

2024

TARIF IKLAN

CETAK



DISPLAY		RATE
		dalam Rupiah per mmk
Regular Display		
BW	min 40 mmk	165.000
FC	min 810 mmk	215.000
Tender/Lelang/CSR/Karier/Laporan Keuangan		
BW	min 40 mmk	71.000
FC	min 1.890 mmk	99.000
Duka Cita Korporasi		
BW	min 200 mmk	185.000
FC	min 810 mmk	255.000
Page Surcharge		
Page 1 - surcharge 45%		
Page 3 - surcharge 30%		
Page 5 - surcharge 25%		
General Page - surcharge 20%		



KLASIKA		RATE
		dalam Rupiah per mmk
1 Kolom		
BW		65.000
Baris		
Harga per-baris, min 3 baris, terbit Nusantara		
Standar		58.000
Background (black 10%)		80.000
Additional		
Drop Cap		50.000
Judul		50.000
Logo logo 15 x 20 mm BW		175.000
Picture image 1 x 32 mm BW		175.000
Duka Cita/Personal Ad		
Max 1.890 mmk		
BW	min 200 mmk	75.000
FC	min 1.890 mmk	115.000

KONTEN		RATE
		dalam Rupiah per mmk
Native/Advertorial*/Infografik		
BW	min 810 mmk	166.000
FC	min 810 mmk	221.000

*surcharge unbranded 10%

7 kolom (325mm) x tinggi (540mm)= 3.780 mmk

1	2	3	4	5	6	7
43	90	137	184	231	278	325

DIGITAL

BANNER (CPD)

HOMEPAGE

DESKTOP		MOBILE		RATE
Leaderboard	970 x 90 px	Top Mobile	320 x 50 px	3.500.000
Giant Banner	300 x 600 px	MR 1	300 x 250 px	3.000.000
Billboard	970 x 250 px	Middle Mobile	300 x 250 px	3.000.000
Bottom Banner	970 x 90 px	Bottom Mobile	320 x 50 px	2.500.000

KANAL DALAM **

Leaderboard	970 x 90 px	Top Mobile	320 x 50 px	3.000.000
MR1	300 x 250 px	MR1	300 x 250 px	2.500.000
MR2	300 x 250 px	MR2	300 x 250 px	2.500.000
Middle Banner	728 x 90 px	Middle Mobile	320 x 50 px	2.500.000

** Harga Kanal Halaman Dalam : berlaku untuk 1 kanal saja (pilih salah satu kanal yang ada KOMPAS.ID)
Polhuk/Ekonomi/Opini/Humaniora/Nusantara/Metro/Internasional/Olahraga/Tokoh/Gaya Hidup/Riset/Investasi/Multimedia/Muda/Hiburan/Sastra/English/Dibalik Berita/Arsip Kompas

BANNER (CPM)

ALL CHANNEL + ARTIKEL BERITA

DESKTOP		MOBILE		RATE
Leaderboard	970 x 90 px	Top Mobile	320 x 50 px	85.000
	728 x 90 px			
MR1 (excl WP)	300 x 250 px	MR1	300 x 250 px	85.000
MR2 (excl WP)	300 x 250 px	MR2	300 x 250 px	85.000

KONTEN

	RATE
	dalam Rupiah per-posting
Advertorial	3.500.000
Klasika	3.200.000
Taja	4.500.000
Tutor Visual	98.750.000

NEWSLETTER

CPM Rate (per 1000)	300.000
minimum pembelian 10.000 impression	
*Targeting Surcharge 10%	

E-PAPER EXTRA

Random on Page (per mmk)	
Display FC /mmk (min 810 mmk)	6.000
Infografik/Advertorial /mmk	10.000
**surcharge Production infografik	6.048.000

SOCIAL MEDIA

	RATE
	dalam Rupiah per-posting
Harian Kompas	
Instagram Post	7.000.000
Instagram Post Carousel	10.000.000
Instalink Story	5.000.000
Instastory	4.500.000
Facebook Post	1.250.000
Twitter Post	1.000.000
Youtube (KPI 3000) - upload only	10.000.000
IG Reel - upload content (gross)	10.000.000
IG Reels - Production + Upload Content (Nett)	28.000.000
Kompas Muda	
IG Post Kompas Muda	1.500.000
Instalink Story	400.000
Instastory	350.000
FB	750.000
Twitter	500.000
Kompas Klasika	
Instagram Post	400.000
Instagram Post Carousel	600.000
Insta Story Swipe Up	325.000
Insta Story Non Swipe Up	275.000
Facebook Post	250.000
Twitter Post	200.000

