



REV MEDIA GROUP SOCIAL POST PACKAGES

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@mediaprime.com.my

Website: www.mediaprimeomnia.my

PACKAGE	REV SOCIAL	DELIVERABLE	PACKAGE COST (RM) (media + production cost*)	
Boost My Product	1x FB Post	550,000 REACH	TIER 1 - RM55,000 (RM50,000 + RM5,000*)	TIER 2 - RM45,000 (RM40,000 + RM5,000*)
	1x IG Post	800,000 REACH		
	1x FB Gallery	550,000 REACH		
	1x IG Gallery	1,000,000 REACH		
	2x IG Story	700,000 REACH		
Video Booster	1x FB Letterbox / Video Banner / Video Frame	65,000 VIEWS	TIER 1 - RM55,000 (RM53,000 + RM2,000*)	TIER 2 - RM45,000 (RM43,000 + RM2,000*)
	3x FB Video Crosspost	195,000 VIEWS		
Creative Pack *not applicable for NEWS Network	1x FB Gallery	550,000 REACH	TIER 1 - RM60,000 (RM51,000 + RM9,000*) *not inclusive talent cost - if applicable	TIER 2 - RM50,000 (RM43,000 + RM7,000*) *not inclusive talent cost - if applicable
	1x IG Gallery	1,000,000 REACH		
	1x FB Post - Branded Meme/ Engagement post	550,000 REACH		
	1x IG Post - Branded Meme/ Engagement post	800,000 REACH		
	1x IG Story - Static / Template	350,000 REACH		
Network Pages (KLIPS, JUICE, KINI TRENDY, THELAKI, LUNARIA, GIRLS DAILY, COME LETS TRAVEL)	3x FB Post	825,000 REACH	RM30,000	
	3x IG Post	1,200,000 REACH		
	3x IG Story	Placement		

TIER 1: SAYS, NEW STRAITS TIMES, OHBULAN, SAYS SEISMIK, TV3, BERITA HARIAN, HARIAN METRO

TIER 2: MASHABLE, JUICE, IGN, FREE MALAYSIA TODAY (FMT), 8TV, NTV7, MYGAMEON, SIRAPLIMAU, VOCKET, MYRESIPI, TV9, THELAKI, LUNARIA, TONTON XTRA, VIRALCHAM, ROJAKLAH, TONTON, TANTANNEWS, APP & GAMES, GIRLS DAILY





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PACKAGE	OPTION	REV SOCIAL / KOL DELIVERABLE	PACKAGE COST (RM) (media + production cost*)
REV Social Nano	A	3x REV Platform IG Post 3x REV Platform IG Story 6x NANO Influencers (1x IG PHOTO + 4x IG STORY)	RM33,600 (RM30,000 + RM3,600*)
	B	3x REV Platform IG Post 3x REV Platform IG Story 6x NANO Influencers (1x IG VIDEO + 4x IG STORY)	RM35,040 (RM30,000 + RM5,040*)
	C	3x REV Platform IG Post 3x REV Platform IG Story 5x NANO Influencers (1x TIKTOK/IG REEL + 1x IG STORY)	RM36,000 (RM30,000 + RM6,000*)
REV Social Micro	A	3x REV Platform IG Post 3x REV Platform IG Story 5x MICRO Influencers (1x IG PHOTO + 4x IG STORY)	RM54,000 (RM30,000 + RM24,000*)
	B	3x REV Platform IG Post 3x REV Platform IG Story 4x MICRO Influencers (1x IG VIDEO + 4x IG STORY)	RM58,800 (RM30,000 + RM28,800*)
	C	3x REV Platform IG Post 3x REV Platform IG Story 4x MICRO Influencers (1x TIKTOK/IG REEL + 1x IG STORY)	RM54,000 (RM30,000 + RM24,000*)
REV Social Nano+Micro	A	3x REV Platform IG Post 3x REV Platform IG Story 5x NANO Influencers (1x IG PHOTO + 4x IG STORY) 3x MICRO Influencers (1x IG PHOTO + 4x IG STORY)	RM47,400 (RM30,000 + RM17,400*)
	B	3x REV Platform IG Post 3x REV Platform IG Story 5x NANO Influencers (1x IG VIDEO + 4x IG STORY) 2x MICRO Influencers (1x IG VIDEO + 4x IG STORY)	RM48,600 (RM30,000 + RM18,600*)
	C	3x REV Platform IG Post 3x REV Platform IG Story 4x NANO Influencers (1x TIKTOK/IG REEL + 1x IG STORY) 2x MICRO Influencers (1x TIKTOK/IG REEL + 1x IG STORY)	RM46,800 (RM30,000 + RM16,800*)
REV Social Macro	A	3x REV Platform IG Post 3x REV Platform IG Story 2x MACRO Influencers (1x IG PHOTO + 4x IG STORY)	RM54,000 (RM30,000 + RM24,000*)
	B	3x REV Platform IG Post 3x REV Platform IG Story 2x MACRO Influencers (1x IG VIDEO + 4x IG STORY)	RM58,800 (RM30,000 + RM28,800*)
	C	3x REV Platform IG Post 3x REV Platform IG Story 2x MACRO Influencers (1x TIKTOK/IG REEL + 1x IG STORY)	RM58,800 (RM30,000 + RM28,800*)
REV Social Micro+Macro	A	3x REV Platform IG Post 3x REV Platform IG Story 4x MICRO Influencers (1x IG PHOTO + 4x IG STORY) 1x MACRO Influencers (1x IG PHOTO + 4x IG STORY)	RM61,200 (RM30,000 + RM31,200*)
	B	3x REV Platform IG Post 3x REV Platform IG Story 3x MICRO Influencers (1x IG VIDEO + 4x IG STORY) 1x MACRO Influencers (1x IG VIDEO + 4x IG STORY)	RM66,000 (RM30,000 + RM36,000*)
	C	3x REV Platform IG Post 3x REV Platform IG Story 3x MICRO Influencers (1x TIKTOK/IG REEL + 1x IG STORY) 1x MACRO Influencers (1x TIKTOK/IG REEL + 1x IG STORY)	RM62,400 (RM30,000 + RM32,400*)

Remarks:

- All rates are inclusive of production cost (non agency commissionable).
- For SPARK Social Packages, the client is entitled to have all the items in the package for one (1) platform only.
- For KOL Packages, the REV platforms IG posts & IG stories' cost will be split evenly.
- For KOL Packages, REV IG Post and IG Story deliverables as per below:
 - IG Post = 250,000 reach (photo) / 25,000 views (video), for each post
 - IG Story = 250,000 reach, for each story
- REV Social : NANO = 1k-9k followers
: MICRO = 10k-99k followers
: MACRO = >100k followers

