

2023

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

Effective Date: 3 April 2023



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WEBSITE

Website Performance

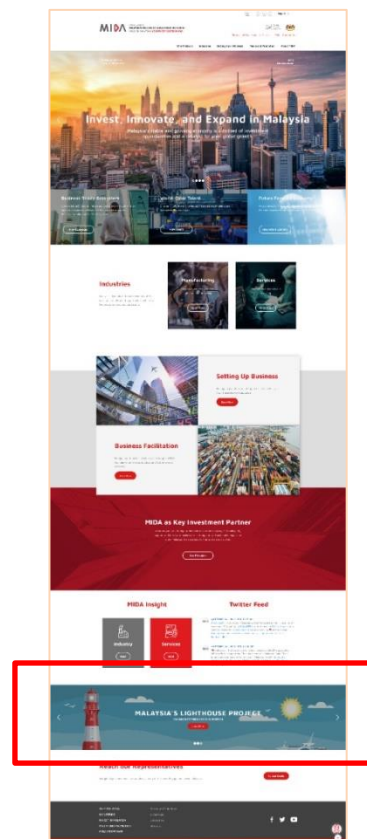
The Malaysian Investment Development Authority (MIDA) is the government's principal agency for the promotion of the manufacturing and services sectors in Malaysia. MIDA's website covers update on the manufacturing and services sector.

MIDA Website Overview

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

Ads Placements and Rate



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



DIGITAL SIGNAGE

The MIDA HQ building located at MIDA Sentral, Kuala Lumpur, features a lobby which welcomes its staff and visitors including business leaders, policy makers, ambassadors and ministers with an impressive video wall. While visitors lounge around at the lobby, Business Information Centre - Level 2, Meeting Room - Level 18 and CEO’s Office - Level 30 they are greeted with LCD TV displays. Potential viewers are between 400 and 600 per day.

Ad Placements and Rate

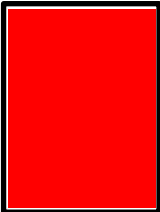
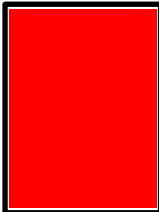
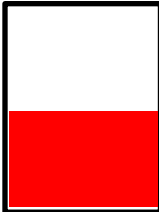
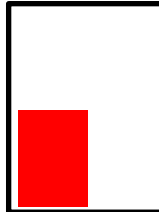
<p>Type Display Ads / Audio Visual (Video) HD</p> <p>Dimension 1920 px(W) X 1080 px(H)</p> <p>Rate RM3,000 per month</p> <p>Location</p> <ul style="list-style-type: none"> - MIDA Lobby 	
<p>Type Display Ads / Audio Visual (Video) HD</p> <p>Dimension 1080 px(W) X 1920 px(H)</p> <p>Rate RM3,000 per month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

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 allows your company’s advertisement to be broadcasted to more than 36,000 registered subscribers within and outside of Malaysia. It is also highly publicised on MIDA Website and social media platforms.

Artwork Dimension

Back Cover	Full Page	Half Page (Horizontal)	Quarter Page
			
Image Size: 210mm(W) x 297mm(H)	Image Size: 210mm(W) x 297mm(H)	Image Size: 210mm(W) x 148.5mm(H)	Image Size: 105mm(W)x148.5 mm(H)

Advertisement Rate

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

Ad Submission for Invest Malaysia e-Newsletter

- Ad 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 **15th 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.

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
- Digital format materials may be submitted via e mail to 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 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 and 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.