



REV MEDIA GROUP
VIDEO SOLUTION
**YOUTUBE
EXCLUSIVES**

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

Website: www.mediaprimaomnia.my

PRODUCT TYPE / FORMAT	DESCRIPTION	DELIVERABLES (Est imp/week)	MEDIA COST
Pre roll / mid roll	Video ads that play at the beginning or in the middle of the video stream	by CPM	RM24.50 CPM
Branded Content	Exclusive digital content can be created and streamed as part of the show during the commercial breaks.	per video	RM50,000
Player Frame	During a live stream, the YouTube player can be framed with client's branding or carries a call to action of client's choice. Can be in L-shape, U - shape	per frame	RM15,000
Bug / Logo	Additionally, a bug and / or crawler can also be inserted during a live stream.	per appearance	RM5,000
Streaming slide / Intro Slide / Holding slide	A streaming slide functions to inform viewers on the details of the upcoming live stream.	per slide	RM3,500
End Screen	End screens are useful in guiding viewers onto the next recommended watch.	per video	RM200
Cards	Similar to an end screen, cards are also used to navigate viewers onto the next suggested watch.	per video	RM200
Dedicated rails	Section title on the channel page can be branded to client's preference.	per rails	RM20,000
Caption box	On the description box, more information can be provided around a client's campaign.	per caption	RM500
Pinned comment	A pinned comment can further help drive home the call to action for viewers.	per post	RM500
Bottom Panel / Crawler	Animated/ static bottom panel during live stream	per insertion	RM10,000
Bottom Panel / Crawler	Animated/ static bottom panel during live stream (with QR Code)	per insertion	RM13,000
Channel Art		per insertion	RM12,000
Video Ad	Client video ads that can be played in between the video	per video	RM15,000
Premieres	Premiering your video lets you schedule a video upload and create buzz around the video with a shareable watch page.	per video	RM10,000
Branded Playlist		per campaign	RM15,000
Thumbnail		per video	RM3,500





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CPCV SOLUTION
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Budget per Campaign	CPCV Rate (RM)	
	15 SECS	30 SECS
RM10,000 - RM35,999	0.25	0.50
RM36,000 - RM49,999	0.22	0.45
RM50,000 - RM84,999	0.20	0.40
RM85,000 - RM99,999	0.15	0.30
RM100,000 and above	0.12	0.20

Off the Rack Packages	CPCV (15 SECS)			CPCV (30 SECS)		
	Completed Views	Rate (RM)	Media Cost (RM)	Completed Views	Rate (RM)	Media Cost (RM)
Package A	60,000	0.25	15,000	30,000	0.50	15,000
Package B	181,818	0.22	40,000	88,889	0.45	40,000
Package C	350,000	0.20	70,000	175,000	0.40	70,000
Package D	600,000	0.15	90,000	300,000	0.30	90,000

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

