



REV MEDIA GROUP CONTENT MARKETING MPA 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
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Platform	Format	Deliverables	Metric	Media Cost	Production Cost
HOTFM	SOCIAL VIDEO (YT + FB) (Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views)	85,000	THRUPLAY Views (YT+FB = 50:50)	RM60,000	RM20,000
	SPOTLIGHT VIDEO	55,000	FB THRUPLAY Views	RM45,000	RM10,000
	FB Gallery Post	10,000	Engagements	RM15,000	RM5,000
	FB Gallery Post	550,000	Reach	RM15,000	RM5,000
	FB Live	1 post	Placement	RM30,000	On request
	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)
	FB Post (Reach) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	350,000	Reach	RM15,000	RM2,000* RM5,000 (comic)
	IG Gallery Post	1,000,000	Reach	RM15,000	RM5,000
	IG Live	1 post	Placement	RM30,000	On request
	IG Post (Engagements) Standard, Engagement post, Social contest, Branded meme, Comic (special)	9,000	Engagements	RM13,000	RM2,000* RM5,000 (comic)
	IG Post (Reach) Standard, Engagement post, Social contest, Branded meme, Comic (special)	700,000	Reach	RM13,000	RM2,000* RM5,000 (comic)
	IG Story	13,000	Views	RM8,000	RM2,000*
	IG Others IG AR Filter, IG Brand Takeover	1 post	Placement	RM25,000	RM10,000 (IG Filter)
	YouTube upload	25,000	Views	RM20,000	n/a
	Letterbox Video	28,300	FB THRUPLAY Views	RM23,000	RM2,000
	FB Short Social Video Motion graphics, <1min product reviews	35,000	FB THRUPLAY Views	RM20,000	RM5,000
	FB Short Social Video Stop-motion video, Feed disruptor	600,000	Reach	RM20,000	RM5,000
IG Short Social Video	1,000,000	Reach	RM15,000	RM5,000	
TikTok Post Duet, POV, Transition, Flex check, How to tutorials, Reviews, Dance (special)	600,000	Reach	RM15,000	RM5,000	

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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FLYFM BULETINFM 8FM MOLEKFM	SOCIAL VIDEO (YT + FB) (Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views)	30,000	THRUPLAY Views (YT+FB = 50:50)	RM45,000	RM20,000
	SPOTLIGHT VIDEO	30,000	FB THRUPLAY Views	RM35,000	RM10,000
	FB Gallery Post	5,000	Engagements	RM13,000	RM5,000
	FB Gallery Post	200,000	Reach	RM13,000	RM5,000
	FB Live	1 post	Placement	RM25,000	On request
	FB Post (Engagements) Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special) (Not applicable for videos)	6,000	Engagements	RM10,000	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)	200,000	Reach	RM10,000	RM2,000* RM5,000 (comic)
	IG Gallery Post	250,000	Reach	RM13,000	RM5,000
	IG Live	1 post	Placement	RM20,000	On request
	IG Post (Engagements) Standard, Engagement post, Social contest, Branded meme, Comic (special)	4,500	Engagements	RM8,000	RM2,000* RM5,000 (comic)
	IG Post (Reach) Standard, Engagement post, Social contest, Branded meme, Comic (special)	500,000	Reach	RM8,000	RM2,000* RM5,000 (comic)
	IG Story	9,500	Views	RM5,000	RM2,000*
	IG Others IG AR Filter, IG Brand Takeover	1 post	Placement	RM20,000	RM10,000 (IG Filter)
	YouTube upload	20,000	Views	RM15,000	n/a
	Letterbox Video	25,000	FB THRUPLAY Views	RM20,000	RM2,000
	FB Short Social Video Motion graphics, <1min product reviews	25,000	FB THRUPLAY Views	RM18,000	RM5,000
FB Short Social Video Stop-motion video, Feed disruptor	350,000	Reach	RM18,000	RM5,000	
IG Short Social Video	250,000	Reach	RM13,000	RM5,000	
TikTok Post Duet, POV, Transition, Flex check, How to tutorials, Reviews, Dance (special)	400,000	Reach	RM13,000	RM5,000	

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