Suaramerdeka.com.my

With close to **2 million** unique visitors in first half of 2020, suaramerdeka.com.my, one of the leading news portal in Malaysia which provide a fast growing audiences platform.

Covering the latest local news, inclusive politics, economy, entertainment, sports and human interest capture new audiences especially young adults which choose suaramerdeka.com.my as their preferred digital news portal.

SuaraMerdeka.com.my inviting brands owner to work together with us in promoting their products and services.

We are firm believers in our digital content and how it can translate into your business growth.

Google Analytics (Jan-May2020)

- **4,514,055** Total Pages Viewed
- **1,910,391** Total Unique Visitors

6,259 Likes

1,763 Followers
Audience Demographic
Age & Gender

IN TOTAL 3,838,125 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 31st MAY 2020)
Audience Demographic
Geo-Location

94.4%
MALAYSIA

63.74%
KUALA LUMPUR

4.27%
JOHOR

3.10%
SARAWAK

1.92%
PENANG

1.18%
MELAKA

14.69%
SELANGOR

3.39%
SABAH

2.09%
PERAK

1.23%
KEDAH

1.10%
NEGERI SEMBILAN

1.54% UNITES STATES
1.47% SINGAPORE
0.77% INDONESIA
1.82% OTHERS

IN TOTAL 3,838,125 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 31st MAY 2020)
Audience Demographic Interest

**Affinity Category**
65.61% of total users
- Shoppers/Value & Luxury
- News & Politics
- Food & Dining
- Lifestyle & Hobbies
- Entertainment
- Beauty & Wellness
- Sport & Fitness

**In-Market Segment**
55.38% of total users
- Gift & Occasion
- Education
- Travel & Trips
- Real Estate
- Financial Services
- Autos & Vehicles
- Employment

**Other Category**
64.09% of total users
- Entertainment
- News/Politics
- Sports
- Law & Government
- Food & Drinks
- Books & E-Books
- Finance Aid & Government Grants

In total 3,838,125 sessions
Source from Google Analytics (1st Jan – 31st May 2020)
Audience Demographic Devices

IN TOTAL 3,838,125 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 31st MAY 2020)
## Type Of Advertisement
### Banners Display Ads

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Weekly Rate</th>
<th>Monthly Rate</th>
<th>Banner Size</th>
<th>File Size / Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>RM3,000</td>
<td>RM7,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Leaderboard</td>
<td>RM3,000</td>
<td>RM7,000</td>
<td>Desktop: 728(w) x 90(h) pixels &amp; Mobile: 320(w) x 50(h) pixels</td>
<td>&lt; 50KB JPEG / GIF</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>RM2,000</td>
<td>RM5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Rectangular</td>
<td>RM2,000</td>
<td>RM5,000</td>
<td>3300(w) x 250(h) pixels</td>
<td></td>
</tr>
<tr>
<td>Bottom Rectangular</td>
<td>RM2,000</td>
<td>RM5,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Type Of Advertisement
## Content & Social Media

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Rate</th>
<th>Particular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial / Native Advertising</td>
<td>RM3,000</td>
<td>Minimum of one weeks to be remained on the portal</td>
</tr>
<tr>
<td>Video Story</td>
<td>RM5,000</td>
<td>Minimum of 10 - 60 mins live video depend on the event requirement</td>
</tr>
<tr>
<td>Live Telecast : Event Coverage</td>
<td>RM7,000</td>
<td><em>The quality of the video is subject to telco's signal coverage in the area</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>*Video will be edited and shared in our digital platform</td>
</tr>
</tbody>
</table>

## Social Media Posting

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>SocMed RM2,000</td>
<td>/post</td>
</tr>
<tr>
<td>YouTube</td>
<td>Product Review</td>
<td>RM 5,000 /product</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Branded Content SM-Intro Package

PACAKAGE 1 – RM5,000.00

- 1x : Interview article that will also share into Facebook & Instagram
- 1x : Video Interview that will also share into YouTube, Facebook, Instagram + IGTV
- 1x : Article (client’s focus topic)
- 2 weeks : ROS Leaderboard banner
Branded Content SM-Intro Package

**PACKAGE 1 – RM10,000.00**

- 2x : Video Interview that will also share into YouTube, Facebook, Instagram + IGTV
- 2x : Interview article (same video interview will be converted into article)
- 2x : Article (client’s focus topic)
- 6 weeks : ROS Leaderboard banner
## Branded Content SM-Intro Package

### PACKAGE 1 – RM20,000.00

- 4x : Exclusive video interview that will also share into YouTube, Facebook, Twitter & Instagram + IGTV
- 4x : Interview article (same video interview will be converted into article) and will share into Facebook, Twitter & Instagram
- 10x : Article (client’s focus topic)
- 20 weeks : Leaderboard banner
- Corporate / Campaign logo to be feature in all related article’s / video story (subject to editor’s discretion and approval)
- Special widget banner with client’s corporate/campaign logo with duration of 3 month to keep all client’s related articles, pictures & videos in one place
PAYMENT TERMS

Suara Merdeka is a media brand asset under the LINTAQ DIGITAL SDB BHD (1354148-K). All payment is strictly by cheque/online transfer and made payable to LINTAQ DIGITAL SDN BHD.

BANK: MAYBANK
BRANCH: BANDAR SRI PERMAISURI
A/C NO.: 564762317345