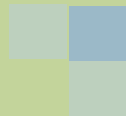


2023

# Advertising Rates for MIDA Website, Digital Signage, and Invest Malaysia e-Newsletter

Effective Date: 11 September 2023



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# WEBSITE

## Website Performance

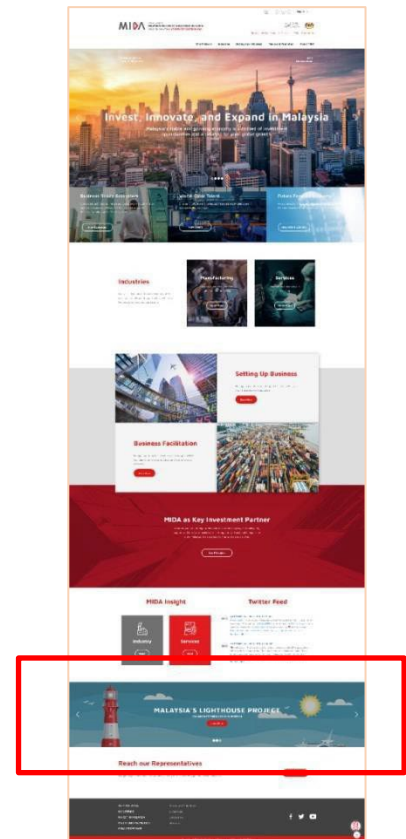
The Malaysian Investment Development Authority (MIDA) is the government's principal agency for the promotion of the manufacturing and services sectors in Malaysia. MIDA's website covers update on the manufacturing and services sector.

## MIDA Website Overview

Average Visits Per Month	: > 59,000 visit/month
Average Page Views Per Month	: > 170,000 views/month

## Ads Placements and Rate



<b>Type</b>	Web banner to display ads (linkable image)
<b>Banner Dimension</b>	1920 px(W) X 420 px(H)
<b>Rate</b>	RM1,500 per week
<b>Ads duration</b>	7 days



## DIGITAL SIGNAGE

Situated in the central building, the MIDA HQ at MIDA Sentral, Kuala Lumpur, impresses employees and visitors with its vibrant lobby, setting a positive tone for the entire structure. As visitors relax in the lobby, Business Information Centre on Level 2, Meeting Room on Level 18, and CEO’s Office on Level 30 greet them with LCD TV displays. The potential viewership ranges between 400 and 600 per day.

**Ad Placements and Rate**

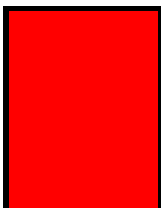
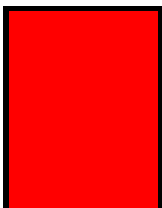
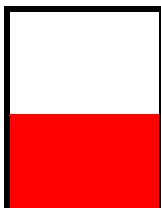
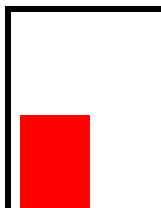
<p><b>Type</b> Display Ads / Audio Visual (Video) HD</p> <p><b>Dimension</b> 1920 px(W) X 1080 px(H)</p> <p><b>Rate</b> RM3,000 per month</p> <p><b>Location</b></p> <ul style="list-style-type: none"> <li>- MIDA Lobby</li> </ul>	
<p><b>Type</b> Display Ads / Audio Visual (Video) HD</p> <p><b>Dimension</b> 1080 px(W) X 1920 px(H)</p> <p><b>Rate</b> RM3,000 per month</p> <p><b>Location</b></p> <ul style="list-style-type: none"> <li>- Business Information Centre, Level 2</li> <li>- Meeting Room, Level 18</li> <li>- CEO’s Office, Level 30</li> </ul>	

## INVEST MALAYSIA E-NEWSLETTER

Invest Malaysia e-Newsletter, a monthly English newsletter produced by MIDA, presents a great opportunity for you to promote your company's products and services to the business community, government entities as well as the general public.

This digital newsletter provides a platform for your company's advertisement to reach over 40,000 contacts in our extensive database, spanning both local and international connections. It is also prominently featured on the MIDA website and various social media platforms.

### Artwork Dimension

Back Cover	Full Page	Half Page (Horizontal)	Quarter Page
			
Image Size: <b>210mm(W) x 297mm(H)</b>	Image Size: <b>210mm(W) x 297mm(H)</b>	Image Size: <b>210mm(W) x 148.5mm(H)</b>	Image Size: <b>105mm(W) x 148.5mm(H)</b>

### Advertisement Rate

Advertisement Rate (ROP)	Single Issue (RM)
<b>Back Cover</b>	10,000.00
<b>Full Page</b>	8,000.00
<b>Half Page</b>	6,000.00
<b>Quarter Page</b>	3,500.00

### Ad Submission for Invest Malaysia e-Newsletter

- Ads files sent to MIDA are used as they are received.
- Ads may be made clickable to the company's website or link provided to MIDA.
- Ads are to be in English.
- Ads must arrive by the **15<sup>th</sup> day of the month** for guaranteed inclusion in the next issue.
- Proof of payment to Corporate Communications Division must be provided on or before advertising deadline.
- All cancellations must be received in writing prior to the advertising deadline.

## EDITORIAL SERVICE AND ADVERTORIAL PACKAGE

### BRONZE PACKAGE

#### E-NEWSLETTER

- » Back cover: RM10,000 per issue
- » Full page: RM8,000 per issue
- » Half page: RM6,000 per issue
- » Quarter page: RM3,500 per issue

#### MIDA WEBSITE

- » Homepage: RM1,500 per week

#### DIGITAL SIGNAGES

- » LCD TV: RM3,000 per month

#### EDITORIAL ONLY

- » Copywriting, Editing and Proofreading (500 words): RM1,000

### SILVER PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and amplified on MIDA digital platforms:

- » 1 Full Page Full Colour (Advertorial/Editorial) x 1 insertion (estimated between 250-300 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the article:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 2 x Postings on Facebook, X, LinkedIn, Instagram

**RM18,000**

Duration: 4 weeks

Early Bird Offer: 20% off  
(until 31 December 2023)

### GOLD PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and MIDA digital platforms:

- » 2 Full Page Full Colour (Advertorial/Editorial) x 1 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 4 x Postings on Facebook, X, LinkedIn, Instagram

**RM24,000**

Duration: 4 weeks  
Early Bird Offer: 20% off  
(until 31 December 2023)

### PLATINUM PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and MIDA digital platforms:

- » 2 Full Page Full Colour (Advertorial/Editorial) x 2 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

- » Ads web banner on MIDA Website Home Page (8 weeks)
- » 8 x Postings on Facebook, X, LinkedIn, Instagram

**RM42,000**

Duration: 4 weeks  
Early Bird Offer: 20% off  
(until 31 December 2023)

## GENERAL GUIDELINES

### A. Acceptable File Formats

Website - Adobe CS5: PDF, EPS, Illustrator; SVG; JPEG in High-res (min 300 dpi).

Digital Signage - Adobe CS5: PDF, EPS, Illustrator, JPEG in High-res (min 300 dpi).

e-Newsletter - Adobe CS5: PDF, EPS, Illustrator, JPEG in High-res (min 300 dpi).

### B. Technical Specifications

- The ads size or dimension must comply with the specifications provided. MIDA is not responsible for any text or image that is trimmed if it exceeds the image size area.
- Image resolution shall not be below 300 dpi. MIDA will not be held responsible for any color or image quality shifts as a result of the client(s)' failure to meet our requirements.
- All fonts must be embedded. Minimum font size must be 8 points.

### C. Material Submission

- To reserve advertising space, or if you have any questions, please contact:  
**Assistant Director**  
**Corporate Communications Division, MIDA**  
**Tel: 03-2267 3585**  
**Email: [nurfarahin@mida.gov.my](mailto:nurfarahin@mida.gov.my)**
- Digital format materials may be submitted via e mail to [ads@mida.gov.my](mailto:ads@mida.gov.my) and [nurfarahin@mida.gov.my](mailto:nurfarahin@mida.gov.my)
- For file sizes over 2GB, materials may be submitted via other means. Please contact the above contact number to work out the details.

### D. Payment

- Payment shall be made online within 30 days upon the issuance of tax invoice from MIDA via the following link: <https://mpaychannel.mida.gov.my>.
- An account will need to be created first in the channel before proceeding to do the payment. Payment through Cash Deposits is not allowed.
- For the completion of payment, please send the proof of payment via email to [ads@mida.gov.my](mailto:ads@mida.gov.my) and [nurfarahin@mida.gov.my](mailto:nurfarahin@mida.gov.my) with the subject title stating the Tax Invoice number and Company Name.
- Any questions related to payment method, kindly email to [rita@mida.gov.my](mailto:rita@mida.gov.my) and [norfaizah@mida.gov.my](mailto:norfaizah@mida.gov.my).

## TERMS AND CONDITIONS

1. All rates quoted are exclusive of SST.
2. Rates quoted are for space only.
3. Rates are subject to change without notice.
4. The customer acknowledges that they have read and agreed to the terms and conditions set out in this rate card, and in particular acknowledges that they have read and agreed to these general conditions.
5. The positioning of advertisements shall be entirely at the discretion of MIDA. MIDA shall retain the sole discretion to elect, to cancel or suspend any order in the event of having to reduce or restrict the size of its publication for any reason, or in the event of the customer failing to make payment, or making late payment.
6. In general, MIDA will refuse any and all ad materials which are deemed religious or sectarian in nature, part of a political campaign, from third party fundraisers or professional solicitors, from organizations that discriminate against race, gender, national origin, religion and lifestyle or from student unions and organisations.
7. MIDA reserves the right to add the word “Advertisement” to, or reject advertising that simulates an editorial.
8. MIDA shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of MIDA.
9. While every care is exercised, MIDA shall not be liable for errors in or the non-appearance of or the mis-positioning of any advertisement howsoever caused and whether as a result of any negligent or grossly negligent conduct or omission on the part of MIDA. Any such error, non-insertion, or the like shall not invalidate a contract, nor shall MIDA become liable for any loss or damage including any consequential damage occasioned by such conduct or omission.
10. Where an advertisement has not been inserted or inserted incorrectly, as a result of any error or omission by MIDA, MIDA shall at its sole discretion and without in any way admitting or incurring any liability whatsoever, be entitled to place such advertisement in a later edition, alternatively place a corrected version of any such advertisement in an updated edition.
11. Payment and proof of payment must be submitted before any advertisements are placed onto MIDA’s electronic media. If an advertiser already has an advert in our newsletter, video wall or digital signage, and wishes to extend their contract, proof of payment for the extension period must be provided as the advertisement will be taken off until proof of payment has been made.
12. MIDA does not automatically renew existing advertiser's contracts. The onus is on the existing advertiser to renew the contract.