

2023

TARIF IKLAN

CETAK

DISPLAY

Regular Display		RATE
		dalam Rupiah per mmk
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 810 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

1 Kolom		RATE
		dalam Rupiah per mmk
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 1080 mmk

BW	min 200 mmk	75.000
FC	min 810 mmk	115.000

KONTEN

Native/Advertorial*/Infografik		RATE
		dalam Rupiah per mmk
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

Leaderboard	970 x 90 px
Giant Banner	300 x 600 px
Billboard	970 x 250 px
Bottom Banner	970 x 90 px

MOBILE

Top Mobile	320 x 50 px	3.500.000
MR 1	300 x 250 px	3.000.000
Middle Mobile	300 x 250 px	3.000.000
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

Leaderboard	970 x 90 px
	728 x 90 px
MR1 (excl WP)	300 x 250 px
MR2 (excl WP)	300 x 250 px

MOBILE

Top Mobile	320 x 50 px	85.000
MR1	300 x 250 px	85.000
MR2	300 x 250 px	85.000

KONTEN

	RATE
Advertorial	3.500.000
Klasika	3.200.000
Taja	4.500.000
Tutor Visual	98.750.000

NEWSLETTER

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

E-PAPER EXTRA

Random on Page (per mmk)		RATE
Display FC /mmk (min 810 mmk)		6.000
Jaket 4 Halaman FC /ins		127.008.000
Konten artikel bersponsor		50.000.000
Infografik/Advertorial /mmk		10.000
**surcharge Production infografik		6.048.000

SOCIAL MEDIA

Harian Kompas	RATE
dalam Rupiah per-posting	
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)	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