

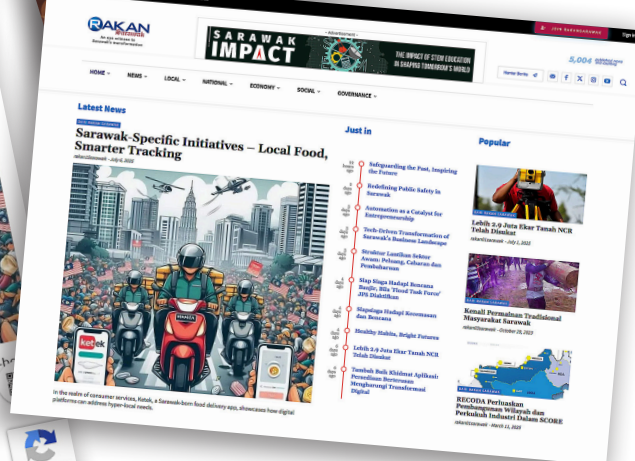
RAKAN Sarawak

RAKAN Sarawak or better known as (Rangkaian Khidmat Awam Negeri Sarawak) is a printed publication, or also known as the Sarawak State Government Civil Service Bulletin that is published quarterly since 1994.

This publication highlights the progress of Government's projects or programs development throughout Sarawak. It also showcased a comprehensive development of public services' transformation in the country that involves all agencies, departments, state and federal government ministries in Sarawak.

Through the evolution of the printed publications several alterations have been amended in terms of size, number of pages and the focus on the subject highlighted. RAKAN Sarawak further strengthens its online medium and social media as an appreciation to the reader's loyalty.

With the availability of online medium, it will certainly provide a new experience for the online readers to share the latest news, activities and current developments of the public service in a faster and reliable manner.



 www.rakansarawak.com

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RAKAN Online (RO) Digital Banner Advertising Rate Card (Desktop - Mobile) 2025 - 2026

Ad Placement	Device	Banner Size*	Type	Rate (Weekly***)	Rate (Monthly)	Description
Homepage Top Header	Desktop	728 x 90	Static	RM 200	RM 700	High visibility at the top of the homepage
			Animated	RM 250	RM 900	Dynamic animation for better engagement
Homepage Top Header	Desktop	1050 x 150**	Static	RM 400	RM 1000	High visibility at the top of the homepage
			Animated	RM 500	RM 1200	Dynamic animation for better engagement
Homepage Top Header	Mobile	320 x 100	Static	RM 150	RM 500	Optimized for mobile view
			Animated	RM 200	RM 700	Animated banner, eye-catching on mobile
Sidebar (All Pages)	Desktop	300 x 250	Static	RM 150	RM 500	Visible across all pages on desktop sidebar
			Animated	RM 180	RM 650	Animated version for better visibility

* Banner size in pixel, advisable to be prepared in hi-DPI high resolution graphics format (RGB/CYMK). 150dpi and above recommended.

** None standard size for general Wordpress website. Adapted for RAKAN Online website.

*** Weekly - 5 days.

Animated graphics can be in GIF, HTML5, or video ad format (subject to compatibility).

Homepage Top Header (Desktop)
- 728 x 90

Homepage Top Header (Desktop)
- 1050 x 150

Homepage Top Header (Mobile)
- 320 x 100

Sidebar All Pages (Desktop)
- 300 x 250

Notes:

- Discount up to 20% for 3-month bookings.

Ad design service available:

- Static: RM 100
- Animated: RM 200–RM 350 depending on complexity.

Detailed click/impression analytics available monthly.



RAKAN Online (RO) Digital Banner Advertising Rate Card (Desktop - Mobile) 2025 - 2026

Ad Placement	Device	Banner Size*	Type	Rate (Weekly***)	Rate (Monthly)	Description
In-Content (Posts)	Desktop	468 x 60	Static	RM 100	RM 350	Placed inside post content
			Animated	RM 130	RM 450	Moves with scrolling; effective in blogs
In-Content (Posts)	Mobile	300 x 100	Static	RM 80	RM 300	Adaptive banner inside mobile post body
			Animated	RM 110	RM 400	Attracts attention while scrolling
After Post (All Articles)	Desktop	728 x 90	Static	RM 120	RM 400	Below all article content
			Animated	RM 150	RM 500	Ideal for promotions & call-to-action ads
After Post (All Articles)	Mobile	320 x 50	Static	RM 90	RM 300	Visible after reading content on mobile
			Animated	RM 120	RM 400	Effective for mobile user conversions

* Banner size in pixel, advisable to be prepared in hi-DPI high resolution graphics format (RGB/CYMK). 150dpi and above recommended.

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*** Weekly - 5 days.

Animated graphics can be in GIF, HTML5, or video ad format (subject to compatibility).

In-Content (Posts) (Desktop)
- 468 x 60

In-Content (Posts) (Mobile)
- 300 x 100

After Post (All Articles) (Desktop)
- 728 x 90

After Post (All Articles) (Mobile)
- 320 x 50

Notes:

- Discount up to 20% for 3-month bookings.

Ad design service available:

- Static: RM 100
- Animated: RM 200–RM 350 depending on complexity.

Detailed click/impression analytics available monthly.



RAKAN Online (RO) Digital Banner Advertising Rate Card (Desktop - Mobile) 2025 - 2026

Ad Placement	Device	Banner Size*	Type	Rate (Weekly***)	Rate (Monthly)	Description
Footer (All Pages)	All	728 x 90 / 320 x 50	Static	RM 70	RM 250	Persistent visibility across all pages
			Animated	RM 100	RM 350	Smooth animated footer ad option
Homepage Popup (Once Only)	All	500 x 500	Static	RM 300	RM 1,000	One-time popup per session, high conversion
			Animated	RM 350	RM 1,200	Animated popup draws more attention
Homepage Intersection	All	700 x 150**	Static	RM 400	RM 1,200	High visibility at the intersection of categories in the homepage
			Animated	RM 450	RM 1,500	Dynamic animation for better engagement
Sponsored Blog Post	All	Custom Content	—	—	RM 600 per post	Article with backlink, image, and optional promotion

* Banner size in pixel, advisable to be prepared in hi-DPI high resolution graphics format (RGB/CYMK). 150dpi and above recommended.

** None standard size for general Wordpress website. Adapted for RAKAN Online website.

*** Weekly - 5 days.

Animated graphics can be in GIF, HTML5, or video ad format (subject to compatibility).

Footer (All Pages)
- 728 x 90

Footer (All Pages) - 320 x 50

Homepage Popup (Once Only)
- 500 x 500

Homepage Intersection
- 750 x 150

Notes:

- Discount up to 20% for 3-month bookings.

Ad design service available:

- Static: RM 100
- Animated: RM 200—RM 350 depending on complexity.

Detailed click/impression analytics available monthly.