	400	400	N/A
Cube Ad 1	300 x 250	2920	1200	1150	1150	1150	1050	1050	1050	1050	N/A
Cube Ad 2	300 x 250	2780	1100	1100	1100	1100	1000	1000	1000	1000	N/A
Cube Ad 3	300 x 250	2640	1000	1000	1000	1000	900	900	900	900	N/A
Cube Ad 4	300 x 250	2500	960	960	960	960	840	40	840	840	N/A
Mobile Parallax	300 x 650	2730	1170	1040	910	910	910	910	910	910	N/A
Bottom Popup Banner	300 x 100	2500	950	850	700	700	700	700	700	700	700

# THE PHNOM PENH POST MOBILE APP ADVERTISING RATES CARD 2021

Advertising@phnompenhpost.com



All rates are USD per Month		POST KHMER OR POST ENGLISH APP								
Type or Placement	Size	On All Available space	Top Story	Latest News	National	Business	International	Lifestyle	Sport	Video
Splash	320 x 450	2500	850	800	700	700	600	600	600	600
Top Banner	300 x 100	1800	600	550	500	500	450	450	450	450
MREC	300 x 250	1200	N/A	N/A	450	450	400	400	400	400
Cube Ad	300 x 250	1800	N/A	N/A	680	680	600	600	600	
Banner1	300 x 100	1600	550	500	450	450	400	400	400	400
Banner2	300 x 100	1500	525	475	425	425	375	375	375	375
Banner3	300 x 100	1450	500	450	400	400	350	350	350	350
Banner4	300 x 100	1350	475	425	375	375	325	325	325	325
Banner5	300 x 100	1300	450	400	350	350	275	275	275	275
Banner6	300 x 100	1250	425	375	325	325	250	250	250	250
Bottom Popup Banner	300 x 100	1800	650	600	550	550	500	500	500	500
Swipe	320 x 450	1300	N/A	N/A	700	N/A	N/A	700	N/A	N/A

## ARTWORK REQUIREMENTS

**Formats + Weight:** GIF = 200 KB  
PNG, JPG = 100 KB

- \* All rates are subject to 10% VAT.
- \* All overseas client must pay in advance.

- \* All rates are subject to 10% VAT.
- \* All overseas client must pay in advance.
- \* Swipe ad after National or Lifestyle

**DOWNLOAD NOW FOR FREE!**



## DESKTOP - MOBILE - APP PACKAGE, PHNOM PENH POST IN ENGLISH OR KHMER

Type or Placement	Size	On All Available space	Home page	National	Business	Lifestyle	Sport	Opinion	Post Property	International	Multimedia
Splash	700 x 450	8000	3850	3280	3200	3120	2720	2720	2720	2720	2720
Top Banner	1100 x 70	5200	2280	2120	2120	2000	1880	1880	1880	1880	1880
MREC RS1	300 x 250	4520	1840	1720	1720	1700	1520	1520	1520	1520	1520
Bottom Pot-up Banner	1100 x 70	5120	2280	2120	2120	1960	1840	1840	1840	1840	1840

## DESKTOP + MOBILE + APP (IN ONE RATE)

3 in 1 ad fee: Desktop, Mobil, App	HOME PAGE	NATIONAL	BUSINESS	LIFE STYLE	POST PROPERTY
MREC (w300 x h250), Banner ad (w300 x h100) in pixels, MREC on desktop and mobile, Banner ad on App, ad is on an available slot of each platform	\$1,550.00	\$1,380.00	\$1,380.00	\$1,200.00	\$1,100.00

### Note:

- the advertisement is posted on all three platforms: desktop, mobile and App.
- MREC ad format on desktop and mobile
- Banner ad format on App
- Advertisement is placing on an available slot of each platform



## PRINT - ONLINE AD PACKAGE

N.	OPTIONS	WIDTH (cm)	HEIGHT (cm)	Post English	Post Khmer	Dual PE & PK	Post Property
1.	Full Page + MREC + banner ad	26	36	3900	3300	5400	3870
2.	Big Split + MREC + banner ad	36.4	18	3550	3130	3850	3490
3.	Max Four + MREC + banner ad	19.2	36	3480	3100	3740	3430
4.	Half Page + MREC + banner ad	26	18	3200	2900	4600	3240
5.	Max Five + MREC + banner ad	21.6	18	3100	2800	3430	3150
6.	Square 2 + MREC + banner ad	17.2	18	3050	2750	3290	3040
7.	Big Banner + MREC + banner ad	26	12	3000	2700	3180	2970
8.	Quarter Page + MREC + banner ad	12.8	18	2920	2650	3070	2870
9.	Biz Card + MREC + banner ad	26	8	2830	2600	2970	2800
10.	Announcer + MREC + banner ad	8.4	18	2770	2550	2870	2760
11.	Planner 2 + MREC + banner ad	26	5	2730	2500	2790	2700
12.	Planner 1 + MREC + banner ad	8.4	12	2670	2470	2730	2670
13.	Economiser + MREC + banner ad	12.8	5	2620	2400	2690	2620

### Note:

Online ad is posted on all platforms: desktop, mobile, App

MREC (w330 x h250) pixels, on desktop

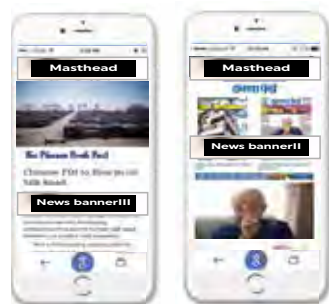
Banner ad (w300 x h100) pixels, on mobile and App

Online advertising are on the best available space

## DAILY BUSINESS ALERT (NEWSLETTER) DAILY RATES

### Daily Business Alert (newsletter) November 2018:

- 27,375 English-language subscribers
- Average open rate: **32.94%**
- 6,817 Khmer-language subscribers



OPTIONS	WIDTH (Pixels)	HEIGHT (Pixels)	1X	5X	10X	20X
Masthead	560	90	\$100	\$95	\$90	\$85
News banner	560	90	\$97	\$92	\$87.5	\$83
News II	560	90	\$94	\$89	\$85	\$80
News III	560	90	\$91	\$86.5	\$82	\$78



#### ARTWORK REQUIREMENTS

**Formats:** GIF - PNG - JPEG  
**Resolution:** 100 dpi. Color: RGB

- \* All overseas clients must pay in advance.
- \* All prices are subject to 10% VAT.

## CROSS POST LIVE VIDEO ON FACEBOOK AT \$2,500 PER HOUR (MINIMUM FEE)

# CROSSMEDIA IMPACT ADVERTORIAL (PRINT + ONLINE+ SOCIAL MEDIA)\*

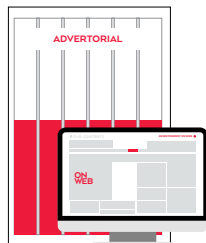
## BUSINESS/ NATIONAL SECTION

### ADVERTORIAL IN DUAL ENGLISH & KHMER

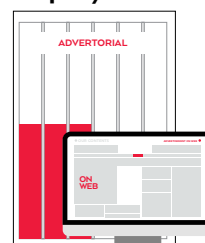
**SCOOP**  
FULL PAGE ADVERTORIAL  
**\$3,900**



**LEAD STORY**  
HALF PAGE ADVERTORIAL  
**\$2,950**



**STORY**  
QUARTER PAGE ADVERTORIAL  
**\$2,300**



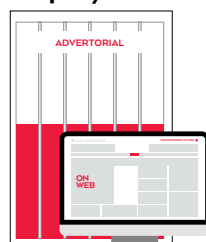
- \* Published in print (English & Khmer edition)
- \* Content goes and stays online, one week on the home page
- \* Shared into the social media (Twitter & Facebook)

### ADVERTORIAL IN ENGLISH ONLY

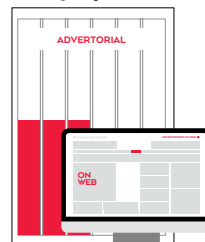
**SCOOP**  
FULL PAGE ADVERTORIAL  
**\$2,730**



**LEAD STORY**  
HALF PAGE ADVERTORIAL  
**\$2,065**



**STORY**  
QUARTER PAGE ADVERTORIAL  
**\$1,610**



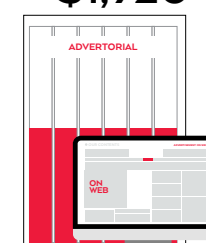
- \* Published in print English edition
- \* Content goes and stays online,
- \* Shared into the social media (Twitter & Facebook)

### ADVERTORIAL IN KHMER ONLY

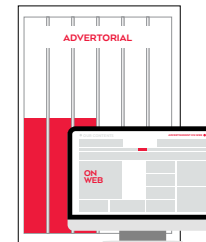
**SCOOP**  
FULL PAGE ADVERTORIAL  
**\$2,540**



**LEAD STORY**  
HALF PAGE ADVERTORIAL  
**\$1,920**



**STORY**  
QUARTER PAGE ADVERTORIAL  
**\$1,500**



- \* Published in print Khmer edition
- \* Content goes and stays online
- \* Shared into the social media (Twitter & Facebook)

## ONLINE ADVERTORIAL RATE

The feature is posting online and shared on social media (Facebook, Twitter, Google, etc):

SIZE	PE & PK SITES	PE SITE	PK SITE
1000 words + picture	\$2,900.00	\$2,050.00	\$1,900.00

**Currency: US Dollar**

**PE:** Phnom Penh Post in English

**PK:** Phnom Penh Post in Khmer

**PE & PK:** Dual Phnom Penh Post English and Khmer

\* All overseas clients must pay in advance.

\* All prices are subject to 10% VAT.