

# ADVERTISING PRODUCTS (OUTDOOR)

## LED SCREEN ADVERTISEMENT

Display Hours	Mon – Sun (Everyday) From 10.00am to 12.00am Midnight (12 hours)*
Visual Size	1920 X 1080 , 16:9 Horizontal Format
Duration Per Ad	15 Seconds
No. of Advertisers	4 - 8 Spots (15s interval)
Total duration per loop	60 - 120 seconds
No. of Loop per hour	30 - 60 Loops
No. of Loop per day	Up to 720 ( 12 Hour )
Est. Exposure per month	Up to 72,000 Impressions



Suggested Retail Price (

LED SCREEN Ad Space Renting	3-Month	6-Month	12-Month
Base Plan (RM)	900.00 /Unit	1,500.00 /Unit	2,400.00 /Unit
Bid Multiplier	*(Default = x1.0 , Adjustable from time to time)		
Ads Content Management	RM 150.00 /Unit (FOC for 1 <sup>st</sup> time of contract or contract renewal)		

\*May be affected by factors such as festive seasons, population traffics, average spending power, and advertisers' demands etc

