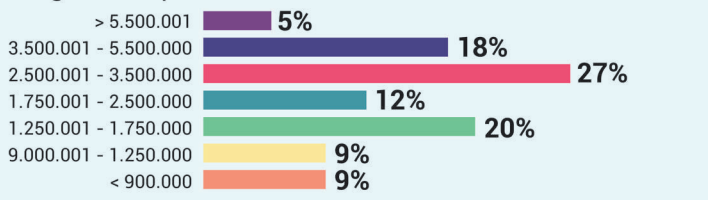


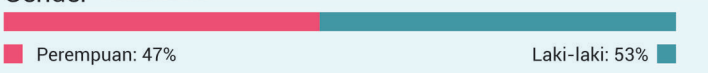
PROFIL PEMBACA

Harian Jogja HarianJogja.com

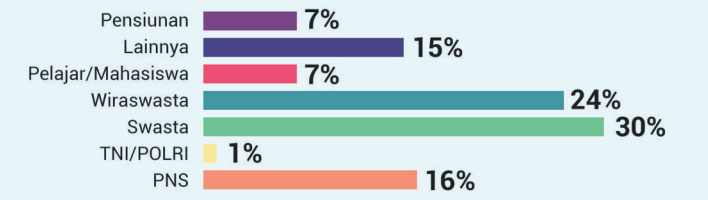
Pengeluaran per Bulan



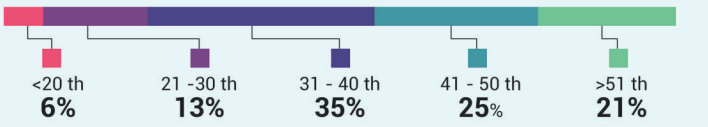
Gender



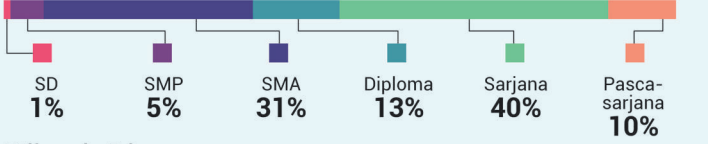
Pekerjaan



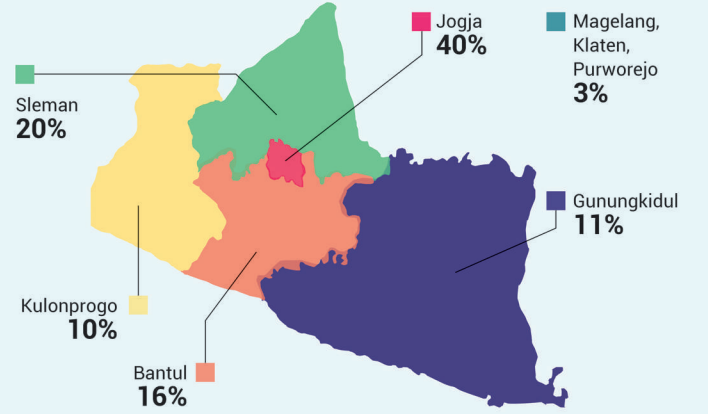
Umur



Pendidikan



Wilayah Edar



Harian Jogja

SEKILAS

Harian Jogja merupakan koran harian yang diterbitkan PT Aksara Dinamika Jogja dibawah payung **Bisnis Indonesia Group of Media (BIG Media)**. Berdiri bertepatan dengan perayaan Seabad Kebangkitan Nasional, 20 Mei 2008, Harijan Jogja kini telah menjadi media pilihan masyarakat di Daerah Istimewa Yogyakarta (DIY) dan sekitarnya. Koran ini memiliki keunggulan pada ketepatan, kelengkapan, pemilihan isu, dan penyajian yang memperhatikan kearifan lokal dan asas kepatuhan serta kemanfaatan bagi masyarakat DIY.

Mengusung slogan Berbudaya, Menginspirasi, Terpercaya, Harijan Jogja dikelola secara profesional oleh tim yang mumpuni di dunia jurnalistik dan media massa pada umumnya. Dalam perkembangannya Harijan Jogja tidak hanya fokus pada media cetak saja, kami bertransformasi menjadi perusahaan penyedia konten melalui multi platform dan menyediakan berbagai layanan untuk kebutuhan komunikasi. Adapun output yang dihasilkan antara lain: News cetak dan online, Production House, Advertising Placements, Social Media & Online Activation, Brand Content & Strategi, Publishing, Event Organizer, Learning Center, Video Production dll

MANAGEMEN MEDIA

- | | |
|-------------------------|--------------------------|
| Presiden Direktur | : Arief Budisusilo |
| Pemimpin Redaksi | : Anton Wahyu Prihartono |
| Wakil Pemimpin Redaksi | : Nugroho Nurcahyo |
| General Manajer Konten | : Budi Cahyana |
| General Manajer IMS | : Sri Pujiningsih |
| Manajer Event | : Eko Soetarmo |
| Manajer Sirkulasi | : Wisnu Wardana |
| dan Pengembangan Bisnis | |
| Asisten Manajer IMS | : Della Ainun Nisa Yuda |

DATA MEDIA

- | | |
|---------------------------------|----------------------------|
| Penerbit | : PT Aksara Dinamika Jogja |
| Hari terbit | : 6 kali sepekan |
| Halaman terbit | : 12 halaman |
| Dimensi perhalaman Jumlah kolom | : 540 mm x 300 mm |
| Lebar kolom | : 8 kolom |
| Jenis kertas | : 35 mm |
| Harga eceran | : CD Newsprint 48.8 gram |
| | : Rp 3.000 per eksemplar |

HARGA LANGGANAN
Rp. 69.000

- | | | | |
|--|-----------------------|--|-----------------------|
| | Harian jogja 90K | | @harianjogja 37,2K |
| | @harian_Jogja 190K | | Harian Jogja 4,23K |

MEDIAKIT

Harian Jogja



Harian Jogja

Jl. AM Sangaji No.41 (Jl. Mangkubumi No.41), Jetis, Yogyakarta
Telepon : 0274-583183 - HP/WA : 081779991500
Email : iklan@harianjogja.com

PERWAKILAN JAKARTA

Wisma Bisnis Indonesia Lantai 5
Jl. KH Mas Mansyur No. 12 A Jakarta Pusat 10220
Telepon : 021-57901023, 57901021

- | | | | |
|--|--|--|--|
| | | | |
| | | | |

RATE DAN KETENTUAN PEMASANGAN IKLAN

| KATEGORI | HITAM PUTIH | BERWARNA | KETERANGAN |
|-----------------|-------------|--------------|---|
| Display | 20.500/mmkl | 33.000/mmkl | Iklan Berwarna Minimal 200mmkl |
| Kolom | 11.500/mmkl | - | Minimal 1x30mmkl Maksimal 1x100mmkl |
| Baris | 7.000/baris | - | Minimal 2 Baris Maksimal 10 baris |
| Dukacita/Sosial | 10.000/mmkl | 13.000/mmkl | - |
| Halaman1 | - | 80.000/mmkl | Bawah Lipatan, Maksimal 8x270mmkl |
| Halaman 1 | - | 100.000/mmkl | Atas Lipatan, Maksimal 8x150mmkl |
| Creative Ad | 26.500/mmkl | 42.000/mmkl | Minimal Hitam Putih 2x50mmkl Berwarna 300mmkl |
| Bundling | 31.000/mmkl | 60.000/mmkl | Muat di 2 Media = Solopos & Harian Jogja |
| Display Solopos | 29.000/mmkl | 52.000/mmkl | - |

*mmkl = milimeter kolom

PAKET BANNER HITAM PUTIH (Halaman Dalam)

| UKURAN | 7X TERBIT | 10X TERBIT | 15X TERBIT |
|------------------|------------|------------|------------|
| 8 kolom x 50 mm | 18.000.000 | 23.300.000 | 30.700.000 |
| 8 kolom x 100 mm | 28.800.000 | 37.280.000 | 49.120.000 |

PAKET BANNER BERWARNA (Halaman Dalam)

| UKURAN | 7X TERBIT | 10X TERBIT | 15X Terbit |
|------------------|------------|------------|------------|
| 8 kolom x 50 mm | 21.300.000 | 27.600.000 | 39.200.000 |
| 8 kolom x 100 mm | 34.000.000 | 55.200.000 | 78.400.000 |

IKLAN KUPING BERWARNA (Halaman 1)

| UKURAN | 7X TERBIT | 10X TERBIT | 15X TERBIT |
|-----------------|------------|------------|------------|
| 2 kolom x 55 mm | 20.200.000 | 25.900.000 | 35.000.000 |

IKLAN STIPLE BERWARNA (Halaman 1)

| UKURAN | 7X TERBIT | 10X TERBIT | 30X TERBIT |
|-----------------|------------|------------|------------|
| 2 kolom x 50 mm | 12.500.000 | 16.200.000 | 48.700.000 |

UKURAN KOLOM UKURAN

| | |
|--------------|-------------|
| 1 kolom | 35 mm |
| 2 kolom | 73 mm |
| 3 kolom | 110 mm |
| 4 kolom | 148 mm |
| 5 kolom | 186 mm |
| 6 kolom | 224 mm |
| 7 kolom | 262 mm |
| 8 kolom | 300 mm |
| 300 x 540 mm | 1 halaman |
| 300 x 270 mm | 1/2 halaman |
| 148 x 270 mm | 1/4 halaman |

Keterangan:

- Harga belum termasuk ppn 11%
- Pemintaan halaman yang mengikat + 10%
- Pembatalan order iklan dikenakan surcharge sebesar 15%
- Jadwal Pemasangan iklan
 - Senin - Jum'at : Pukul 08.00 - 16.00 WIB
 - Sabtu : Pukul 08.00 - 13.00 WIB
 - Minggu / Hari Besar Tutup

REKENING BANK

an. PT Aksara Dinamika Jogja
 Bank Mandiri Cabang Katamso Yogyakarta
 137 000 583 9663
 Bank BCA Cabang Urip Sumohardjo Yogyakarta
 456 481 9991
 Bank BPD DIY Cabang Utama Yogyakarta
 001111 000 650
 Bank BRI Cabang Katamso
 000002450100095306
 NPWP
 02.755.236.3-541.000

DESKTOP BANNER

ALL PAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|---------------|-----------------|-----------|------------|
| 1. | Middle Banner | 300 x 250 | 4.750.000 | 12.250.000 |
| 2. | Skin Ad | 640 x 1280 | 6.000.000 | 16.000.000 |
| 3. | Bottom Fix | 970 x 90 | 7.250.000 | 19.750.000 |

ALL ARTICLE's PAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|---------------|-----------------|-----------|------------|
| 1. | Top Banner | 750 x 200 | 4.000.000 | 12.800.000 |
| 2. | Side Banner | 300 x 600 | 4.000.000 | 12.800.000 |
| 3. | Middle Banner | 300 x 250 | 3.750.000 | 11.250.000 |
| 4. | Skin Ad | 640 x 1280 | 5.000.000 | 15.000.000 |
| 5. | Bottom Fix | 970 x 90 | 6.250.000 | 18.750.000 |

HOMEPAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|---------------|-----------------|-----------|------------|
| 1. | Billboard | 970 x 250 | 5.000.000 | 15.000.000 |
| 2. | Top Right | 300 x 250 | 3.750.000 | 11.250.000 |
| 3. | Right Banner | 300 x 250 | 3.125.000 | 9.375.000 |
| 4. | Middle Banner | 300 x 250 | 3.125.000 | 9.375.000 |
| 5. | Pop Up | 700 x 950 | 3.750.000 | 11.250.000 |
| 6. | Widget Ads | 300 x 250 | 6.250.000 | 18.750.000 |

PER KANAL

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|------------------|-----------------|-----------|------------|
| 1. | Leaderboard | 728 x 90 | 4.500.000 | 14.400.000 |
| 2. | Middle Banner | 300 x 250 | 3.000.000 | 9.000.000 |
| 3. | Feedblock Banner | 728 x 90 | 2.500.000 | 7.500.000 |

MOBILE BANNER

ALL PAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|---------------|-----------------|------------|------------|
| 1. | Middle Banner | 300 x 250 | 6.000.000 | 16.000.000 |
| 2. | Skin Ad | 320 x 640 | 7.250.000 | 19.750.000 |
| 3. | Bottom Fix | 320 x 50 | 10.375.000 | 29.125.000 |

ALL ARTICLE's PAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|---------------|-----------------|-----------|------------|
| 1. | Top Banner | 320 x 100 | 5.000.000 | 15.000.000 |
| 2. | Middle Banner | 300 x 250 | 5.000.000 | 15.000.000 |
| 3. | Skin Ad | 320 x 640 | 6.250.000 | 18.750.000 |
| 4. | Bottom Fix | 320 x 50 | 9.375.000 | 28.125.000 |

HOMEPAGE

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|------------------|-----------------|-----------|------------|
| 1. | Leaderboard | 320 x 100 | 6.250.000 | 18.750.000 |
| 2. | Middle Banner | 300 x 250 | 3.750.000 | 11.250.000 |
| 3. | Pop Up | 320 x 540 | 3.750.000 | 11.250.000 |
| 4. | Feedblock Banner | 320 x 50 | 5.000.000 | 15.000.000 |

PER KANAL

All rates in IDR, Excluded VAT 11%

| NO. | INVENTORY | SIZE (IN PIXEL) | WEEKLY | MONTHLY |
|-----|------------------|-----------------|-----------|------------|
| 1. | Leaderboard | 320 x 100 | 6.250.000 | 18.750.000 |
| 2. | Middle Banner | 300 x 250 | 3.125.000 | 9.375.000 |
| 3. | Feedblock Banner | 320 x 50 | 5.000.000 | 15.000.000 |

NATIVE AD

All rates in IDR, Excluded VAT 11%

| | |
|------------------------|-----------|
| Artikel Siap Tayang | 1.250.000 |
| Artikel Buatan Redaksi | 2.000.000 |
| Surcharge: | |

| NO. | INVENTORY | DAILY | WEEKLY |
|-----|---------------|-----------|-----------|
| 1. | Headline | 2.500.000 | 5.500.000 |
| 2. | Latest News | 1.500.000 | 3.500.000 |
| 3. | Hot Topic | 1.500.000 | 3.500.000 |
| 4. | Editor Choice | 1.500.000 | 3.500.000 |

SOCIAL MEDIA EXPOSURE

All rates in IDR, Excluded VAT 11%

| NO. | MEDIA | INVENTORY | SIZE (IN PIXEL) | 1 X POST |
|-----|-----------|--------------|-----------------|----------|
| 1. | Instagram | Feed | 640 x 640 | 250.000 |
| | | Story | 1080 x 1920 | 150.000 |
| | | IGTV | | 300.000 |
| 2. | Facebook | Feed + Story | | 300.000 |
| | | Feed | 640 x 640 | 250.000 |
| | | Story | 1080 x 1920 | 150.000 |
| 3. | Twitter | Feed + Story | | 300.000 |
| | | Feed | 640 x 640 | 250.000 |

VIDEO PRODUCTION (YOUTUBE CHANNEL - HARIAN JOGJA)

All rates in IDR, Excluded VAT 11%

| SERVICES | DESCRIPTION | PRICE |
|------------------|--|------------|
| Video Ad Content | <ul style="list-style-type: none"> Durasi max 3 menit Pengambilan video max 2 hari di satu kota Memakai 3 kamera | 8.000.000 |
| Cinematic | <ul style="list-style-type: none"> Durasi max 8 menit Pengambilan video max 2 hari di satu kota Memakai 3 kamera Konsep dari Tim Harian Jogja Belum termasuk biaya talent | 25.000.000 |
| 2D Explainer | <ul style="list-style-type: none"> Durasi max 3 menit | 23.000.000 |
| Upload Video | <ul style="list-style-type: none"> Durasi max 3 menit Tayang di IG TV dan Youtube Tayang selama 2 minggu | 2.000.000 |
| Live Streaming | <ul style="list-style-type: none"> Durasi max 1 jam Tayang di Youtube dan Facebook Harian Jogja Acara akan diberitakan di media cetak dan online Harian Jogja | 8.000.000 |