



SUARAMERDEKA

www.suaramerdeka.com.my

Media Kit 2020



Suaramerdeka.com.my

With more than **2 million** unique visitors in first half of 2020, suaramerdeka.com.my, one of the leading new 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-Jun2020)

5,403,311 Total Pages Viewed
2,340,653 Total Unique Visitors



6,485 Likes
8,639 Followers



1,776 Followers



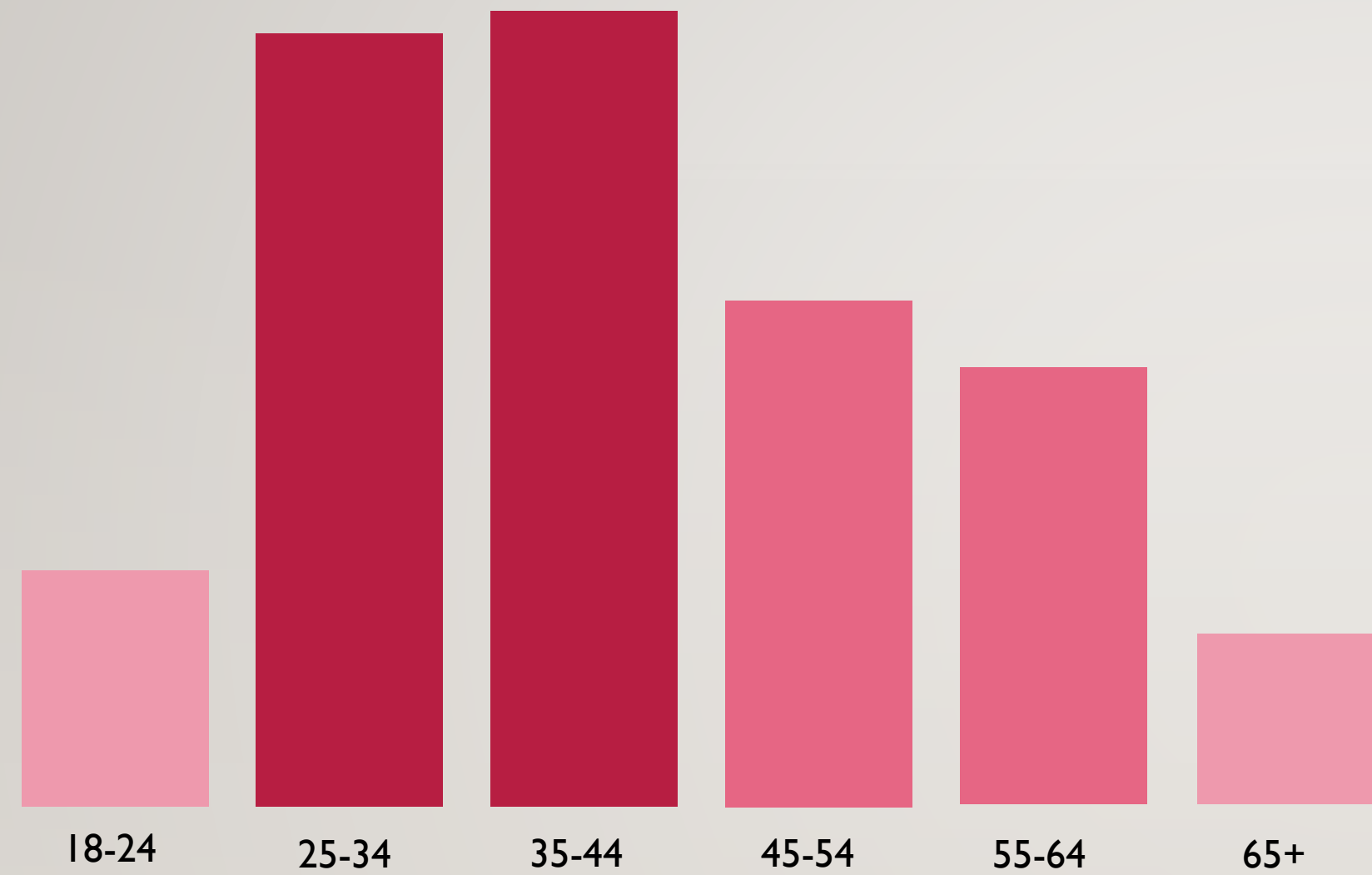
313 Followers



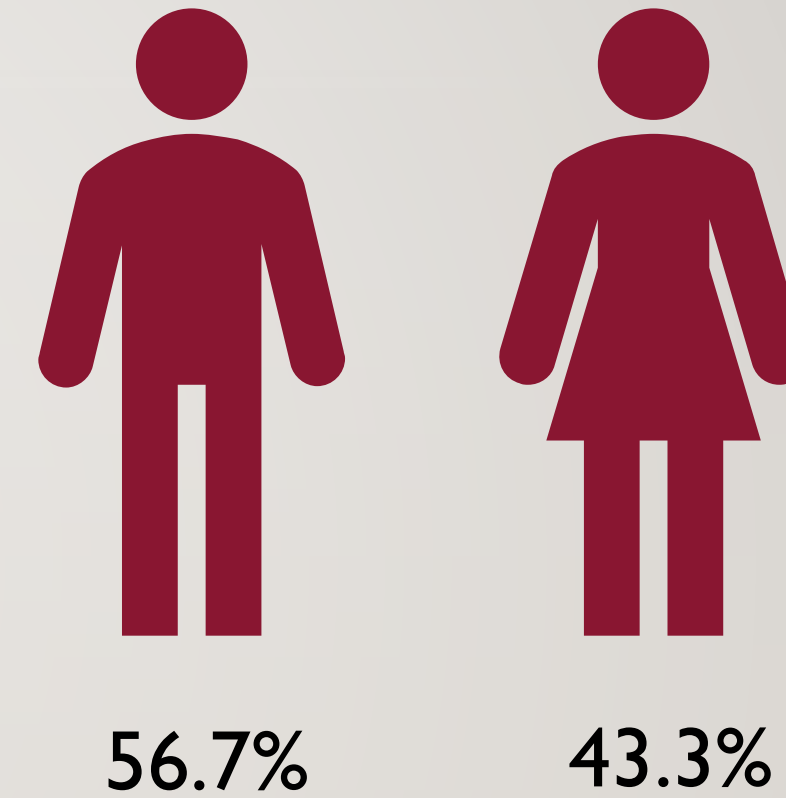
674 Subscribers



Audience Demographic Age & Gender



Age



Gender

IN TOTAL 4,549,763 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 30th JUNE 2020)





Audience Demographic Geo-Location

94.4%
MALAYSIA

1.69%
UNITES STATES

1.49%
SINGAPORE

0.73%
INDONESIA

1.82%
OTHERS

61.39%
KUALA LUMPUR

17.00%
SELANGOR

4.32%
JOHOR

3.29%
SABAH

2.98%
SARAWAK

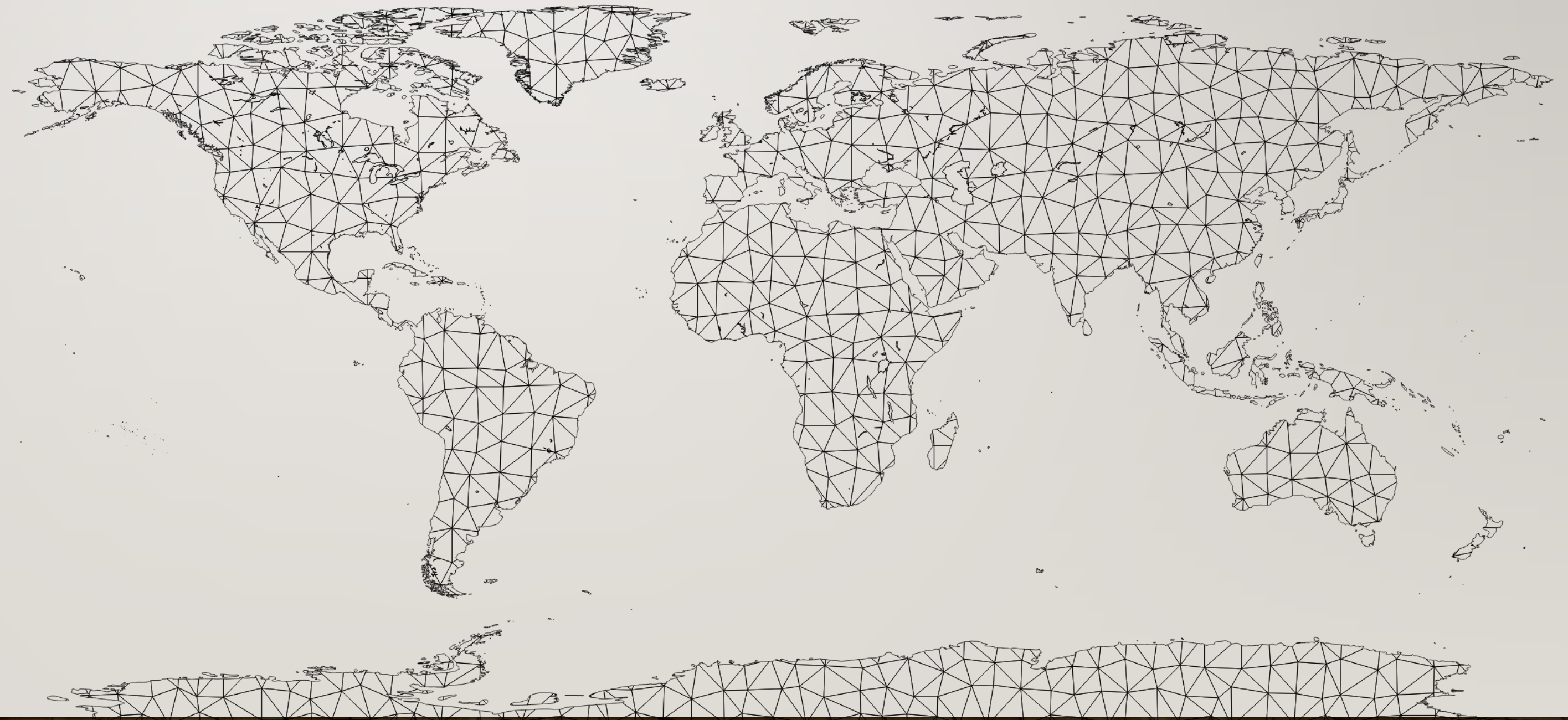
2.11%
PERAK

1.92%
PENANG

1.29%
KEDAH

1.18%
NEGERI SEMBILAN

1.17%
MELAKA



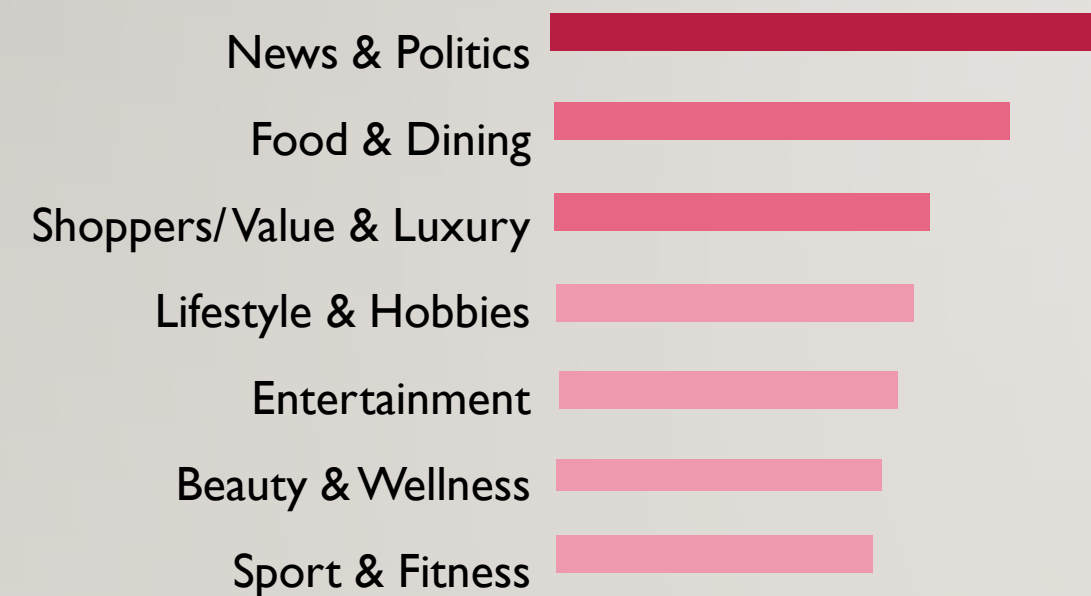
IN TOTAL 4,549,763 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 30th JUNE 2020)



Audience Demographic Interest

Affinity Category

64.72% of total users



In-Market Segment

54.20% of total users



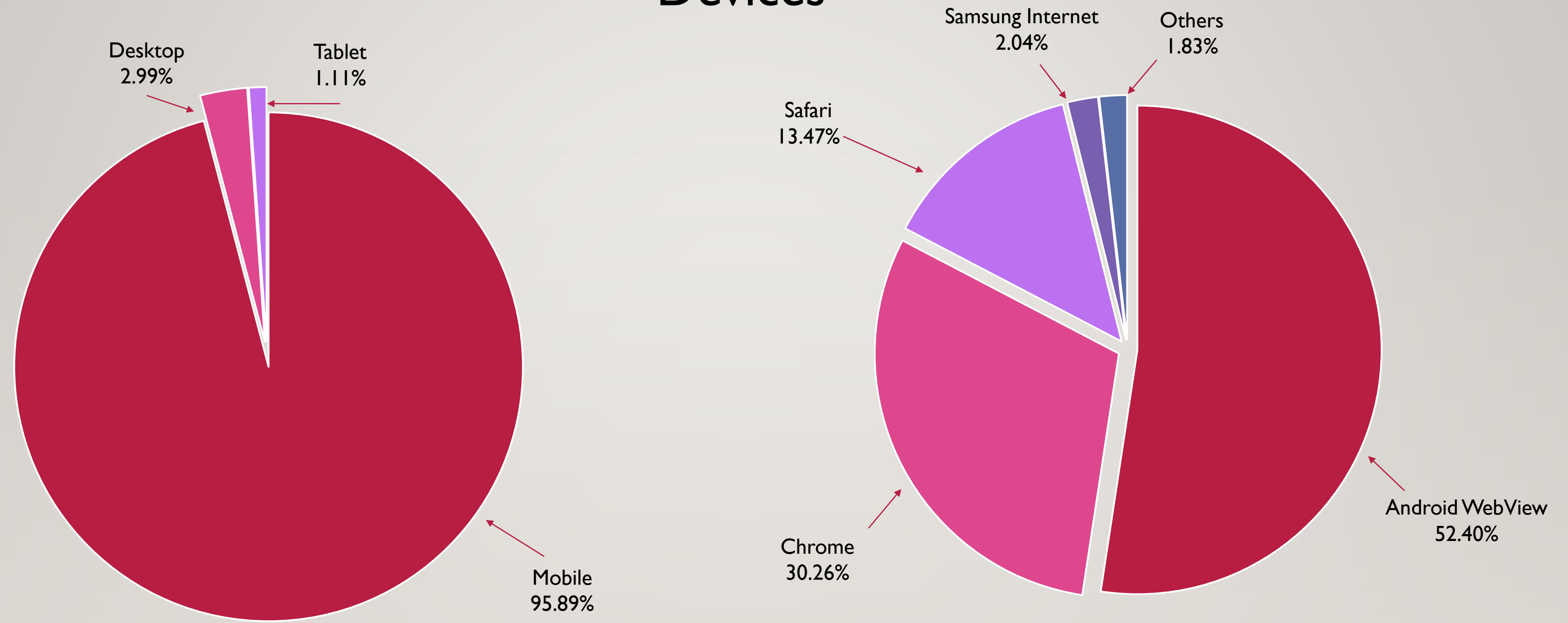
Other Category

63.24% of total users





Audience Demographic Devices



IN TOTAL 4,549,763 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1ST JAN – 30TH JUNE 2020)





Type Of Advertisement Banners Display Ads

Ad Unit	CPM	Weekly Rate	Monthly Rate	Banner Size	File Size / Format
Top Leaderborad	RM25	RM3,000	RM9,000	Desktop : 728(w) x 90(h) pixels & Mobile : 320(w) x 50(h) pixels	< 50KB JPEG / GIF
Middle Leaderboard	RM25	RM3,000	RM9,000		
Bottom Leaderboard	RM20	RM2,000	RM6,000		
Top Rectangular	RM25	RM3,000	RM9,000	330(w) x 250(h) pixels	
Bottom Rectangular	RM20	RM2,000	RM6,000		



Type Of Advertisement Content Advertising

Ad Unit	Rate	Particular
Advertorial / Native Advertising	RM 3,000	Material content / story board must be submitted one (1) week earlier before the insertion date.
Portal Video Post	RM5,000	
Live Telecast : Event Coverage	RM7,000	Minimum of 10 - 60 mins live video depend on the event requirement *The quality of the video is subject to telco's signal coverage in the area *Video will be edited and shared in our digital platform
Microsite	RM10,000	Serving, managing content and maintenance cost for a month.



Type Of Advertisement

Social Media Post & Engagement

Ad Unit	Rate	Particular
Facebook : Content Post	RM2,000 per post	Material content / story board must be submitted one (1) week earlier before the insertion date.
Facebook & YouTube: Video Post & Product Review	RM5,000 per video post	
Facebook : Story	RM500 per post	Material/link must be submitted two (2) days before the insertion date.
Instagram Post	RM2,000 per post	Material/link must be submitted two (2) days before the insertion date.
Instagram Story Post	RM500 per post	
Instagram Product Review	RM3,000 per post	Material content / story board must be submitted one (1) week earlier before the insertion date.
Twitter : Content Post	RM2,000 per post	Material/link must be submitted two (2) days before the insertion date.



Branded Content SM-Intro Package

PACKAGE 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

Original Total Value : RM17,000

Discount Given: 71%

Return On Investment: 3.4



Branded Content SM-Intro Package

PACAKGE 2 – 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

Original Total Value : RM40,000

Discount Given: 75%

Return On Investment: 4.0



Branded Content SM-Intro Package

PACKAGE 3 – 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

Original Total Value : RM162,000

Discount Given: 88%

Return On Investment: 8.1

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

*Thank
you!*



www.suaramerdeka.com.my

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