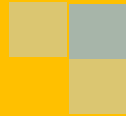


2024



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

Effective Date: 28 June 2024



## TABLE OF CONTENTS

1. <a href="#">WEBSITE</a> .....	pg.2
2. <a href="#">DIGITAL SIGNAGE</a> .....	pg.3
3. <a href="#">INVEST MALAYSIA E-NEWSLETTER</a> .....	pg.4
4. <a href="#">EDITORIAL SERVICE AND ADVERTORIAL PACKAGE</a> .....	pg.5
5. <a href="#">GENERAL GUIDELINES</a> .....	pg.6
6. <a href="#">TERMS AND CONDITIONS</a> .....	pg.7

Copyright © Malaysian Investment Development Authority (MIDA) 2024.

Disclaimer: While every effort has been made to ensure that the information provided in this document is accurate and reliable, MIDA shall not be liable for any special, incidental or consequential damages that may result from the usage of information obtained from this document. No part of this document may be used for commercial or other purposes unless MIDA gives its prior written consent to the intended use.

# 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.

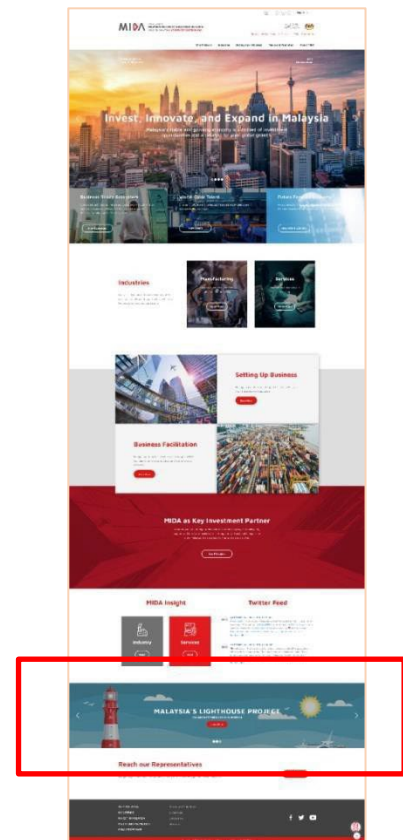
## MIDA Website Overview

Average Visits Per Month : >70,000 visits/month  
 Average Page Views Per Month : > 200,000 views/month

*(Notes: Overviews for the period of 5 months i.e. January to May 2024)*

## 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>	1 week (7 days)



## DIGITAL SIGNAGE

Situated in the central building, the MIDA HQ at MIDA Sentral, Kuala Lumpur, features a welcoming lobby that sets a positive tone for visitors and employees. LCD TV displays are strategically placed in high-traffic areas such as the Business Information Centre on Level 2, the meeting rooms' walkway on Level 18, and the event area near Perdana Hall and Banquet on Level 10. These displays reach potentially 200 to 400 viewers daily, offering a valuable opportunity for advertisements.

### **Ad Placements and Rate**

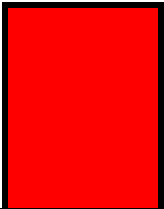
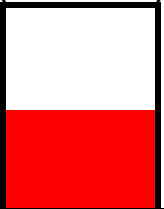
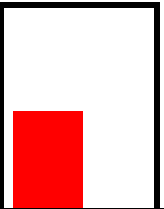
<p><b>Type</b> Display Ads / Audio Visual (Video) HD</p> <p><b>Dimension</b> 1920 px(W) X 1080 px(H)</p> <p><b>Rate</b> RM3,000 per month</p> <p><b>Location</b> - MIDA Lobby</p> <p><b>No. of Display</b> - 2 slots (2 units TV displays)</p>	
<p><b>Type</b> Display Ads / Audio Visual (Video) HD</p> <p><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 rooms' walkway, Level 18</li> <li>- Event's Area, Level 10</li> </ul>	

## INVEST MALAYSIA E-NEWSLETTER

The Invest Malaysia e-Newsletter, a monthly publication by MIDA in English, offers an excellent platform to promote your company's products and services to a diverse audience, including the business community, government entities, and the general public.

This digital newsletter broadcasted to over 40,000 contacts from our local and international contact lists. It is prominently featured on the MIDA website, with articles exclusively hosted in the MIDA Insights section. Additionally, the e-newsletter is extensively promoted across all MIDA digital platforms, including social media, providing a valuable opportunity to leverage MIDA's extensive network for your advertising needs.

### Artwork Dimension

Full Page	Half Page (Horizontal)	Quarter Page
		
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>Full Page</b>	10,000.00
<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 (ALA-CARTE )

#### E-NEWSLETTER

- » Full page: RM10,000 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

Trafficdrivers 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

### 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

Trafficdrivers 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

### 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

Trafficdrivers to the articles:

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

**RM42,000**  
Duration: 8 weeks

## 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, 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 / 03 2263 7370**  
**Email: [ads@mida.gov.my](mailto:ads@mida.gov.my) / [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 [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 organisations 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.