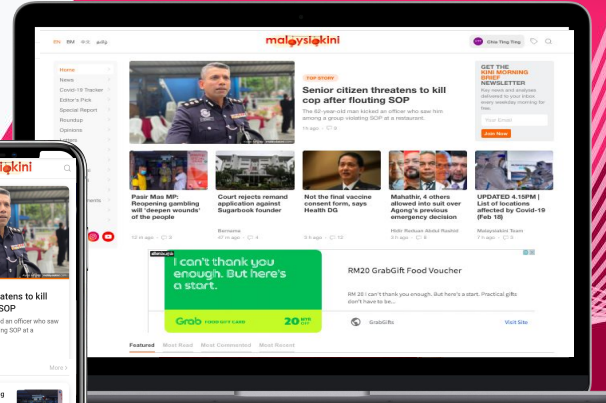
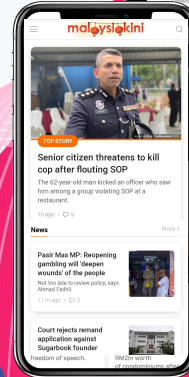


malaysiakini

2024 Bundle Ad Packages

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

Proposal by  **MEDIA**



≡ **CONTENT**

1.0 **Branded Article**

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

2.0 **Branded Video**

Voxpop, Media Interview, Media Reporting, Event Coverage etc (EN/BM/CN)

3.0 **Online Banner**

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

4.0 **Social Media** Posting

Malaysiakini Facebook, X & Instagram (EN/BM/CN)

5.0 **Bundle Ad Packages 2024**

1.1 Branded Article Write-up

Examples of **Branded Article** (Advertorial / Media Interview / Event Reporting) (Article's is mutually owned with client)

LOTUS'S



Lotus's Malaysia melengkapkan penjenamaan semula & menggunakan teknologi untuk memaksimumkan kemudahan pembelian

Diterbitkan: Mar 11, 2022 10:55 AM - Dikemaskini: Jul 19, 2022 6:25 PM

Lotus Stores (Malaysia) Sdn Bhd (Lotus's Malaysia) rangkaian pasar raya besar terkemuka di Malaysia, hari ini mengumumkan bahawa ia telah menyelesaikan penjenamaan semula 62 bekas stor Tesco dan penggunaan platform teknologinya untuk melahirkan keceriaan SMART pada setiap hari kepada pengguna.

Pelancaran Nasional rasminya telah disempurnakan oleh Yang Berhormat Dato Sri Alexander Nanta Linggi, Menteri Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia di Lotus's Ampang pada hari ini. Lotus's juga memperkenalkan platform baharu dalam talian Lotus's yang menggabungkan kedua-dua program kesetiaan dan platform dalam talian Lotus's ke dalam satu aplikasi, memberikan pengguna pengalaman *phygital* yang menarik dalam membeli-beh.



DIGITAL NASIONAL BERHAD



Connecting the Rakyat to the future

Published: Dec 16, 2021 7:11 PM - Updated: Jan 14, 2022 4:44 PM

5G is here for Keluarga Malaysia



KWSP



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

Diterbitkan: Jan 9, 2021 2:50 PM - Dikemaskini: 6:04 PM

Kumpulan Wang Simpanan Pekerja (KWSP) telah membuka perhormatan kemudahan i-Sinar KWSP kepada dua kategori penacur 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?

Kaji situasi semasa anda



HASIL



Masih ada cukai tertunggak? LHDNM beri 5 tip untuk menyelesaikan cukai anda sebelum tahun 2023

Diterbitkan: Dec 9, 2022 4:22 PM - Dikemaskini: Dec 13, 2022 12:38 PM

Penghujung tahun 2022 hampir tiba. Biasanya bagi kebanyakan individu, mereka akan mula mengkaji dan meneliti kedudukan kewangan semasa mereka.

Begitu juga untuk sesebuah syarikat atau organisasi, mereka akan mengatur semula perbelanjaan bulanan agar perolehan pendapatan dapat meneruskan kelangsungan hidup dan perniagaan pada tahun hadapan.

Di sebalik mengatur kedudukan kewangan, mungkin ada dalam kalangan kita akan terlupa atau mengabaikan tanggungjawab membayar cukai yang sepatutnya dilaksanakan kepada Lembaga Hasil Dalam Negeri Malaysia (LHDNM) dalam tempoh yang ditetapkan.

Kesan tunggakan cukai

1.2 Branded Article Publication

Malaysiakini (Desktop & Mobile) Homepage **Branded Content #1** (EN/BM/CN)

Services included: **Article write-up**, article page design, article hosting on [Malaysiakini](https://www.malaysiakini.com)

Desktop
Branded Content

malaysiakini news and views that matter

TOP STORY

Do you have enough for retirement? Let's find out

Understand the effects of early EPF withdrawal with this interactive calculator.

Kini News Lab is live seconds ago

Kini Morning Brief

Get Key News and Analyses

Sent to your inbox every weekday

Enter your email

JOIN NOW

Teresa Kok: Saravanan, did I hit nail on the head?

Confidential data of M'sian employers exclusive rights of private firm

Howard Lee hits out at MCA for 'glorifying an extremist party'

Human Resources Ministry's portal developer linked to recruitment agency

Covid-19 (April 3): 12,380 new cases, 30 fatalities

UCSI University OPEN DAY

TOP 350

100% Scholarship

9 & 10 APRIL 16 & 17 10am-6pm

100% Scholarship

MAY INTAKE

Apply now with your Trial / General Results!

100% Scholarship

Featured Most Read Most Commented Recent Specials

01 The photographer who took the path less travelled

02 Former top parathlete struggles to make ends meet

03 Parliament attendance: Some leaders set bad examples

Discover the brand new BAC Education SuperSite!

Get up-to-date information on entry requirements, course structures, scholarships, bursaries and more

Mobile
Branded Content

malaysiakini news and views that matter

Sidec's Selangor Startup Day shine spotlight on thriving startup communities

BRANDED CONTENT

Sidec's Selangor Startup Day showcases thriving startup communities

9 startups from Pitch Malaysia USA Series take centre stage!

News More →

Exposed: Shackles of rampant modern-day slave trading

EXCLUSIVE | How traffickers sell workers, take commissions from their hourly wages uncovered.

2.0 Branded Video Production & Circulation

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

Video Length: **1-3 min** (Any language) (Services included: Script writing, shooting/recording, post-editing) (Video's is mutually owned with client)

BANK ISLAM
Travelogue



INDAH WATER KONSORTIUM
Mini Documentary



MPN
Media Reporting



PMO
Media Interview



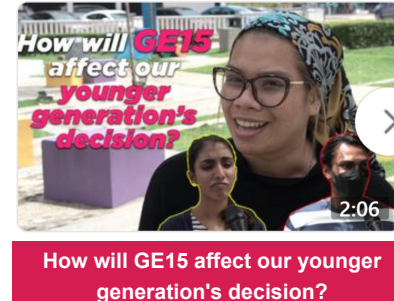
HASIL
Educational/Animation



MCDONALD
Event Coverage



RC RESIDENCES
Voxpop



MOF
Voxpop



3.0 Online Banner

Malaysiakini (Desktop) **Billboard** or/and (Mobile) **Medium Rectangle** (EN/BM/CN)

malaysiakini
news and views that matter

EN BM ZH TA

TOP STORY

Fahmi: Wan Fayhsal should zip it

UPDATED 11:54AM | Communications minister confirms no draft agreement on constituency funds.
Zariah Morden, Shakira Buang · 1h ago · 7

Kini Morning Brief

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JOIN NOW

Citizenship issue: 'Not everything NGOs say is right' – Saifuddin

Wan Fayhsal claims PM sent rep to present draft on funding to Hamzah

Akmal gets KK Mart to remove banner featuring Malacca CM

Saifuddin: We want Anwar to serve second term as PM

COMMENT | Why does Umno want to destroy KK Mart?

(Desktop) Homepage Billboard

Featured Most Read Most Commented Recent Specials More

01 Bersih 6 just a trigger point away, chairperson warns govt

KINGGUIDE | What to do when stopped by police

KINGGUIDE | Mirzan and Mokhzani Mahathir's wealth

Want to grow your brand but need some help?

5.87M Unique Visitors

7.9M Followers

Branded Content

malaysiakini Expand your reach to Malaysiakini!

malaysiakini
news and views that matter

EN BM ZH TA

TOP STORY

Fahmi: Wan Fayhsal should zip it

UPDATED 11:54AM | Communications minister confirms no draft agreement on constituency funds.
Zariah Morden, Shakira Buang · 1h ago · 7

(Mobile) Homepage / Insidepage Medium Rectangle

News More →

Citizenship issue: 'Not everything NGOs say is right' – Saifuddin

Govt, rights groups must find common ground on remaining amendments, says minister.

4.0 Social Media Posting

SocMed Pages : **Malaysiakini Facebook** (EN,BM,CN), **X** (EN,BM), **Instagram** (EN,CN), **LinkedIn** (EN), **TikTok** (EN,BM)
Services included: **Article/Video/Images** with description message, URL, #hashtag, handshake/tag with client's pages,
Boosting to target audience is available.

Facebook (EN/BM/CN)

Malaysiakini
Paid Partnership · October 11, 2022

How much do you know about Air Selangor? Take the quiz and stand a chance to win GSC Aurum, 4DX, Onyx or 2D movie tickets. There are also plenty of GrabFood vouchers to be given away.

Take the quiz here: <https://pages.malaysiakini.com/airselangor/> — with Air Selangor.

How much do you know about Air Selangor?

Start Quiz

Stand a chance to win
GSC movie tickets or
GrabFood vouchers!
Before 11 Nov 2022

Brought to you by **Air Selangor**

X (EN/BM)

malaysiakini.com
@malaysiakini

[AD] Still have outstanding taxes? Want to make an e-Appointment with IRBM officers?

With MyTax, you can now solve any doubts about your taxes, at your convenience.

Tersalah lapor cukai?

Cukai bagi peniaga online?

1:47 | 5,501 views |atory for online merchants to pay tax for their digital business!

IRBM matters now made easy!
For more information, head to <https://mytax.hasil.gov.my/> or download the MyTax application on Apple App Store, Google Play Store or Huawei App Gallery.

1:00 PM · Jan 3, 2023

5,981 Views 2 Likes

Instagram (EN/CN)

MALAYSIAKINI
Posts

View all 5 comments
26 May · See Translation

malaysiakini

Youth PARLIAMENTARY DEBATHON 2023
Changemaker Partner
THE BODY SHOP

Motion Topic: Implementation of Parental Leaves in Malaysia?

STAY TUNED FOR THE LIVESTREAM TOMORROW

27 May 2023 | 2.30PM - 4.30PM

LinkedIn (EN)

Malaysiakini
4,309 followers

Exciting news, folks! 🎉 We've just released an additional 30 tickets for the highly-anticipated SME Growth Summit 2023, from RM288!

Don't miss your chance to join us for this game-changing event! 🏆 Head over to https://mk.my/SME2023_R1 to secure your spot now. Hurry, tickets are selling fast and it's first come, first served! 🚀

SME Growth Summit 2023 – 9 & 10 May @ Avante Hotel PJ

#SMEGrowthSummit2023 #GameChanger #LimitedTickets #FirstComeFirstServed

SUMMIT

30 Tickets at Early Bird rate from **RM288**

Act Fast!

9 - 10 MAY 2023
AWANTE HOTEL PETALING JAYA

GET THE TICKET NOW

mk.my/smegrowth

ME GROWTH SUMMIT
9 & 10 MAY 2023
AWANTE HOTEL PETALING JAYA

DATE GROWTH
9 & 10 MAY 2023
AWANTE HOTEL PETALING JAYA

DATE GROWTH
9 & 10 MAY 2023
AWANTE HOTEL PETALING JAYA

Additional 30 Tickets
Limited time only from RM288

Additional 30 Tickets
Limited time only from RM288

Tik Tik posting (EN, BM)

553

[AD] YDPA, Putera Mah...

5.0 Malaysiakini Bundle Ad Packages 2024

*15% agency commission is applicable.

No.	Ad Item	Option 1	Option 2	Option 3
1. Branded Article	<p>Branded Article <i>(Article's copyright is mutually owned)</i> Length: ~1,000 words (Language: EN/BM/CN)</p> <p>Article Publication (Guarantee Result) Malaysiakini (D+M) Homepage Branded Content #1 (50% SOV) Malaysiakini (EN/BM/CN) Facebook, X, Instagram, LinkedIn</p>	<p>1 Article Write-up</p> <p>Est. > 5,000 Reads</p> <p>1 Week 5 Posts</p>	<p>1 Article Write-up</p> <p>Est. >5,000 Reads</p> <p>1 Week 5 Posts</p>	<p>2 Articles Write-ups</p> <p>Est. >10,000 Reads</p> <p>2 Weeks (1 week/article) 10 Posts (5 posts/article)</p>
2. Branded Video	<p>Branded Video <i>(Video's copyright is mutually owned)</i> Length: 2 min (Full Video), < 90 Sec (Short Reel)</p> <p>Video Publication (Guarantee Result) Malaysiakini (EN/BM/CN) Facebook, X, TikTok KiniTV (EN/BM/CN) Facebook, Youtube</p>	N/A	<p>1 Video x 2 Clips (Full Video & Short Reel)</p> <p>Est. >100,000 Views</p> <p>10 Posts (5 posts/short reel) (5 posts/full video)</p>	<p>2 Videos x 2 Clips (Full Video & Short Reel)</p> <p>Est. >200,000 Views</p> <p>20 Posts (5 posts/short reel) (5 posts/full video)</p>
3. Online Banner	<p>Ad Units: Malaysiakini (EN/BM/CN) (Desktop & Mobile) Homepage Billboard, Insidepage Medium Rectangle</p>	N/A	500,000 impressions (any site/s) (~2 weeks)	1,000,000 impressions (any site/s) (~4 weeks)
4. Social Media Post	<p>SocMed Pages: Malaysiakini / KiniTV (EN/BM/CN) Facebook, Instagram, X, Youtube, TikTok</p> <p>Posting Format: Article/Video/Images with message, URL, #hashtag, Handshake/tag with client's pages, boost tbc <i>*Posting content is provided by client, or produced by Kini.</i></p>	<p>5 Posts (any page/s)</p>	<p>5 Posts (any page/s)</p> <p>Est. >50,000 Reach</p>	<p>10 Posts (any page/s)</p> <p>Est. >100,000 Reach</p>
<p>Discounted Package Cost <i>(Total Worth) (Discounted %)</i></p>		<p>RM 20,000 <i>(RM 37,000) (-46%)</i></p>	<p>RM 45,000 <i>(RM 107,000) (-58%)</i></p>	<p>RM 80,000 <i>(RM 214,000) (-63%)</i></p>

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** :

~5 mil Users monthly , ~50 mil Pageviews monthly , >9.1 mil SocMed Followers

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