

RATE CARD

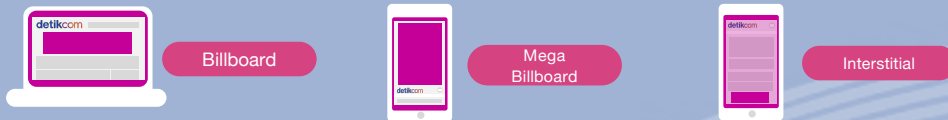
Premium 2022

*in million

3 in 1 Banner

24 Hours 

All Medium



IDR 1,150

Remarks

Desktop: billboard; 970x250; max 150 kb, Mobile: mega billboard; 320x480; max 100 kb, Apps: interstitial; 320x480; max 100 kb; capping max 5x per day; Appear Every 1x per 60 minutes (all medium publish on the same day)

Filter by time

00.00-12.00 **IDR 625**

12.00-18.00 **IDR 375**

18.00-00.00 **IDR 250**

Displayed on all medium



Billboard

Mega Billboard

Interstitial

Remarks

Desktop: billboard; 970x250; max 150 kb, Mobile: mega billboard; 320x480; max 100 kb, Apps interstitial; 320x480; max 100 kb; capping max 5x per day; Appear Every 1x per 60 minutes (all medium publish on the same day)



RATE CARD

Premium 2022

*in million

Brand Reminder

Brand Reminder I

Day Time 00.00-15.00 **IDR 340**

Night Time 15.00-00.00 **IDR 240**

- + Brand TVC 30"
- + Display branding (on selected time); looping position balloon ads desktop & mobile billboard
- + 1x push notification
- + Premium branding on time signal spot



Balloon Ads



Billboard

Notes:

- + Maximum buying 3 days
- + If banner is not available in certain channel, will get compensation for social media channel related

Brand Reminder II

Day Time 00.00-15.00 **IDR 275**

Night Time 15.00-00.00 **IDR 220**



Parallax 1 & in Detail

Remarks

Include Parallax in Detail Article For All Channels

Notes:

- + Maximum buying 3 days
- + If banner is not available in certain channel, will get compensation for social media channel related

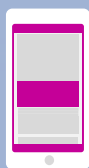


RATE CARD

Premium 2022

*in million

Inbetween Interstitial



IDR 500

Remarks

300 x 250 Pixels ; Max 100 KB
Bundling All Channels, Exclude Welcome Page Detikcom



ALL MEDIUM

*in million

- detikcom
- detiknews
- detikfinance
- Sepakbola
- detikhot
detikinet
detikoto
detiksport
- detiktravel
detikhealth
detikfood
wolipop
- detikedu

Advertorial center 1

Advertorial center 2



sponsored content; adv 2 after nhl 5 ; Release Only; Non Interview & Coverage

IDR 385

IDR 245

IDR 65

IDR 100

IDR 100

IDR 65

IDR 45

IDR 350

IDR 140

IDR 45

IDR 50

IDR 50

IDR 45

IDR 30

RATE CARD

CPD JAN - JUN 2022



Desktop & Mobile
*in million

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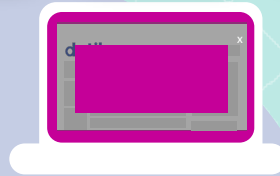
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detikoto
detiksport

detiktravel
detikhealth
detikfood
wolipop

detikedu

New Prestitial



CPD; expand: 970x600; max 200kb, small: 970x50; max 100kb

IDR 330

IDR -

IDR -

IDR -

IDR -

IDR -

IDR -

New Trivia Swipe Box



New trivia swipe box

CPD; 300 x 600; collapse logo (200 x 200); max 200 kb; video (mp4, 20 detik, youtube, 16:9 ratio), quiz/survey (need to develop min 5 day work), link to article (2 link to client article)

IDR 330

IDR 275

IDR -

IDR -

IDR -

IDR -

IDR -

Immersive Skin



top frame; bottom frame; skinner; billboard; leaderboard; medium rectangle 1;
background image body 150 kb

IDR 990

IDR 495

IDR 100

IDR 100

IDR 125

IDR 75

IDR -

Premium Skinner



top frame (1.140x50); skinner (300x700); max 100 kb ; 160x600px on redesign channel

IDR 275

IDR 165

IDR 40

IDR 40

IDR 40

IDR 30

IDR -

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Skinner Clickable



CPD; 300x700; 160x600; max 100 kb

IDR 220

IDR 100

IDR 20

IDR 20

IDR 25

IDR 20

IDR -

UV Format



skinner (160 x 600; medium rectangle (300 x 250); dummy microsite (480 x 600); 200 kb; exclude dummy microsite cost

IDR 510

IDR 300

IDR 110

IDR 110

IDR 110

IDR 110

IDR -

Billboard

Billboard RMB



BILLBOARD



BILLBOARD VIDEO



BILLBOARD EXPAND



FLIPOUT VIDEO



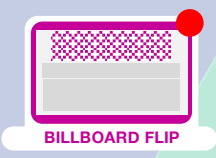
COMPARATION SLIDER



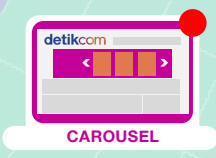
FULL VIDEO



SLIDING DOOR



BILLBOARD FLIP



CAROUSEL



TOP PREMIUM BILLBOARD



PREM. BILLBOARD BALLOON

CPD 970x250 px ; max 200kb

-

IDR 240

IDR 50

IDR 25

IDR 25

IDR 27

IDR 15

IDR 450

IDR 330

IDR 65

IDR 45

IDR 45

IDR 55

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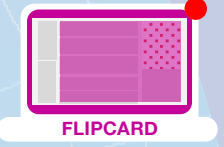
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*remarks on last page

Vertical Billboard

Vertical Billboard RMB



CPD; 300 X 600; 150 KB

IDR 150

IDR 65

IDR 30

IDR 30

IDR 8

IDR 11

IDR 180

IDR 100

IDR 45

IDR 45

IDR 25

IDR 35

Medium Rectangle 1

Medium Rectangle 2



CPD; 300x250; max 100 kb

IDR 120

IDR 50

IDR 15

IDR 15

IDR 15

IDR 10

IDR 7,5

IDR 50

IDR 20

IDR 13

IDR 13

IDR 13

IDR 9

IDR 5

Medium Rectangle RMB



IDR 130

IDR 70

IDR 20

IDR 20

IDR 20

IDR 20

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Parallax 1

Parallax 2



CPD; parallax 1 640x1280; view area 100% x 300; max 200 kb; no gif ; after nhl 4; for detail article after 3rd paragraph; include parallax in detail article (excl. welcome page); parallax 2 after nhl 20

IDR 120

IDR 100

IDR 35

IDR 35

IDR 10

IDR 6

IDR 4

IDR 80

IDR 10

IDR 1

IDR 1

IDR 1

IDR -

IDR -

Center 1

Center 2



CPD; 300x250; max 150 kb; Center 1 after nhl 4 ; Center 2 after nhl 9

IDR 50

IDR 10

IDR 1

IDR 1

IDR 1

IDR 1

IDR 3

IDR 25

IDR 3

IDR 1

IDR 1

IDR 1

IDR 1

IDR 2

Leaderboard

Leaderboard Carousel



CPD; 728x90; max 100 kb

IDR 140

IDR 65

IDR 15

IDR 15

IDR 35

IDR 9

IDR 4,5

IDR 160

IDR 85

IDR 35

IDR 35

IDR 55

IDR 29

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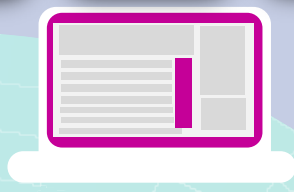
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Skyscraper



*remarks on last page

CPD; 160x600; max 100 kb

IDR -

IDR 15

IDR 5

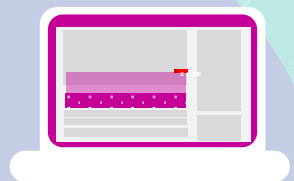
IDR 5

IDR 10

IDR 3,5

IDR 2

Inbetween



Inbetween Video

CPD; 728x90 (default); 728x250 (expanded); 150 kb; ratio: 16:9 / 4:3; format mp4; max. dur. 30 sec; max 4 mb

IDR -

IDR 70

IDR 20

IDR 20

IDR 20

IDR 15

IDR 7,5

Top Frame

RMB



TOP WALLDOWN

CPD; 970x50; max 100 kb

IDR 110

IDR 70

IDR 15

IDR 15

IDR 20

IDR 15

IDR -

IDR 140

IDR 100

IDR 40

IDR 40

IDR 50

IDR 40

IDR -

Bottom Frame

RMB



BOTTOM SLIDER



BOTTOM FLOAT

CPD; 970x50; max 100 kb

IDR 100

IDR 50

IDR 10

IDR 10

IDR 15

IDR 10

IDR -

IDR 150

IDR 100

IDR 60

IDR 60

IDR 65

IDR 60

IDR -

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Balloon Ads



expanded banner (400x250; 100 kb); youtube video (400x160); small banner (169x106; 100 kb)

IDR 250

IDR 75

IDR 15

IDR 15

IDR 25

IDR 20

IDR -

Newstag



text or logo article page; max 120 characters

IDR -

IDR 45

IDR 12,5

IDR 12,5

IDR 12,5

IDR 9

IDR 4,5

Navigation Bar



CPD; max 15 characters, home page (monthly)

IDR 300

IDR 200

IDR 60

IDR 60

IDR 60

IDR 30

IDR 15

Promobox



400x250px max size 200kb

IDR 100

IDR 65

IDR 1

IDR 1

IDR 10

IDR 1

IDR 1

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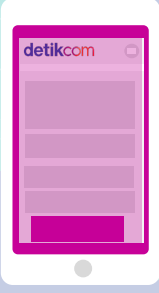
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wolipop

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*remarks on last page

New Interstitial



CPD; expand: 320x480; max 200kb, small: 320x50; max 100kb

IDR 400

IDR 300

IDR -

IDR -

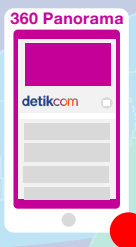
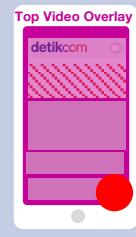
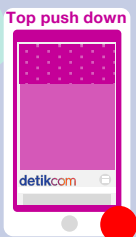
IDR -

IDR -

IDR -

Mega Billboard

RMB



CPD; 320x480; max 100 kb

IDR -

IDR 520

IDR 80

IDR 80

IDR 85

IDR 55

IDR 20

IDR -

IDR 570

IDR 150

IDR 150

IDR 140

IDR 75

IDR -

DESKTOP

*in million

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Advertorial Center 1

Advertorial Center 2



sponsored content; adv 1 after nhl 1 ; adv 2 after nhl 5; Release Only; Non Interview & Coverage

- | | | | | | | |
|-------|--------|--------|--------|--------|--------|--------|
| IDR - | IDR 80 | IDR 25 | IDR 25 | IDR 40 | IDR 30 | IDR 15 |
| IDR - | IDR 45 | IDR 20 | IDR 20 | IDR 30 | IDR - | IDR - |



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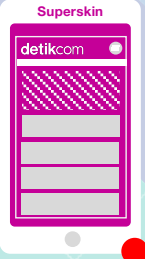
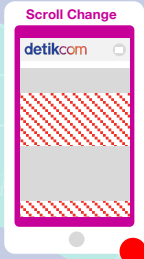
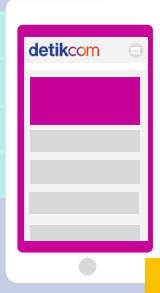
detiktravel
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*remarks on last page

Billboard

RMB



CPD; 320 x 150; 100 kb; above headline

IDR 395

IDR 285

IDR 65

IDR 170

IDR 50

IDR 80

IDR -

IDR 420

IDR 320

IDR 130

IDR 250

IDR 105

IDR 150

IDR -

UV Format



banner (640 x 100); dummy microsite (480x600); 200 kb; exclude creative dummy cost

IDR 450

IDR 345

IDR -

IDR -

IDR -

IDR -

IDR -

Sticky Static Banner

RMB



CPD; 320x50; max 100 kb

IDR 215

IDR 180

IDR 45

IDR -

IDR 30

IDR 16

IDR -

IDR 230

IDR 192

IDR 50

IDR -

IDR 35

IDR 22

IDR -

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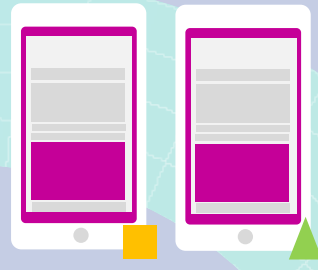
detiktravel
detikhealth
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wolipop

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*remarks on last page

Parallax 1

Parallax 2



CPD; 640x1280; view area 100% x 300; 320x250; no gif; after nhl 4;
parallax 1 include detail aricle (excl welcome page)

IDR 230

IDR 135

IDR 16

IDR 16

IDR 38

IDR 10

IDR 5

IDR 94

IDR 30

IDR 1

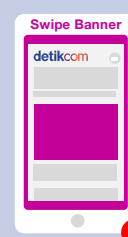
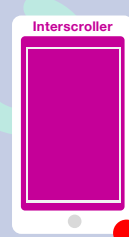
IDR 1

IDR 2

IDR -

IDR -

RMB



IDR 260

IDR 200

IDR 20

IDR 20

IDR 55

IDR 15

IDR -



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Static Banner 1

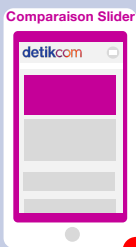
Static Banner 2



CPD; sb1 after nhl 4 320x100; 100 kb; sb2 after nhl 9

- IDR 160
- IDR 140
- IDR 40
- IDR 40
- IDR 40
- IDR 25
- IDR 1
- IDR 60
- IDR 55
- IDR 26
- IDR 26
- IDR 30
- IDR 15
- IDR 7,5

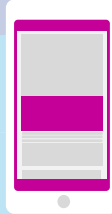
RMB



- IDR 200
- IDR 180
- IDR 50
- IDR 50
- IDR 50
- IDR 30
- IDR -

Inbetween

Inbetween Video



CPD; (jpg/png/gif : 728x90px + 728x250), (html5/iframe : 320x50px collapse + 320x100px expand); 200 kb ; video ratio: 16:9 / 4:3; format mp4; max dur. 30 sec; max 4 mb

- IDR -
- IDR 70
- IDR 35
- IDR 35
- IDR 30
- IDR 25
- IDR 7,5

Newstag



text or logo article page; max 120 characters

- IDR -
- IDR 175
- IDR 10
- IDR 10
- IDR 10
- IDR 4
- IDR 2

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Navigation Bar



CPD; max 15 characters, home page (monthly)

IDR 350

IDR 200

IDR 60

IDR 60

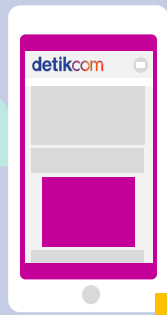
IDR 60

IDR 30

IDR 15

Medium Rectangle

RMB



CPD; 300x250; max 100 kb

IDR 50

IDR 70

IDR 10

IDR 10

IDR 15

IDR 4

IDR 3

IDR 80

IDR 100

IDR 30

IDR 30

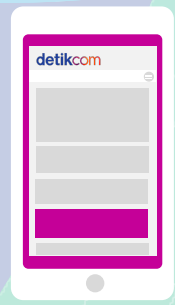
IDR 30

IDR 10

IDR -

Advertorial center 1

Advertorial center 2



sponsored content; adv 2 after nhl 5 ; Release Only; Non Interview & Coverage

IDR -

IDR 110

IDR 35

IDR 35

IDR 45

IDR 25

IDR 25

IDR -

IDR 70

IDR 30

IDR 30

IDR 30

IDR -

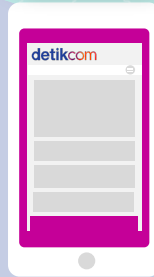
IDR -

APPS

*in million

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Sticky Static Banner



CPD; 320 x 50; max 100 kb

IDR -

IDR 253

IDR 66

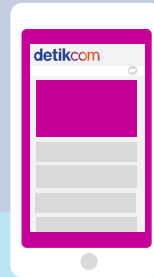
IDR 66

IDR 55

IDR 16,5

IDR 10

Premium Billboard



CPD; 320x100; max 100 kb

IDR 330

IDR 253

IDR 33

IDR 33

IDR 55

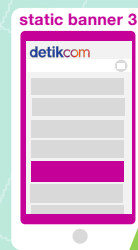
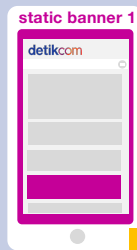
IDR 33

IDR -

Static Banner 1

Static Banner 2

Static Banner 3



SB 1 & SB 3 CPD; 320 X 100; max 100 kb; SB 2 CPD; 300 X 250; max 100 kb

IDR 240

IDR 5

IDR 2

IDR 2

IDR 15

IDR 2

IDR 2

IDR 180

IDR 3

IDR 1

IDR 1

IDR 2

IDR 1

IDR 1

IDR 113

IDR -

IDR -

IDR -

IDR -

IDR -

IDR -

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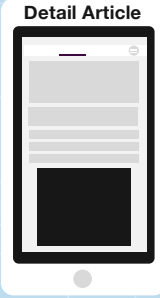
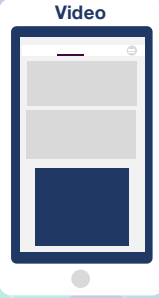
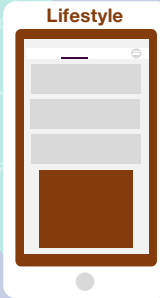
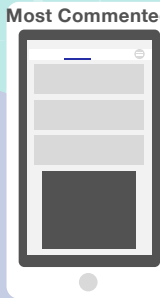
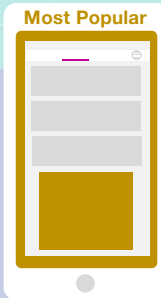
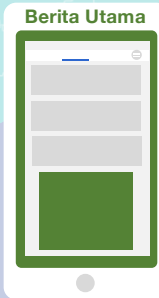
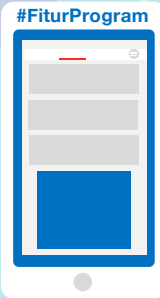
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Medium Rectangle



300 x 250; max 100 kb

IDR 20	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR 20	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR 15	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR 10	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR 5	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR 10	IDR -	IDR -	IDR -	IDR -	IDR -	IDR -
IDR -	IDR 115	IDR 20	IDR 15	IDR 35	IDR 15	IDR 7,5

*in million

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detikfinance

Sepakbola

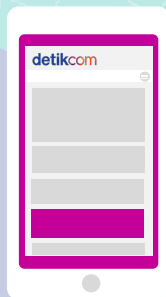
detikhot
detikinet
detikoto
detiksport

detiktravel
detikhealth
detikfood
wolipop

detikedu

Advertorial center 1

Advertorial center 2



sponsored content; adv 2 after nhl 5 ; Release Only; Non Interview & Coverage

IDR -

IDR 55

IDR 35

IDR 55

IDR 55

IDR 35

IDR 20

IDR -

IDR 25

IDR -

IDR -

IDR -

IDR -

IDR -

SOCIAL MEDIA

detikcom

detikfinance

detikhot
detikinet
detikoto
detiksport

detiktravel
detikhealth
detikfood
wolipop

Twitter

Posting 160 characters; image

IDR 15

IDR 5

IDR 5

IDR 5

Facebook

Posting 160 characters; image

IDR 10

IDR 5

IDR 5

IDR 5

Instagram

Posting; 160 characters; image; max 5 slides; non video post

IDR 15

IDR 5

IDR 5

IDR 5

IG Video

Video Post; Max Dur 60 Mins

IDR 35

IDR 25

IDR 25

IDR 25

Instastory

Instastory

IDR 10

IDR 3

IDR 3

IDR 3



Remarks (Desktop)

BILLBOARD

BILLBOARD VIDEO
970 x 250 ; Max 4 MB

BILLBOARD FULL VIDEO
Billboard; 970 x 250, max 4 MB

BILLBOARD CAROUSEL
Billboard 970x250 max 150 KB

BILLBOARD EXPAND
Expand 970x250 ; Collapse 970x90 ; max 100kb

BILLBOARD SLIDING DOOR
Billboard 970 x 250 ; max 100 KB,
Background 1920 x 1200, max 150 KB

TOP PREMIUM BILLBOARD
Top Frame 970x50 ; Expand 970x480 ;
max 150kb

BILLBOARD FLIPOUT VIDEO
Back banner 970x250 ;
Front banner; 970 x 250 ; max 200kb

BILLBOARD FLIP
Billboard 970 x 250 ;
Expand 970 x 750 ; max 150 KB

PREMIUM BILLBOARD BALLOON
970 x 480; Balloon 400x250 ; Collapse
169x106 ; max 100kb

BILLBOARD COMPARATION SLIDER
970x250 ; max 200kb

360 PANORAMA
2048x1024 ; max 1mb

VERTICAL BILLBOARD (MR 1&2)

VERTICAL BILLBOARD HOVER EXPAND
Vertical Banner 300x600 ;
Expand banner 1000x600

FLIPCARD
900x1000px

3D CUBE VERTICAL BILLBOARD
300x600 pixels, max 100 KB for each side

MEDIUM RECTANGLE

MEDIUM RECTANGLE SIDEKICK
MR Banner 300 x 250 ;
Expand 970x600 : max 150kb

MEDIUM RECTANGLE 3D CUBE
300x250 ; 150 KB for each side

MEDIUM RECTANGLE EXPAND VIDEO
MR 300x250 ; Expand 600x250 ; max 200kb

MEDIUM RECTANGLE LIGHTBOX
MR 300x250, STO 970x600 ; max 200kb

MEDIUM RECTANGLE POP OUT
300x250 ; 150 KB

LEADERBOARD

LEADERBOARD CAROUSEL
Leaderboard 728x90 ;
max 150 KB

TOP FRAME

TOP WALLDOWN
Top Frame 970x50, max 100kb ; Expand
970x600, max 150kb

BOTTOM FRAME

BOTTOM FLOAT
Bottom frame 970x50, Billboard 970x250 ;
Max 150kb

BOTTOM SLIDER
Bottom frame 970 x 50 ; Expand 970x600 ;
max 100kb

Remarks (Mobile)

RMB BANNER

TOP PUSH DOWN

Small 480 x 150 ;
Expand 480 x 600 ; Max 150 KB

BILLBOARD FLIP MOBILE

Small 320 x 150 ;
Expand 320 x 480 ; Max 150 KB

BILLBOARD 360 PANORAMA

2048 x 1024 ; max 500 KB

BILLBOARD CAROUSEL MOBILE

320 x 150 ; max 150-200 KB

TOP PUSH UP

Small 480 x 150 ;
Expand 480 x 600 ; Max 150 KB

SCROLL CHANGE MOBILE

Superskin 750x328 ; Expand 320x480 ; Interscroller
640x1280 ; SSB 320 x 50 ; max 150kb

STICKY STATIC BANNER

STICKY ADHESION

320 x 50; 640 x 1200; max 100 KB

STICKY BOTTOM UP

Small 320 x 50 ;
Expand 320 x 480 ; max 150 KB

STICKY CALL BANNER

Small 320 x 50; max 150 KB

STICKY TOP AND TAIL

Main Banner 320x100 ;
Top and Tail 320x50 ; max 200kb

PARALLAX (1&2)

SWIPE BANNER

414x400 ; max 200kb

INTERSCROLLER

640x1280 ; max 150kb

VERTICAL VIDEO INTERSCROLLER

640 x 1280/ Ratio 9:16; max 4 mb

STATIC BANNER

STATIC BANNER COMPARASION SLIDER

Banner 480x225, max 200kb ;
Slider 279x250, max 50kb

SUPERSKIN

Static Banner 750 X 328max 200kb ; Expand
320 x 480, max 200 KB

MEDIUM RECTANGLE

MEDIUM RECTANGLE

3D CUBE MOBILE

300 x 250 ; 100 KB

Notes

1. Premium banner material must be in 200Kb maximum size
2. Mega billboard banner purchase on home page has to be bundled with desktop billboard & interstitial apps, and detiknews banner has to be bundled with desktop billboard & sticky static banner on apps.
3. Advertorial exclusive tag surcharge 25%
4. Video in banner material must be in 5 MB (30") max. size; Desktop Video Autoplay Muted, Mobile Video No Autoplay.
5. Revision for microsite is only 2 times, additional revision will be charged
6. Thirdparty AdServing is subject to detikcom's QA/QC monitoring and approval
7. Instagram Story for Detikcom and others IDR 10 M
8. Non display advertising report will be delivered 2 weeks after campaign
9. For backup file : standard banner : .psd/.ai/.fla
10. Maximum request Design : 48 Hours Before Publish
11. Maximum revision : 3 times
12. Minimum Buying : Brand 75 M, Government 25 M & NBD 20 M
13. Thumbnail detik network
 - detikcom desktop : 780 x 780 px
 - detikcom mobile : 780 x 780 px
 - detik travel desktop : 801 x 612 px
 - detik travel mobile : 700 x 525 px
 - detik food desktop : 714 x 534 px
 - detik food mobile : 750 x 60 px
 - CNN desktop : 810 x 456 px
 - CNN mobile : 780 x 780 px
 - Haibunda desktop :
 - newfeed 1 : 780 x 780 px
 - newfeed 2 , native : 620 x 380 px
 - Haibunda mobile : 750 x 420 px
14. All prices are subject to change without Prior Notice

Black Date 2022

1. All Position surcharge 50% if placement on Black Date 2022
2. Black Date 2022
 - Chinese New Year (01 February 2022)
 - Independence Day (17 August 2022)
 - 10.10 Moment
 - 11.11 Moment
 - 12.12 Moment
 - Christmas Day (25 December 2022)
 - 3in1 Banner (on Ramadan 2022, must have buy Sponsorship Package)
 - GIIAS Moment (only for Automotive Brand)