



malaysia**kini** kini **TV**

2021 #BizSurvival Ads Packages

[Advertorial, Online Banner, Video,
Social Media Posting]

Proposal by **FC MEDIA**



≡ AGENDA

- 1.0 **Branded Article** (Advertorial/Press Release)
Malaysiakini Branded Content (Desktop & Mobile: EN/BM/CN)
- 2.0 **Branded Video**
Format: Voxpop, Media Reporting, Event Coverage, Animation etc
- 3.0 **Online Banner** (Standard Banner)
Malaysiakini (Desktop & Mobile: EN/BM/CN)
- 4.0 **Social Media** Posting
Malaysiakini Facebook, Twitter & Instagram (EN/BM/CN)
- 5.0 **Malaysiakini #BizSurvival Special Packages**
- 6.0 **KiniTV Bulletin News** (EN/BM/CN)
Branded Capsule Insertion (News Clip)
- 7.0 **KiniTV #BizSurvival Special Packages**

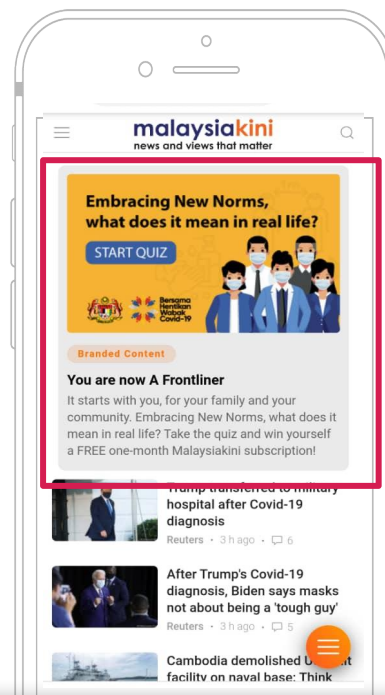
1.0 Branded Article (Press Release/Advertorial)

Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)

Included: Article page design, hosting, customise thumbnail image, title and standfirst.

Desktop Site:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content



Mobile Web:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content

*More examples of Advertorial/Branded Article: <https://www.malaysiakini.com/en/search?q=advertorial>

2.0 Video (Sponsored/Branded)

Branded/Sponsored Video: **Voxpop, Media Reporting, Virtual/Event Coverage, Animation**

Length: **1-3 min (Any language with subtitle) (With/without Host)**

Voxpop



You can have it all at Tropicana Metropark!

Animation



Kita Prihatin

KOL Opinions



Battle of Mobile Photography: "Who is the new King?"

Social Experiment



The People's Choice: Which Smartphone Reigns in Photography?



The People's Choice: Which Smartphone Reigns in Photography?

Social Experiment



The People's Choice: Which Smartphone Reigns in Photography?

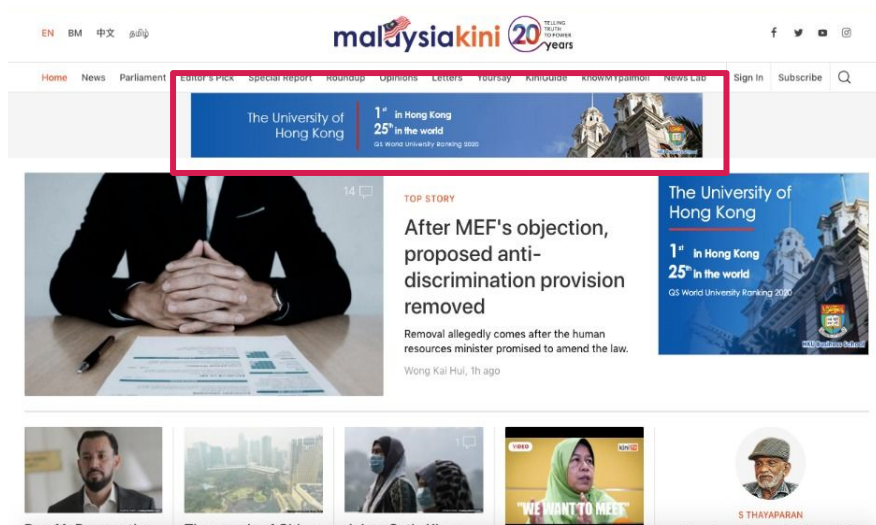


3.0 Online Banner (Standard Banner)

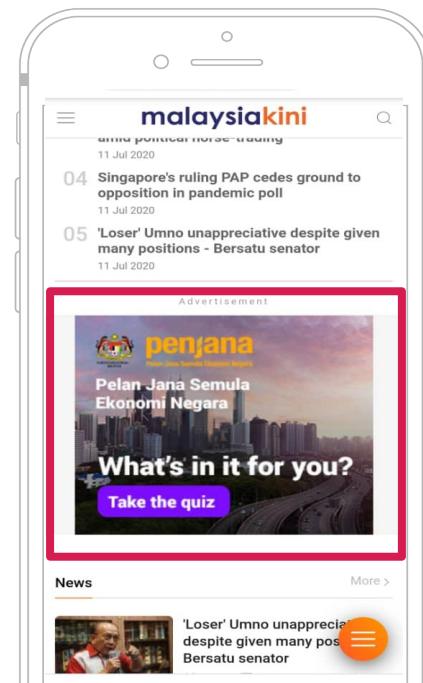
Malaysiakini (Desktop + Mobile) LeaderBoard & Medium Rectangle (EN/BM/CN)

Desktop : LeaderBoard (728x90px)
Mobile : Medium Rectangle (300x250px)

Desktop Homepage LB



Mobile Homepage MRec



*Ad units are available across Malaysiakini (EN, BM, CN & Tamil) Desktop & Mobile sites.

4.0 Social Media Posting

Malaysiakini Facebook (EN/BM/CN)

PENJANA

<https://www.facebook.com/47298465905/posts/10157504085695906/>



Malaysiakini Twitter (EN/BM)

KKMM New Norms

<https://twitter.com/malaysiakini/status/1312241809553125376>



Malaysiakini Instagram (EN/CN)

Perak Gov: Bantuan Khas Covid-19

<https://www.instagram.com/p/B98JfGcIWfP/>



*Posting is available across **Malaysiakini Facebook, Twitter & Instagram** pages.

5.0 Malaysiakini #BizSurvival Ad Package (2 Options)

No.	Ad Item	Option 1 (Inventories)	Option 2 (Inventories)
1. Branded Article	Press Release (Advertorial) <i>*Included: Article writeup, article page design & hosting (Copyright mutually own)</i> Article Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)	2 Articles (any language) 2 Weeks	4 Articles (any language) 4 Weeks
2. Branded Video	Digital Video <i>*Included: Script writing, shooting, editing (Copyright mutually own)</i> Video Publication: Malaysiakini / KiniTV Facebook, Instagram, Twitter, Youtube (EN/BM/CN)	N/A	1 Video (any language) 5 Posts (any SocMed page)
3. Online Banner	Malaysiakini (EN/BM/CN) (Desktop + Mobile) - Desktop LeaderBoard / Medium Rectangle - Mobile Medium Rectangle	1,000,000 impressions (any language site)	2,000,000 impressions (any language site)
4. Social Media Postings	Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter Posting Format: Article, Video, Images with message, URL, #hashtag Handshake with advertiser's SocMed page	10 Posts (any SocMed page)	10 Posts (any SocMed page)
Discounted Package Cost <i>(Total Worth)</i>		RM 30,000 <i>(RM 60,000)</i>	RM 50,000 <i>(RM 120,000)</i>

6.1 KiniTV Bulletin News (EN+BM+CN)

English 'Kini News'



Bahasa 'Sekilas Fakta'



Chinese 3min News '三分钟快报'



Concept And Duration

- **5 - 10 mins** for English, Malay & Chinese version
- It is a **Daily bulletin** that KiniTV released between **6-7 pm** from **Monday to Friday**
- **Will have 3 boosting times daily** (6pm, 10pm & following morning 9am), as these are the **peak times that people tune into social media**.
- Summary of **daily important news** with particular focus on **economics and political development** (topics that concerned by most of the Malaysian)

The **daily** average viewer hits

Total from
Youtube &
KiniTV

- English Daily **Kini News** : **120K**
- Bahasa Malaysia **Sekilas Fakta** : **100K**
- Chinese **三分钟快报** : **70K**

6.2 KiniTV Bulletin News (Ad Items)

Branded Capsule, Pre-Roll & Overlay (Examples)



SEKILAS FAKTA: 15 Mei 2020

McDonald: MCO CSR activity
(Branded Capsule inserted at
4.17 - 7.05)



KINI NEWS: 13 Jan 2020

Watsons: CNY Event
(Special Report inserted at
11:12-12:30)



KiniTV Bulletin News (EN+BM+CN)
Hurix's
(Pre-Roll & Overlay)

7.0 KiniTV #BizSurvival Ad Package (2 Options)

Description	Ad Items	Option 1 (Inventories)	Option 2 (Inventories)
KiniTV Bulletin News: (EN) Kini News (BM) Sekilas Fakta (CN) 3min Bulletin Publication Platforms: • KiniTV Desktop + Mobile (Bulletin News Channel) • MKini Desktop + Mobile (KiniTV section) • KiniTV Facebook LIVE (EN + BM + CN) • KiniTV Youtube	i. Branded Capsule Insertion (Video Reporting) • Video Shooting (Event/Activity) Length: 2min Any language (With/without Host) ii. Video Ads • Pre Roll & End Roll	1 Branded Capsule (1 event) (1 language news) 500,000 impressions (2 Weeks) (across 3 languages news)	2 Branded Capsules (2 Events) (1 language news) 1,000,00 impressions (4 Weeks) (across 3 languages news)
Package Cost (Total Worth)		RM 30,000 (RM 50,000)	RM 50,000 (RM 100,000)



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to Build an Independent Media Organization
& Support Press Freedom



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