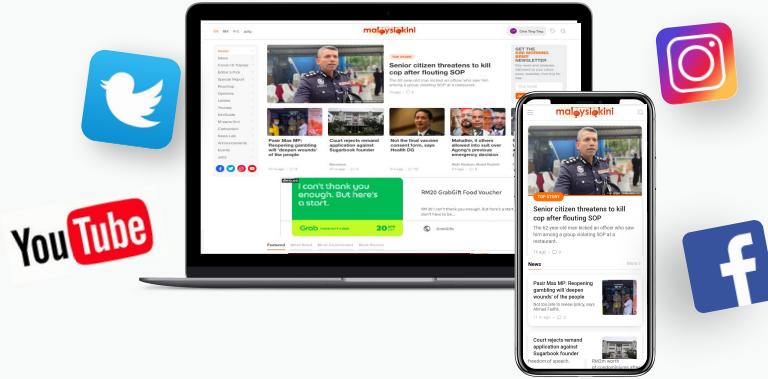


# 2021 SME Ad Packages

[Branded Article, Press Release, Video,  
Online Banner, Social Media Post]



Proposal by  **FC MEDIA**

# ☰ CONTENT

## 1.0 **Branded Article**

**Malaysiakini Branded Content** (Desktop & Mobile: EN/BM/CN)

## 2.0 **Branded Video**

Format: Voxpop, Media Interview, Media Reporting, Event Coverage etc

## 3.0 **Online Banner** (Standard Banner)

**Malaysiakini Desktop & Mobile Sites** (EN/BM/CN)

## 4.0 **Social Media** Posting

**Malaysiakini Facebook, Twitter & Instagram** (EN/BM/CN)

## 5.0 **Malaysiakini SME Ad Packages**

## 6.0 **KiniTV Bulletin News** (EN/BM/CN)

**Pre-Roll & Branded Capsule Insertion** (News Clip)

## 7.0 **KiniTV SME Ad Packages**

# 1.0 Branded Article (Placement)

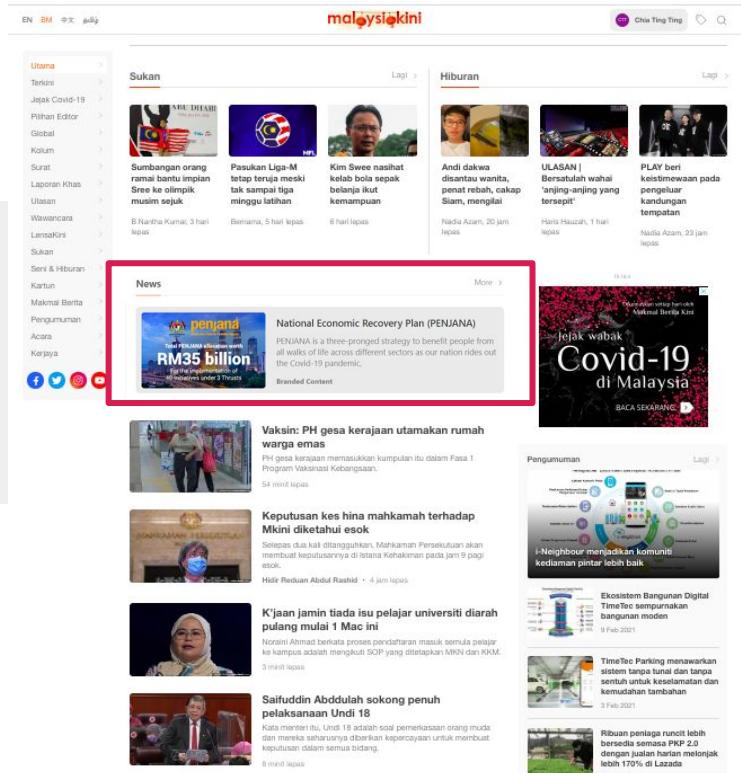
## Malaysiakini (Run of Site) Homepage Branded Content (EN/BM/CN) (Center @ News Column)

Services included: **Article write-up**, article page design, article hosting on [Malaysiakini](#)

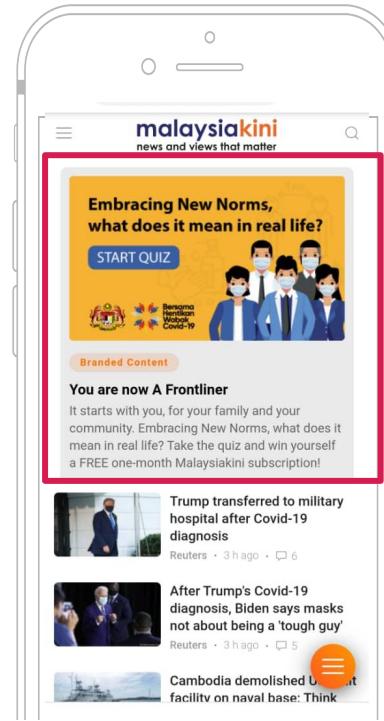
### Desktop + Mobile Branded Content

Normal Weekly Rate:  
RM10k - RM15k

\*Branded Content of  
[PENJANA \(MOF\)](#)



The screenshot shows the Malaysiakini homepage with a red box highlighting a 'Branded Content' section in the 'News' column. The section features a large image of a person in a suit and mask, with the text 'Embracing New Norms, what does it mean in real life?' and a 'START QUIZ' button. Below this, there are several news articles. One article is titled 'Vaksin: PH gesa kerajaan utamakan rumah warga emas' and another is 'Keputusan kes hina mahkamah terhadap Mkini dikenali esok'. The bottom of the page shows more news items like 'K'jaan jamin tiada isu pelajar universiti diarah pulang mulai 1 Mac ini' and 'Saifuddin Abdullah sokong penuh pelaksanaan Undi 18'.



The screenshot shows the Malaysiakini mobile application interface. A red box highlights a 'Branded Content' section in the news feed. The section features a large image of a group of people in suits and masks, with the text 'You are now A Frontliner' and 'It starts with you, for your family and your community. Embracing New Norms, what does it mean in real life? Take the quiz and win yourself a FREE one-month Malaysiakini subscription!'. Below this, there are news articles. One article is titled 'Trump transferred to military hospital after Covid-19 diagnosis' and another is 'After Trump's Covid-19 diagnosis, Biden says masks not about being a 'tough guy''.

### Desktop + Mobile Branded Content

Normal Weekly Rate:  
RM10k - RM15k

\*Branded Content of  
[New Norms \(KKMM\)](#)

# 1.0 Article Coverage (Press Release)

## Examples of Branded Article (Advertisorial/ Branded Article/ Press Release/ Media Coverage)

MyDigital

N BM 中文 தமிழ்

malaysiakini  
news and views that matter



ADVERTORIAL

29 Shares

**MyDIGITAL to transform Malaysia into a digitally-driven, high-income nation by 2030**



Published 6 Mar 2021, 12:00 am • Modified 6 Mar 2021, 2:44 pm

A+ A-

As digital technologies become increasingly prevalent, the digital economy will very soon become the foundation of the modern economy. As such, accelerating the digital economy is no longer an option but rather germane for Malaysia as a whole.

The Covid-19 pandemic has elevated the importance of the digital economy to ensure continuity in economic activities for the years to come. It has never been clearer that technology is a convenient tool for advancement in the best of times, and an essential tool of survival during the most challenging of crises, said Prime Minister Tan Sri Muhyiddin Yassin.

KWSP

N BM 中文 தமிழ்

malaysiakini  
terkini untuk anda



PENGUMUMAN

143 Shares

Bookmark

**Pengeluaran i-Sinar KWSP perlu mengambil kira keperluan sebenar dan kepentingan hari tua**



Diterbitkan 5 Jan 2021, 2:30 pm • Dikemaskini 5 Jan 2021, 6:04 pm

A+ A-

Kumpulan Wang Simpanan Pekerja (KWSP) telah membuka permohonan kemudahan **i-Sinar KWSP** kepada **dua kategori** pencarian yang membabitkan sejumlah 8 juta ahli yang layak bagi membantu mereka yang terjejas akibat wabak Covid-19.

Namun sebelum anda berbuat demikian, tiga persoalan penting di sini yang perlu anda jawab ialah: (1) Bolehkah simpanan persaraan KWSP anda bertahan sekian lama? (2) Adakah anda hanya bergantung kepada simpanan KWSP untuk membiayai persaraan anda? (3) Apakah tujuan anda mengeluarkan simpanan KWSP sebelum persaraan anda?

Air Selangor

N BM 中文 தமிழ்

malaysiakini  
terkini untuk anda



ADVERTORIAL

Bookmark

**Air Selangor berjaya turunkan kadar Air Tidak Berhasil (NRW) bagi tahun 2020 ke 28.6%, melebihi sasaran**



Diterbitkan 28 Jan 2021, 12:55 pm • Dikemaskini 28 Jan 2021, 4:28 pm

A+ A-

Air bersih tidak ternilai. Air Selangor bertekad untuk terus menurunkan kadar Air Tidak Berhasil, atau *Non-Revenue Water* (NRW), untuk memastikan air terawat yang tidak ternilai ini dapat disalurkan kepada 8.4 juta pengguna di Selangor, Kuala Lumpur dan Putrajaya tanpa pembaziran. Ia berazam untuk menurunkan kadar NRW ke tahap 25% menjelang tahun 2025, dan seterusnya ke tahap 15% menjelang tahun 2049.

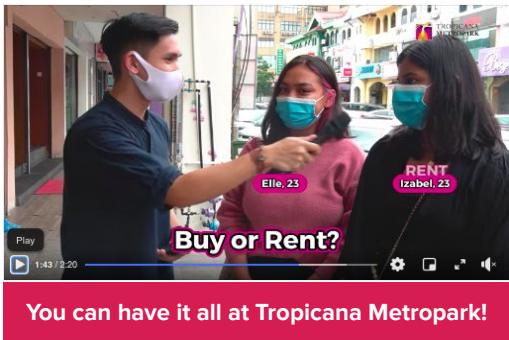
Sabtu tahun, Air Selangor telah berjaya menurunkan kadar NRW secara konsisten melalui perancangan strategik dan pelaksanaan beberapa inisiatif, khususnya inisiatif dalaman (*in-house*).

## 2.0 Branded Video (Production & Circulation)

Video Format: **Voxpop, Media Interview, Media Reporting, Event Coverage, Animation**

Video Length: **1-3 min** (Any language) (Services included: Script writing, shooting/recording, post-editing)

Tropicana Metropark (Voxpop)



Kita Prihatin, MOF (Media Interview)



Kita Prihatin, MOF (Animation)



Huawei (Social Experiment)



KVDT Project (Media Reporting)



Sime Darby Plantation (Media Coverage)



# 3.0 Online Banner (Standard Banner)

**Malaysiakini** (Run of Site) **Top LeaderBoard** or/and **Medium Rectangle** (EN/BM/CN)

**Desktop (HP/IP)  
Top LeaderBoard  
(728x90px)**

*Normal Rate:  
CPM RM20*

The screenshot shows the Malaysiakini desktop homepage. At the top, there is a red-bordered **Top LeaderBoard** banner for NEXGEN. Below it, the main news feed features several articles with small thumbnail images. A prominent green advertisement for GrabGifts is displayed below the news. The bottom of the page includes a navigation bar with links like News, Covid-19 Tracker, Editor's Pick, Special Report, Roundup, Opinions, Letters, Yousay, KiniGuide, M'sians Kini, Cartoonist, News Lab, Announcements, Events, and Jobs. There are also social media sharing icons.

The screenshot shows the Malaysiakini mobile website. It features a red-bordered **Medium Rectangle** banner for penjana. Below the banner, the news feed continues with the same layout as the desktop version. A navigation bar at the bottom includes links for News, More, Covid-19, Vaccine, Myanmar, Police, Education, and Human Rights.

**Desktop & Mobile  
(HP/IP)  
Medium Rectangle  
(300x250px)**

*Normal Rate:  
CPM RM20*

# 4.0 Social Media Posting

SocMed Pages: **Malaysiakini Facebook (EN,BM,CN), Twitter (EN,BM), Instagram (EN,CN)**

Services included: Description message, URL, #hashtag, handshake/tag with client's pages, boosting to target audience

## Malaysiakini Facebook (EN/BM/CN)

### PENJANA



Malaysiakini Published by Su Ning 191 · 3d

One of the key features under PENJANA is the Automotive Industry Boost with allocation of RM108 million.

Read more here: <https://pages.malaysiakini.com/penjana/>

PENJANA is a three-pronged strategy to benefit people from all walks of life across different sectors as our nation rides out the Covid-19 pandemic. ... See more

**DO YOU KNOW?**

100% sales tax exemption on locally assembled passenger cars including CKD models; 50% on imported cars including CBU models.

**penjana** Penjana Semua Ekonomi Negara

## Malaysiakini Twitter (EN/BM)

### KKMM New Norms



You are now A Frontliner

It starts with you, for your family and your community. Embracing New Norms, what does it mean in real life? Take the quiz and win yourself a FREE one-month Malaysiakini subscription!

Take the quiz now: [pages.malaysiakini.com/newnorms/en/](https://pages.malaysiakini.com/newnorms/en/)

**You are now A Frontliner**

Embracing New Norms, what does it mean in real life?

**START QUIZ**

Win yourself a FREE one-month Malaysiakini subscription by participating in the quiz.

12:03 PM · Oct 3, 2020 · Twitter Media Studio

## Malaysiakini Instagram (EN/CN)

### Perak Government: Bantuan Khas Covid-19



Instagram Search

**BANTUAN KHAS WABAK COVID-19**

malaysiakini • Following

malaysiakini (AD) @raizalazumu Misi dari Bantuan Khas Negeri Perak bagi memudahkan beban golongan sasar yang terjejas akibat pelaksanaan Perintah Kawalan Pergerakan selama 14 hari bermula 18 Mac 2020. Untuk maklumat lanjut tentang bantuan ini kerajaan negeri Perak telah meluluskan peruntukan lebih RM7 juta bagi tujuan ini.

enazurinsky 4d Reply

nurul\_mustafa92 4d Like

491 likes 4 DAYS AGO

Add a comment... Post

Normal Rate: RM 2,000 Per Post

## 5.0 Malaysiakini SME Ad Packages (3 Options)

No.	Ad Item	Option 1	Option 2	Option 3
1. Branded Article	<p><b>Branded Article (Advertorial)</b> Length: ~1,000 words (any language)</p> <p>Article Publication: <b>Malaysiakini (ROS)</b> Homepage <b>Branded Content</b> (EN/BM/CN) Placement</p>	<p><b>1 Article</b> (Provided by client)</p> <p><b>1 Day</b></p>	<p><b>1 Article</b> (Write-up included)</p> <p><b>1 Week</b> (Est: &gt; 1,500 Reads)</p>	<p><b>2 Articles</b> (Write-up included)</p> <p><b>2 Weeks</b> (1 article/week) (Est. &gt; 3,000 Reads)</p>
2. Branded Video	<p><b>Digital Video</b> (Video's copyright is mutually owned)</p> <p>Video Publication: <b>Malaysiakini / KiniTV</b> (EN/BM/CN) <b>Facebook, Instagram, Twitter, Youtube</b></p>	N/A	N/A	<p><b>1 Video</b></p> <p><b>5 Posts</b> (Est. &gt; 10,000 Views)</p>
3. Online Banner	<p>Ad Units: <b>Malaysiakini (ROS)</b> (EN/BM/CN)</p> <p><b>LeaderBoard</b> and/or <b>Medium Rectangle</b></p> <p>*Included: <i>Banner design, ad serving &amp; result tracking (DFP)</i></p>	N/A	<p><b>700,000 impressions</b> (any site/s) (~2 weeks)</p> <p>(Est: &gt; 700 Clicks)</p>	<p><b>1,500,000 impressions</b> (any site/s) (~4 weeks)</p> <p>(Est: &gt; 1,500 Clicks)</p>
4. Social Media Post	<p>SocMed Pages: <b>Malaysiakini / KiniTV</b> (EN/BM/CN)</p> <p><b>Facebook, Instagram, Twitter</b></p> <p><i>Posting Format: Article, Video, Images with message, URL, #hashtag, Handshake/tag with client's pages, boost etc</i></p>	<p><b>3 Posts</b> (any page/s)</p>	<p><b>5 Posts</b> (any page/s)</p> <p>(Est. &gt; 30,000 Reach)</p>	<p><b>5 Posts</b> (any page/s)</p> <p>(Est. &gt; 30,000 Reach)</p>
<i>Discounted Package Cost (Total Worth) (Discounted %)</i>		<b>RM 5,000</b> <small>(RM 7,000) (-28.5%)</small>	<b>RM 15,000</b> <small>(RM 35,000) (-57%)</small>	<b>RM 25,000</b> <small>(RM 82,000) (-69%)</small>

**\*T&Cs:** All special discounted packages are valid until 30 June 2021. Full/Half upfront payment is required.

# 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 **6-8 pm from Monday to Friday**
- Will have **3 boosting times daily** (7pm, 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 Views

## Publication Platforms

- English Daily **Kini News : 70K**
- Bahasa Malaysia **Sekilas Fakta : 80K**
- Chinese **三分钟快报 : 50K**

## Publication Across:

- KiniTV Desktop & Mobile (EN, BM, CN)**
- KiniTV Facebook (EN, BM, CN)**
- KiniTV Youtube**
- Malaysiakini (KiniTV Section)**

## 6.2 KiniTV Bulletin News Ad Items

### i) Branded Capsule (Insertion)

News-clip from Media Interview/Reporting to be inserted as **Branded Capsule** in KiniTV Bulletin News



McD CSR activity

(Branded Capsule inserted at 4.17 - 7.05)



Watsons CNY Event

(Special Report inserted at 11:12-12:30)

### ii) Pre-Roll (clickable) or Opening Montage (non-clickable)

TVC/Video Ad (< 30sec) will insert as Pre-roll/Opening Montage **across** KiniTV Bulletin News or across all Videos



### iii) Overlay (animation/static image, non-clickable)

Client's Product/Logo/Promo Code to **displayed on the screen for ~15 sec, (2-3 times)** throughout the Bulletin News video.



## 7.0 KiniTV SME Ad Packages (3 Options)

Programme	Ad Item	Option 1	Option 2	Option 3
<b>KiniTV Bulletin News</b> <b>(EN) Kini News</b> <b>(BM) Sekilas Fakta</b> <b>(CN) 3min Bulletin</b>	<b>i. Branded Capsule Insertion</b> <ul style="list-style-type: none"> <li><b>Branded Capsule Insertion</b> <i>(Included video production of Media Reporting format)</i></li> </ul> <p>Video-clip Length: <b>2min</b> (any language)</p>	N/A	<b>1 x Branded Capsule</b> (Video Production Included)	<b>2 x Branded Capsule</b> (Video Production Included)
Publication Platforms: + <b>KiniTV Desktop + Mobile</b> (EN,BM,CN) Bulletin Channel + <b>KiniTV Facebook</b> (EN/BM/CN) + <b>KiniTV Youtube</b> + <b>MKini Desktop + Mobile</b> (EN/BM/CN) KiniTV Section	<b>ii) Pre-Roll (clickable) or Opening Montage (non-clickable)</b> <ul style="list-style-type: none"> <li><b>TVC/Video Ad (&lt; 30sec)</b> <i>(Provided by client)</i></li> </ul>	<b>200,000 impressions</b> (1 Week)	<b>400,000 impressions</b> (2 Weeks)	<b>1,000,000 impressions</b> (6 Weeks)
	<b>iii) Overlay</b> (animation/static image, non-clickable) <ul style="list-style-type: none"> <li><b>Product/Logo/Promo Code to display</b> on screen for <b>"15 sec</b> <i>(Material provided by client)</i></li> </ul>	<b>1 Week</b>	<b>2 Weeks</b>	<b>4 Weeks</b>
	<i>Discounted Package Cost</i> <i>(Total Worth) (Discounted %)</i>	<b>RM 5,000</b> (RM 10,000) (-50%)	<b>RM 10,000</b> (RM 30,000) (-66%)	<b>RM 20,000</b> (RM 70,000) (-71%)

**\*T&Cs:** All special discounted packages are valid until 30 June 2021. Full/Half upfront payment is required.

## CONTACT US

To create native content that is relevant, useful and appropriate  
for the targeted audience.

Reaching to a wider informed and affluent readers across Malaysiakini :  
**400,000 daily users , 14 mil monthly pageviews , 6.5 mil SocMed followers**



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