



You'll be surprised!

digiads.co.id

Rate Card 2018

Rate Card - MESSAGING

MESSAGING

Inventory		Rate (IDR)	Remark
BULK	SMS Regular	300	Format SMS (160 char) Features : <ul style="list-style-type: none"> • Monthly Summary Report • Normal priority of retry scheme • Normal Secure Connection (http protocol)
	SMS Premium	550	Format SMS (160 char) Features: <ul style="list-style-type: none"> • Real time Delivery Report • High priority of retry scheme • High Secure Connection (leased line/https protocol)
	USSD	300	Format USSD (114 Chars)
	MMS	750	Format MMS (300 KB)
	IVR	1,000	Format IVR 30 Seconds
TARGETED	SMS	550	Format SMS (160 char)
	MMS	1,000	Format MMS (300 KB)
	IVR	1,400	Format IVR 30 Seconds
	USSD	525	Format USSD (114 char)
LBA	SMS	650	Format SMS (160 char)
	MMS	1,000	Format MMS (300 KB)
	IVR	1,400	Format IVR 30 Seconds
	USSD	525	Format USSD (114 char)
Contextual Ads	SMS	850	Cost per delivery
INTERACTIVE	SMS	260	Format SMS (1MO and 1MT, 160 char)
	MMS	750	Format MMS (1 MO and 1 MT, MMS-MMS, SMS-MMS, MMS-SMS)
	IVR	1,000	Format IVR interactive, per call
	USSD	300	Format UMB (1MO and 1MT, 114 char)
Symphoni		1,000 (per 60 second)	- Time unit: per second - Minimal charge: 15 second
NSP		455	Activation by customer
USSD Broadcast Solution for CP		300	Format USSD (114 char)
USSD Brand		Min. 180 ^{mio}	Based on USSD Number Package

"All prices are valid from March 1, 2018"

Rate Card - MESSAGING

MESSAGING

Inventory	Rate (IDR)	Remark
Klik to Call	Mobile apps call from IP to IP	100/ minute
	IVR	350/ minute
	<ul style="list-style-type: none"> Website Call from IP to CS Mobile Apps Call from IP to CS Overlay Banner from IP to CS 	350/ minute
		Time Unit : based on agreement

Inventory	Rate (per Day)	Remark (Time Range)
Insertion *888#	SimPATI A	35,000,000
	SimPATI B	40,000,000
	SimPATI C	40,000,000
	SimPATI D	35,000,000
	Kartu AS A	35,000,000
	Kartu AS B	40,000,000
	Kartu AS C	40,000,000
	Kartu AS D	35,000,000
		00:00 - 09:59
		10:00 - 14:59
		15:00 - 18:59
		19:00 - 23:59
		00:00 - 09:59
		10:00 - 14:59
		15:00 - 18:59
		19:00 - 23:59

- Bulk Service: sending message to all phone number on the database
- Targeted Service: sending message to the right profile target
- LBA is considered as targeted text or RichMedia

1. All rate exclude VAT 10%, except "reward"
2. All price (except bulk) includes unique ID and basic profiling

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Rate Card - DISPLAY

Category : Off Deck

Ad Unit	Ad Format	Ad Size	CPV**	CPM	PMP Telco* (CPM)	PMP Non Telco* (CPM)	RTB* (CPM)	INVENTORY	
Sticky	Video	Big	-	57,200	35,000	10,500	4,000	in Non - Telkomsel's website / apps	
		Medium	-	39,000	23,400	9,600	3,800		
		Small	-	-	-	-	-		
	Non Video	Big	-	40,000	24,000	7,200	4,000		
		Medium	-	29,000	17,400	6,600	3,800		
		Small	-	19,500	11,700	6,000	3,400		
Non Sticky	Video	Big	-	36,000	21,600	6,500	4,000		
		Medium	-	25,000	15,000	5,600	3,800		
		Small	-	-	-	-	-		
	Non Video	Big	-	25,500	15,300	5,800	4,000		
		Medium	-	18,500	11,100	5,200	3,800		
		Small	-	12,500	7,500	4,700	3,400		

Category : On Deck & Apps

Ad Unit	Ad Format	Ad Size	CPV**	CPM	PMP Telco* (CPM)	PMP Non Telco* (CPM)	RTB* (CPM)	CPI	INVENTORY
Sticky	Video	Big	400	31,000	18,600	5,600	4,000	-	ROLI Lock Screen, Langit Musik(except CPV)
		Medium	-	23,600	14,000	3,350	3,800	-	Loop, Langit Musik
		Small	-	-	-	-	-	-	-
	Non Video	Big	-	24,000	14,400	4,300	4,000	10,000	ROLI Lock Screen***, Langit Musik
		Medium	-	17,800	10,500	3,900	3,800	-	Loop, Langit Musik
		Small	-	11,700	7,000	3,500	3,400	-	Internet Baik
Non Sticky	Video	Big	250	19,000	11,400	3,400	4,000	-	Loop, Internet Baik desktop
		Medium	-	15,000	9,000	3,300	3,800	-	ROLI on apps watch ads, Loop, Internet Baik
		Small	-	-	-	-	-	-	-
	Non Video	Big	-	15,500	9,300	3,500	4,000	-	Loop, Internet Baik desktop
		Medium	-	11,000	6,600	3,000	3,800	-	ROLI on apps carousel, Loop, Internet Baik
		Small	-	7,500	4,500	2,800	3,400	-	Loop, Internet Baik, Langit Musik

Inventory	Rate	Remark
Augmented Reality		Customized, based on feature
DOOH online		Based on location and spot

* Only for CPM | floor price (not discountable)

** CPV : Now Available for ROLI only

*** CPI : Now Available for ROLI only


Size	CPC Price
Big (320 x 480)	6% *CPM Price
Medium (300 x 250)	6% *CPM Price
Small (320 x 50)	25% *CPM Price

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Rate Card - DISPLAY

Telkomsel ROLi Apps

		Ad Format	Ad Size	CPM
	Lock Screen	Banner	CPM Premium	24,000
			CPM RBT	4,000
			CPC	1,440
			CPI	10,000
		Video	CPV	400
	In Apps	Banner (Carousel)	CPM	11,000
			CPC	660
		Wheel of Fortune	CPM	24,000
			CPC	1,440
		Video	CPC	660
			CPV	250
		Article	CPC	660
		Survey	CPL	20,000
		Push Notification	CPC	660
	Voucher	CPA	Based on sales agreement	

*) Only for CPM| Floor price (not discountable)

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Rate Card - REWARD

TELKOMSEL VENDING MACHINE

	Rate (IDR)	Remark
	50,000,000	<ul style="list-style-type: none"> Per package per vending machine for 1 month campaign Inventory (SMS/MMS) is included with specific amount MSIGHT Post Campaign Report is included

FRIDA - Free Access Data

	Bulk Type	Rate (per MB)	Remark
	Volume 1 : 300 – 1,000 GB	IDR 105	Maximum usage period of this service is 3 months (3 x 30 days) since the campaign runs that is stated in quotation
	Volume 2 : 1,001 – 3,000 GB	IDR 100	
	Volume 3 : 3,001 – 10,000 GB	IDR 95	
	Volume 4 : 10,001 – 30,000 GB	IDR 90	
	Volume 5 : 30,001 – 100,000 GB	IDR 85	
	Volume 6 : > 100,000 GB	IDR 80	

Inventory	Rate (IDR)	Remark
	500	5MB (all network), valid for 1 day
	1,000	10MB (all network), valid for 1 day
	5,000	50MB (all network), valid for 7 days
	10,000	110MB (all network), valid for 7 days
	15,000	250MB (all network), valid for 7 days
	20,000	420MB (all network), valid for 30 days
	21,000	500MB (all network), valid for 30 days
	25,000	750MB (all network), valid for 30 days
	30,000	1 GB (all network), valid for 30 days
	50,000	2GB (all network), valid for 30 days
	100,000	5GB (all network), valid for 30 days
	150,000	8GB (all network), valid for 30 days
	200,000	11GB (all network), valid for 30 days
300,000	16GB (all network), valid for 30 days	

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Rate Card - REWARD

REWARD

Inventory	Rate (IDR)	Remark
Credit Balance	1,000	For Denom IDR 1,000
	5,000	For Denom IDR 5,000
	10,000	For Denom IDR 10,000
	20,000	For Denom IDR 20,000
	50,000	For Denom IDR 50,000
	100,000	For Denom IDR 100,000
SMS Bonus	100	2 SMS
	200	5 SMS
	300	7 SMS
	400	10 SMS
	500	12 SMS
	600	15 SMS
	700	17 SMS
	800	20 SMS
	900	22 SMS
Voice Onnet Bonus	400	Voice on-net 2 min
	500	Voice on-net 3 min
	600	Voice on-net 4 min
	700	Voice on-net 5 min
	800	Voice on-net 6 min
	900	Voice on-net 7 min
	1,000	Voice on-net 8 min
	3,000	Voice on-net 25 min
4,000	Voice on-net 33 min	

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ADVANCE PROFILING

Profiling Pricing Structure			
BASIC PROFILING	Basic Profiling Attributes :	Messaging	Display
	<ul style="list-style-type: none">• ARPU• Location (hometown)• Age• Gender• Religion• Handset Type• Card Brand• Broadband subscriber• LOS• Interest	<ul style="list-style-type: none">a. SMS : IDR 550b. USSD : IDR 525c. MMS : IDR 1,000d. Voice : IDR 1,400	Refer to display rate card

Segments Profiling		
ADDITIONAL PROFILING	Messaging :	+ IDR 300
	Display CPC/CPV :	+ 12%* CPC / CPV List Price
	Display CPM:	+ 12%* CPM List Price

INTEREST:

Beauty | Culinary | Entertainment | Fashion | Football | Other sports | Outdoor activity |
Technology | Travel | Education | Health | Lifestyle | Music | Social media | Shopping

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