



REV MEDIA GROUP CONTENT MARKETING INDIVIDUAL BUY

2023 RATE CARD

MEDIA PRIMA OMNIA SDN. BHD.
(436623-M)
Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur
Email: solutions@mediaprima.com.my
Website: www.mediaprimaomnia.my

Platform	Format	Deliverables	Metric	Media Cost	Production Cost
TIER 1 PLATFORMS					
SAYS NST OHBULAN SAYS SEISMIK TV3 BERITA HARIAN HARIAN METRO	SOCIAL STORY	29,000	Reads	RM50,000	n/a
	IMMERSIVE STORY	50,000	Reads	RM80,000	RM20,000
	SPOTLIGHT STORY	17,000	Reads	RM30,000	n/a
	SOCIAL VIDEO (YT + FB) (Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views)	110,000	THRUPLAY Views (YT+FB = 50:50)	RM80,000	RM20,000
	SPOTLIGHT VIDEO	60,000	FB THRUPLAY Views	RM45,000	RM10,000
	FB Post (Engagements) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	11,000	Engagements	RM20,000	RM2,000* RM5,000 (comic)
	FB Post (Reach) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	380,000	Reach	RM20,000	RM2,000* RM5,000 (comic)
	FB Event Page	1 post	Placement	RM18,000	RM2,000
	IG Gallery Post	350,000	Reach	RM20,000	RM5,000
	IG Live	1 post	Placement	RM30,000	RM5,000
	IG Post (Engagements) Standard, Engagement post, Social contest, Branded meme, Comic (special)	9,000	Engagements	RM15,000	RM2,000* RM5,000 (comic)
	IG Post (Reach) Standard, Engagement post, Social contest, Branded meme, Comic (special)	300,000	Reach	RM15,000	RM2,000* RM5,000 (comic)
	IG Post (Views) (For videos produced by any Media Prima unit)	40,000	3-secs Views	RM15,000	n/a
	IG Story (Reach) Standard, Poll	280,000	Reach	RM15,000	RM2,000*
	IG Story (No Boosting) Standard, Features (Countdown, Quiz, Emoji Slider), Templates (This/that, Tag, Bingo, Checklist)	1 post	Placement	RM15,000	RM2,000
IG Others (No Boosting) IG Filter, IG KOL Takeover	1 post	Placement	RM30,000	RM10,000 (IG Filter)	

Please note that:

1. All production costs are non-commissionable.
2. *Editing fee if applicable.
3. All media + production cost are subject to 6% SST.
4. Duration: All social story and video = 6 weeks.





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TIER 1 PLATFORMS					
SAYS NST OHBULAN SAYS SEISMIK TV3 BERITA HARIAN HARIAN METRO	IG Reels (Reach) Dark Post	450,000	Reach	RM25,000	RM5,000
	YouTube upload	50,000	Views	RM35,000	n/a
	FB Letterbox Video Standard, Video Banner, Video Frame	55,000	THRUPLAY Views	RM45,000	RM2,000
	IG Letterbox Video (< 1min) Standard, Video Banner, Video Frame	100,000	3-secs Views	RM35,000	RM2,000
	FB Short Social Video (Views) Stop-Motion, Typography Motion graphics	30,000	3-secs Views	RM25,000	RM5,000
	FB Short Social Video (Reach) Stop-Motion, Typography Motion graphics	450,000	Reach	RM25,000	RM5,000
	IG Short Social Video Stop-Motion, Typography Motion Graphics	450,000	Reach	RM25,000	RM5,000
	TikTok Post Duet, POV, Transition, Flex check, How to tutorials, Reviews, Trending Challenge (special)	700,000	Reach	RM25,000	RM5,000
	FB Gallery Post (Engagement)	14,500	Engagements	RM25,000	RM5,000
	FB Gallery Post (Reach)	500,000	Reach	RM25,000	RM5,000
	FB Live Standard, Branded Frame, With Guest	1 post	Placement	RM40,000	On request
	FB Live Crosspost (Post-livestream Views)	80,000	3-secs Views	RM30,000	n/a
Social Media Takeover Profile Pic, Cover (FB, YT, TW, IG)	1 post	Placement	RM48,000	RM2,000	

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TIER 2 PLATFORMS					
MASHABLE JUICE IGN FREE MALAYSIA TODAY (FMT) 8TV NTV7 MYGAMEON SIRAPLIMAU VOCKET MYRESIPI TV9 THELAKI LUNARIA TONTON XTRA VIRALCHAM ROJAKLAH TONTON TANTANNEWS APP & GAMES GIRLS DAILY	SOCIAL STORY	23,000	Reads	RM40,000	n/a
	IMMERSIVE STORY	45,000	Reads	RM70,000	RM20,000
	SPOTLIGHT STORY	14,500	Reads	RM25,000	n/a
	SOCIAL VIDEO (YT + FB) (Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views.)	95,000	THRUPLAY Views (YT+FB = 50:50)	RM65,000	RM20,000
	SPOTLIGHT VIDEO	48,000	FB THRUPLAY Views	RM35,000	RM10,000
	FB Gallery Post (Engagements)	11,500	Engagements	RM20,000	RM5,000
	FB Gallery Post (Reach)	580,000	Reach	RM20,000	RM5,000
	FB Live Standard, Branded Frame, With Guest	1 post	Placement	RM35,000	RM5,000
	FB Live Crosspost (Post-livestream Views)	70,000	3-secs Views	RM25,000	n/a
	FB Post (Engagements) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	8,000	Engagements	RM15,000	RM2,000* RM5,000 (Comic, Infographic)
	FB Post (Reach) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	300,000	Reach	RM15,000	RM2,000* RM5,000 (Comic, Infographic)
	IG Post (Views) (For videos produced by any Media Prima unit)	40,000	3-secs Views	RM15,000	n/a
	FB Event Page	1 post	Placement	RM18,000	RM2,000
	IG Gallery Post	300,000	Reach	RM15,000	RM5,000
	IG Live	1 post	Placement	RM25,000	RM5,000
IG Post (Engagements) Standard, Engagement post, Social contest, Branded meme, Comic (special)	7,500	Engagements	RM13,000	RM2,000* RM5,000 (comic)	
IG Post (Reach) Standard, Engagement post, Social contest, Branded meme, Comic (special)	280,000	Reach	RM13,000	RM2,000* RM5,000 (comic)	
IG Story (No Boosting) Standard, Features (Countdown, Quiz, Emoji Slider), Templates (This/that, Tag, Bingo, Checklist)	1 post	Placement	RM13,000	RM2,000	

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	IG Story (Reach) Standard, Poll	280,000	Reach	RM13,000	RM2,000*
	IG Others (No Boosting) IG Filter, IG KOL Takeover	1 post	Placement	RM25,000	RM10,000 (IG Filter)
	FB Letterbox Video Standard, Video Banner, Video Frame	50,000	THRUPLAY Views	RM40,000	RM2,000
	IG Letterbox Video (< 1min) Standard, Video Banner, Video Frame	85,000	3-secs Views	RM30,000	RM2,000
	FB Short Social Video (Views) Stop-Motion, Typography Motion Graphics	25,000	3-secs Views	RM20,000	RM5,000
	FB Short Social Video (Reach) Stop-Motion, Typography Motion Graphics	300,000	Reach	RM20,000	RM5,000
	IG Short Social Video Stop-Motion, Typography Motion Graphics	300,000	IG Reach	RM16,000	n/a
	YouTube upload	42,500	Views	RM30,000	n/a
	TikTok Post Duet, POV, Transition, Flex check, How to tutorials, Reviews, Trending Challenge (special)	500,000	Reach	RM20,000	RM5,000
Social Media Takeover Profile Pic, Cover (FB, YT, TW, IG)	1 post	Placement	RM40,000	RM2,000	

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