



# REV MEDIA GROUP CONTENT MARKETING MPA BUY

**2024/2025**

Effective from July 2024

## RATE CARD

**MEDIA PRIMA OMNIA SDN. BHD.**

(436623-M)

Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur

Email: [solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my)

Website: [www.mediaprimaomnia.my](http://www.mediaprimaomnia.my)

| Platform  | Format  | Deliverables | Metric                         | Media Cost | Production Cost             |
|---|---|--------------|--------------------------------|------------|-----------------------------|
| HOTFM   | <b>SOCIAL VIDEO (YT + FB)</b><br>(Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views)  | 85,000       | THRUPLAY Views (YT+FB = 50:50) | RM60,000   | RM20,000                    |
|   | <b>SPOTLIGHT VIDEO</b>  | 55,000       | FB THRUPLAY Views              | RM45,000   | RM10,000                    |
|   | <b>FB Gallery Post</b>  | 10,000       | Engagements                    | RM15,000   | RM5,000                     |
|   | <b>FB Gallery Post</b>  | 550,000      | Reach                          | RM15,000   | RM5,000                     |
|   | <b>FB Live</b>  | 1 post       | Placement                      | RM30,000   | On request                  |
|   | <b>FB Post (Engagements)</b><br>Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special)<br>(Not applicable for videos) | 8,000        | Engagements                    | RM15,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>FB Post (Reach)</b><br>Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special)<br>(Not applicable for videos)       | 350,000      | Reach                          | RM15,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Gallery Post</b>  | 1,000,000    | Reach                          | RM15,000   | RM5,000                     |
|   | <b>IG Live</b>  | 1 post       | Placement                      | RM30,000   | On request                  |
|   | <b>IG Post (Engagements)</b><br>Standard, Engagement post, Social contest, Branded meme, Comic (special)  | 9,000        | Engagements                    | RM13,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Post (Reach)</b><br>Standard, Engagement post, Social contest, Branded meme, Comic (special)  | 700,000      | Reach                          | RM13,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Story</b>   | 13,000       | Views                          | RM8,000    | RM2,000*                    |
|   | <b>IG Others</b><br>IG AR Filter, IG Brand Takeover   | 1 post       | Placement                      | RM25,000   | RM10,000<br>(IG Filter)     |
|   | <b>YouTube upload</b>   | 25,000       | Views                          | RM20,000   | n/a                         |
|   | <b>Letterbox Video</b>  | 28,300       | FB THRUPLAY Views              | RM23,000   | RM2,000                     |
|   | <b>FB Short Social Video</b><br>Motion graphics, <1min product reviews  | 35,000       | FB THRUPLAY Views              | RM20,000   | RM5,000                     |
|   | <b>FB Short Social Video</b><br>Stop-motion video, Feed disruptor   | 600,000      | Reach                          | RM20,000   | RM5,000                     |
| <b>IG Short Social Video</b>  | 1,000,000   | Reach        | RM15,000                       | RM5,000    |                             |
| <b>TikTok Post</b><br>Duet, POV, Transition, Flex check, How to tutorials, Reviews, Dance (special) | 600,000   | Reach        | RM15,000                       | RM5,000    |                             |

**Please note that:**

1. All production costs are non-commissionable.
2. \*Editing fee if applicable.
3. All media + production cost are subject to 6% SST.
4. Duration: All social story and video = 6 weeks.





# REV MEDIA GROUP CONTENT MARKETING MPA BUY

**2024/2025**

Effective from July 2024

## RATE CARD

**MEDIA PRIMA OMNIA SDN. BHD.**

(436623-M)

Balai Berita, Anjung Riong 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur

Email: [solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my)

Website: [www.mediaprimaomnia.my](http://www.mediaprimaomnia.my)

| Platform  | Format  | Deliverables | Metric                         | Media Cost | Production Cost             |
|---|---|--------------|--------------------------------|------------|-----------------------------|
| <b>FLYFM</b><br><b>BULETINFM</b><br><b>8FM</b><br><b>MOLEKFM</b>                                    | <b>SOCIAL VIDEO (YT + FB)</b><br>(Only applicable for SAYS, SAYS Subpages, OB and Siraplimau. Other sites will be 100% FB views)  | 30,000       | THRUPLAY Views (YT+FB = 50:50) | RM45,000   | RM20,000                    |
|   | <b>SPOTLIGHT VIDEO</b>  | 30,000       | FB THRUPLAY Views              | RM35,000   | RM10,000                    |
|   | <b>FB Gallery Post</b>  | 5,000        | Engagements                    | RM13,000   | RM5,000                     |
|   | <b>FB Gallery Post</b>  | 200,000      | Reach                          | RM13,000   | RM5,000                     |
|   | <b>FB Live</b>  | 1 post       | Placement                      | RM25,000   | On request                  |
|   | <b>FB Post (Engagements)</b><br>Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special)<br>(Not applicable for videos) | 6,000        | Engagements                    | RM10,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>FB Post (Reach)</b><br>Standard, Engagement post, Engagement game, Social contest, Branded meme, Infographic (special), Comic (special)<br>(Not applicable for videos)       | 200,000      | Reach                          | RM10,000   | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Gallery Post</b>  | 250,000      | Reach                          | RM13,000   | RM5,000                     |
|   | <b>IG Live</b>  | 1 post       | Placement                      | RM20,000   | On request                  |
|   | <b>IG Post (Engagements)</b><br>Standard, Engagement post, Social contest, Branded meme, Comic (special)  | 4,500        | Engagements                    | RM8,000    | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Post (Reach)</b><br>Standard, Engagement post, Social contest, Branded meme, Comic (special)  | 500,000      | Reach                          | RM8,000    | RM2,000*<br>RM5,000 (comic) |
|   | <b>IG Story</b>   | 9,500        | Views                          | RM5,000    | RM2,000*                    |
|   | <b>IG Others</b><br>IG AR Filter, IG Brand Takeover   | 1 post       | Placement                      | RM20,000   | RM10,000<br>(IG Filter)     |
|   | <b>YouTube upload</b>   | 20,000       | Views                          | RM15,000   | n/a                         |
|   | <b>Letterbox Video</b>  | 25,000       | FB THRUPLAY Views              | RM20,000   | RM2,000                     |
|   | <b>FB Short Social Video</b><br>Motion graphics, <1min product reviews  | 25,000       | FB THRUPLAY Views              | RM18,000   | RM5,000                     |
|   | <b>FB Short Social Video</b><br>Stop-motion video, Feed disruptor   | 350,000      | Reach                          | RM18,000   | RM5,000                     |
| <b>IG Short Social Video</b>  | 250,000   | Reach        | RM13,000                       | RM5,000    |                             |
| <b>TikTok Post</b><br>Duet, POV, Transition, Flex check, How to tutorials, Reviews, Dance (special) | 400,000   | Reach        | RM13,000                       | RM5,000    |                             |

**Please note that:**

1. All production costs are non-commissionable.
2. \*Editing fee if applicable.
3. All media + production cost are subject to 6% SST.
4. Duration: All social story and video = 6 weeks.

