

TARIF IKLAN DIGITAL

KONTEN

RATE
dalam Rupiah per-posting

Advertorial	3.500.000
Taja	4.500.000
Taja (1000 KPI)	6.000.000
Tutur 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 (min 810 mmk)	6.000
Infografik/Advertorial (min 810 mmk)	10.000
** Cost Pro Infografik	6.048.000

SOCIAL MEDIA

RATE
dalam Rupiah per-posting

Harian Kompas

Instagram Post	7.000.000
Instagram Post Carousell	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 Reel - prodcost (Nett)	28.000.000
Tiktok- upload content (gross)	3.000.000
Tiktok - prodcost (nett)	10.000.000

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 Carousell	600.000
Insta Story Swipe Up	325.000
Insta Story Non Swipe Up	275.000
Facebook Post	250.000
Twitter Post	200.000

2025



Ubah perhatian menjadi aksi,
maksimalkan potensi brand Anda
bersama Harian Kompas
(Kompas.id).

BANNER (CPD)

HOMEPAGE

	DESKTOP	MOBILE	RATE
Leaderboard / Top Mobile	970 x 90 px / 728 x 90 px	320 x 50 px	4.000.000
Billboard 1 & 2 / MR 1 & 3	970 x 250 px / 728 x 250 px	300 x 250 px	3.000.000
Mid Banner / MR 2	970 x 90 px	300 x 250 px	3.000.000
Giant Banner / MR 4	300 x 600 px	320 x 250 px	3.500.000
Bottom Banner / Bottom Banner	970 x 90 px	320 x 50 px	3.000.000

INDEX LIST CATEGORY

Leaderboard / Top Mobile	970 x 90 px	320 x 50 px	3.000.000
Mid Banner / Mid Banner	728 x 90 px	300 x 50 px	2.500.000
MR 1 / MR 1	300 x 250 px	300 x 250 px	3.000.000
MR 2 / MR 2	300 x 250 px	320 x 250 px	3.000.000

BANNER ON ARTICLE PAGE

Leaderboard / Top Mobile	970 x 90 px	320 x 50 px	3.000.000
Skyscraper / Large Mid Banner	160 x 600 px	300 x 100 px	2.500.000
MR 1 / MR 1	300 x 250 px	300 x 250 px	3.000.000
MR 2 / MR 2	300 x 250 px	320 x 250 px	3.000.000

BANNER (CPM)

ALL CHANNEL + ARTIKEL BERITA

DESKTOP		MOBILE		RATE
Leaderboard	970 x 90 px 728 x 90 px	Top Mobile	320 x 50 px	85.000
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

*Format File : JPG/PNG/GIF/HTML(Zip),
max size : 300kb, resolusi : 72dpi



CETAK

DISPLAY

RATE

dalam Rupiah per mmk

Regular Display

BW	min 40 mmk	165.000
FC	min 810 mmk	215.000

Tender/Lelang/Laporan Keuangan/CSR/Karier

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

Duka Cita/Personal Ad

BW	min 200 mmk	75.000
FC	min 1.080 mmk	115.000

Page Surcharge

Page 1 Surcharge - 45%
Page 3 Surcharge - 30%
Page 5 Surcharge - 25%

Hanya berlaku untuk iklan Display dan Native/Adv FC

General Surcharge - 20% } Including Centerspread surcharge

KONTEN

Advertorial/Infografik

BW	min 810 mmk	166.000
FC	min 810 mmk	221.000

Unbranded Adv

BW	min 810 mmk	182.600
FC	min 810 mmk	243.100

Seremonia

BW	3 kolom x100mm	18.600.000
BW	4 kolom x100mm	24.800.000

KONTEN + DISPLAY

Info

BW	min 1.080 mmk	125.000
FC	min 1.080 mmk	178.000

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

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



Untuk keterangan lebih lanjut
hubungi Bagian Iklan Kompas

08119523078 | 08119203934 |

021-80626688 ext 61146 & 61149