



MediaSelangor

# Media Rate Card 2023/2024

WE'VE GOT SELANGOR COVERED

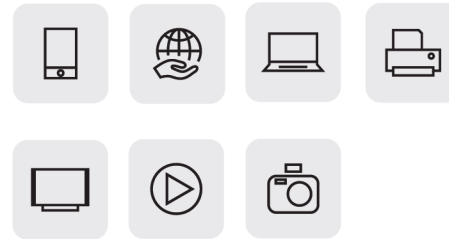
# Overview

## Media Selangor Sdn Bhd (MSSB)

formerly known as Communication Corporation Sdn Bhd (CCSB), is one of the subsidiaries under the Menteri Besar Selangor Incorporated (MBI) and was established as the official media of the Selangor State Government since 2009.

With the tagline “**Selangor Maju Bersama**”, MSSB is making a name to becoming the eyes and ears of Selangor, providing the latest updates in the state to the people of Selangor **residing in its nine districts, namely Gombak, Hulu Langat, Hulu Selangor, Klang, Kuala Langat, Kuala Selangor, Petaling, Sabak Bernam and Sepang.**

Under the group's umbrella are several free newspaper publications as well as news sites, including its news platform SelangorKini, available in Bahasa Malaysia, Mandarin, and Tamil, and its English edition Selangor Journal, which also covers on business, financial and economic news.



## We provide a 360-media experience

includes print, digital advertorials, video, social media, Out-of-Home Media (OOHM), TV Indoor Digital Media (TVIDM) and activations with the aim to create and curate holistic and trusted content while putting forward localised, original and first-hand news source for the people of Selangor. This also includes covering the news at the national and international level.

It also serves to convey the Selangor State Government's initiatives and activities, information, policies, as well as playing a role as the bridge between the State Administration and the Selangor citizens.

Overall, MSSB also offers other services including product promotion, product review, corporate photography and videography, audio and video production, content creation and curation, creative campaign, corporate editorial work and copywriting, as well as ground engagement.

The team is driven to inform, entertain, inspire and engage with the public through ideation, publishing, circulation and everything in between!

# Key Audience

## 1 Age

**25-65** years old

Key target market is Selangorians with this age group that tops the distribution channel audience and ranked the most visited age group across the brands under MSSB



## 2 Gender

**50.9%**  
Male Readers

**49.1%**  
Female Readers

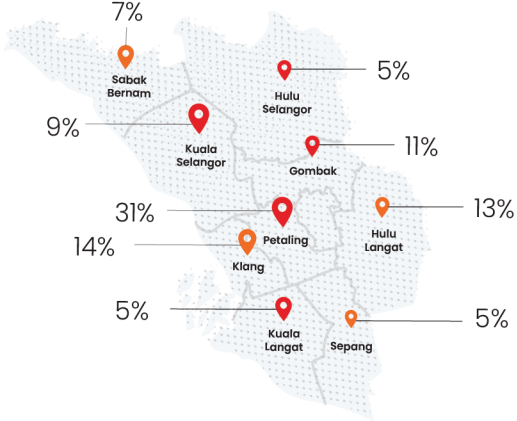


Male  
Female

## 3 Geographical






















**9** Selangor districts

Key significant geographical distribution according to districts in Selangor as follows:



Petaling	31%	Sabak Bernam	7%
Klang	14%	Kuala Langat	5%
Kuala Selangor	9%	Hulu Langat	13%
Sepang	5%	Hulu Selangor	5%
Gombak	11%		

# Distribution Reach

2		Reaching all Selangorians			<small>SELANGOR</small> <b>JOURNAL</b>		<i>selangorkini</i>	
 Bus Stations	 Coffee/ Tea Joints	 Colleges/ Universities	 Clinics/ Hospitals	 Co-working Spaces	 Community Centers	 Government Offices		
 Kindergartens	 Laundries	 Mosques	 Malls	 Petrol Stations	 Public Libraries	 High Rise Residences		
 Restaurants	 Supermarkets/ Hypermarkets	 Train Stations	 Villages	 Wet/Night Markets	 Convention Centres	 Ground Events/ High-foot Traffic Areas		

# The Flagship Brands

## SELANGOR JOURNAL

A 16-page monthly English newspaper with a circulation of 50,000 and daily news portal racing the middle- and upper-class communities in major Selangor cities.



A digital TV channel which provides breaking news reporting of the latest headlines and happenings on major administrative districts in Selangor, taped stories, talk shows, live event coverages, live streaming, Vox Pop videos (Voice of People), crafted creative content videos and other diversified visual storytelling formats.

## *selangorkini*

### Malay Edition

A 24-page weekly publication of 150,000 copies and daily news portal, targeting grassroots Malays, New Ummah (Melayu Baharu) and the local-born Selangorians.

### Mandarin Edition 当今雪州

A 16-page bi-monthly Chinese language newspaper 50,000 copies published fortnightly and daily news portal, targeted at ethnic Chinese communities mainly residing in Kampung Baru Cina, Kampung Nelayan Cina, Kampung Tersusun Cina and urban Chinese residing in town areas. SelangorKini Mandarin champions Chinese community multi-faceted matters and dilemmas as well as their social welfare.

### Tamil Edition சிலாங்கூர்

A 16-page monthly publication and daily newsportal for the Tamil-educated Selangor residents centring the word "Selangor Indru" which literally means "Selangor Today" i.e., "SelangorKini". It has a circulation of 50,000 copies monthly targeting niche Indian community in Klang, Petaling, Kuala Langat, Hulu Langat, Sepang and Hulu Selangor.

# Extended Inventories

60  
Venues

## TV Indoor Digital Media (TVIDM)

Place-based media or TVIDMs located in 60 venues including the Selangor State Secretariat (SUK) building, Selangor local authorities' offices, District and Land Offices, lounges, waiting areas and other high-traffic, brick-and-mortar venues in Selangor, streaming the latest and breaking news aired by MSSB to the public.

AI cameras installed in selected high-foot traffic locations for:

- Eyeballs
- Statistics
- Genders










# Rates & Loading Fee

SelangorKini	SelangorKini BM / Selangor Journal	SelangorKini Mandarin / Tamil
Rates per ccm	32	15

Loading Fee	Front Page (Earspace / Confetti / Bottom Panel)	Back Page	Advertorial	Creative Buy (Tier 1)	Creative Buy (Tier 2)
Rate	3	1.5	1.5	2.5	2
Percentage	200%	50%	50%	150%	100%

# Brand Awareness

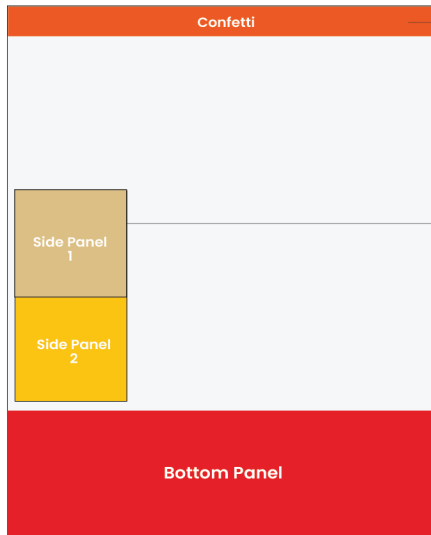
1 Display Ad								
Media Treatment								
	Full Page	Full Page	Junior Page	Half Page (Horizontal)	Half Page (Vertical)	Quarter Page	Bottom Panel	
Size in col & cm	8col x 32cm	8col x 31cm	8col x 21cm	8col x 16cm	4col x 32cm	4col x 16cm	8col x 8cm	
Size in ccm	256	248	168	128	128	64	64	
SelangorKini BM / Selangor Journal	RM 8,192.00		RM 5,376.00	RM 4,096.00	RM 4,096.00	RM 2,048.00	RM 2,048.00	
SelangorKini Mandarin / Tamil		RM 3,720.00	RM 2,520.00	RM 1,920.00	RM 1,980.00	RM 960.00	RM 960.00	



# Prominency & Visibility

2

## Front Page Cover



Confetti

Size in col & cm	8col x 2cm
Size in ccm	16
SelangorKini BM / Selangor Journal	RM 1,536.00
SelangorKini Mandarin / Tamil	RM 720.00

Side Panel 1 & 2

Size in col & cm	2.1col x 6cm / 2.1col x 12cm
Size in ccm	12.6 / 25.2
SelangorKini BM / Selangor Journal	RM 1,209.60 / RM 2,419.20
SelangorKini Mandarin / Tamil	RM 567.00 / RM 1,134.00




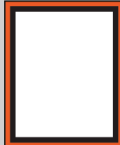

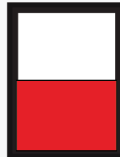

Bottom Panel

Size in col & cm	8col x 8cm
Size in ccm	64
SelangorKini BM / Selangor Journal	RM 6,144.00
SelangorKini Mandarin / Tamil	RM 2,880.00

# Brand Validation & Credibility

3

## Advertorial

Media Treatment	 Centrespread	 Centrespread	 Full Page (ROP)	 Full Page (ROP)	 Junior Page (ROP)	 Half Page (Horizontal)	 Special Supplement Pull-Out
Size in col & cm			8col x 32cm	8col x 31cm	8col x 21cm	8col x 16cm	8 Pages
Size in ccm	512	496	256	248	168	128	2048
SelangorKini BM / Selangor Journal	RM 24,576.00		RM 12,288.00		RM 8,064.00	RM 6,144.00	RM 98,304.00
SelangorKini Mandarin / Tamil		RM 11,160.00		RM 5,580.00	RM 3,780.00	RM 2,880.00	RM 47,520.00

# Premium Positioning

4

## Creative Buys

### Media Treatment



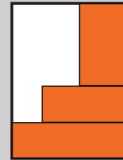
Full-Wrap



Half-Wrap



Cover-Wrap



Steps



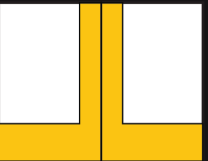
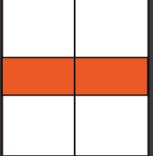
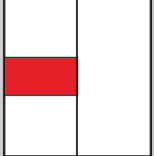
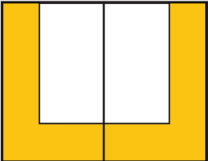
Tram Tracks

<b>Description</b>	4 pages newsprint	2 pages newsprint	Page 1	Steps (Single-Page) 3col x 16cm + 5col x 8cm + 8col x 8cm	Steps (Single Page) 3col x 15cm + 5col x 8cm + 8col x 8cm	Tram Tracks Left & Right Ad area (2col x 32cm) x 2	Tram Tracks Left & Right Ad area (2col x 31cm) x 2
<b>Size in ccm (SK/SJ)</b>	1024	512	256	152		128	
<b>Size in ccm (Mandarin / Tamil)</b>					149		124
<b>SelangorKini BM / Selangor Journal</b>	RM 81,920.00	RM 40,960.00	RM 20,480.00	RM 9,728.00		RM 8,192.00	
<b>SelangorKini Mandarin / Tamil</b>	RM 23,760.00	RM 19,800.00	RM 9,900.00		RM 4,470.00		RM 3,720.00

# Premium Positioning

5

## Creative Buys

Media Treatment	 <p data-bbox="459 607 539 647">Inverted T-Shape</p>		 <p data-bbox="737 607 890 647">Floating Strip (Double Spread)</p>		 <p data-bbox="954 607 1088 647">Floating Strip (1 Page)</p>		 <p data-bbox="1289 624 1369 640">U-Shape</p>	
Description	Bottom of T (2 x 8col x 8cm) & Upright of T (2 x 2col x 32cm)	Bottom of T (2 x 8col x 8cm) & Upright of T (2 x 2col x 31cm)	Floating Strip (2 x 8col x 8cm)	Floating Strip (8col x 8cm)	U-shape - Bottom U (2 x 8col x 8cm) & Upright U (2 x 2col x 32cm)	U-shape - Bottom U (2 x 8col x 8cm) & Upright U (2 x 2col x 31cm)		
Size in ccm (SK/SJ)	256		128	64	256			
Size in ccm (Mandarin / Tamil)		252				252		
SelangorKini BM / Selangor Journal	RM 16,384.00		RM 8,192.00	RM 4,096.00	RM 16,348.00			
SelangorKini Mandarin / Tamil		RM 7,560.00	RM 3,840.00	RM 1,920.00		RM 7,560.00		

# Premium Positioning

6

## Creative Buys

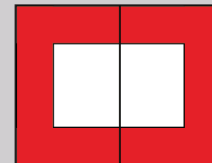
### Media Treatment



L-Shape



Spinal Gap



Picture Frame

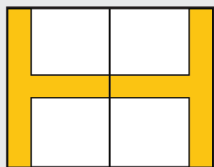
<b>Description</b>	L-shape/Inverted L-shape - Bottom L (8col x 8cm) *Upright L (2col x 32cm)	L-shape/Inverted L-shape - Bottom L (8col x 8cm) *Upright L (2col x 31cm)	Spinal Gap - Ad Area (4col x 32cm)	Spinal Gap - Ad Area (4col x 31cm)	Width Top & Bottom (4 x 8col x 8cm) & Upright (2 x 2col x 32cm)	Width Top & Bottom (2x 8col x 8cm) & Upright (2 x 2col x 31cm)
<b>Size in ccm (SK/SJ)</b>	128		128		384	
<b>Size in ccm (Mandarin/Tamil)</b>		126		124		380
<b>SelangorKini BM / Selangor Journal</b>	RM 8,192.00		RM 8,192.00		RM 24,576.00	
<b>SelangorKini Mandarin / Tamil</b>		RM 3,780.00		RM 3,720.00		RM 11,400.00

# Premium Positioning

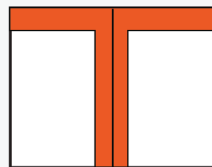
7

## Creative Buys

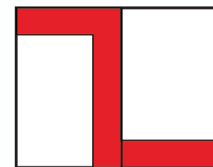
### Media Treatment



H-Shape



T-Shape



Z-Shape

<b>Description</b>	Middle H (2 x 8col x 8cm) & Upright H (2 x 2col x 32cm)	Middle H (2 x 8col x 8cm) & Upright H (2 x 2col x 31cm)	Top T H (2 x 8col x 8cm) & Upright T (2 x 2col x 32cm)	Top T H (2 x 8col x 8cm) & Upright T (2 x 2col x 31cm)	Top & Bottom Z (2 x 8col x 8cm) & Upright Z (2 col x 32cm)	Top & Bottom Z (2 x 8col x 8cm) & Upright Z (2 col x 31cm)
<b>Size in ccm (SK/SJ)</b>	256		256		192	
<b>Size in ccm (Mandarin/Tamil)</b>		252		252		190
<b>SelangorKini BM / Selangor Journal</b>	RM 16,384.00		RM 16,384.00		RM 12,288.00	
<b>SelangorKini Mandarin / Tamil</b>		RM 9,450.00		RM 9,450.00		RM 7,125.00

# Website



**selangorkini**

selangorkini.my

selangorkini.my/zh-hans (Mandarin)

selangorkini.my/ta (Tamil)

SELANGOR  
**JOURNAL**

selangorjournal.my

**SelangorTV** 

selangorTV.my

<b>Size</b>	1460px X 364px
<b>Duration</b>	1-week
<b>SelangorKini BM</b>	RM 3,000.00
<b>Selangor Journal</b>	
<b>SelangorKini Mandarin</b>	
<b>SelangorKini Tamil</b>	

# Website



**selangorkini**

- selangorkini.my
- selangorkini.my/zh-hans (Mandarin)
- selangorkini.my/ta (Tamil)

SELANGOR  
**JOURNAL**

selangorjournal.my





**SelangorTV**

selangorTV.my

●	<b>Branded Content Article</b>	○ SelangorKini BM	RM 10,000.00
		○ Selangor Journal	RM 10,000.00
		○ SelangorKini Mandarin	RM 5,000.00
		○ SelangorKini Tamil	RM 5,000.00
		○ Selangor TV	-
●	<b>Advertorial Replication</b>	○ SelangorKini BM	RM 8,000.00
		○ Selangor Journal	RM 8,000.00
		○ SelangorKini Mandarin	RM 5,000.00
		○ SelangorKini Tamil	RM 5,000.00
		○ Selangor TV	-
●	<b>Listicles Craftmanship</b>	○ SelangorKini BM	RM 10,000.00
		○ Selangor Journal	RM 10,000.00
		○ SelangorKini Mandarin	RM 5,000.00
		○ SelangorKini Tamil	RM 5,000.00
		○ Selangor TV	-
●	<b>Bulk Digital Press Release (5 per cluster)</b>	○ SelangorKini BM	RM 5,000.00
		○ Selangor Journal	RM 5,000.00
		○ SelangorKini Mandarin	RM 5,000.00
		○ SelangorKini Tamil	RM 5,000.00
		○ Selangor TV	-






# SelangorTV (Video)

1 Brand Vouch & Make-Believe				
<b>Media Treatment</b>				
	Short-form Video	Long-form Video	Live Video	Experiential Video
<b>Formats</b>	Interviews Explainers Product Videos/Unboxing Video Behind-the-scenes/Raw/Uncut Social Selling Video Reaction Video	Corporate Video Customer Testimonial Video Aerial Videography	Live/Event Coverages	Vox-Pop (Voice of people)/ On-the-street Interview
<b>Buy-Type</b>	Per Video/Upon customization	Per Video/Upon customization	2-hours	Per Video/1-day
<b>Media Rate</b>	From RM 5,000.00*	From RM 25,000.00*	From RM 10,000.00*	From RM 10,000.00*

# SelangorTV (Video)

2

## Brand Vouch & Make-Believe

Media Treatment	 <p data-bbox="461 698 592 740"><b>Foodie Video-series</b></p>	 <p data-bbox="860 698 991 740"><b>Travel Buff Video-Series</b></p>	 <p data-bbox="1276 698 1391 740"><b>Bual Bicara Program</b></p>
<b>Formats</b>	Foodie vlog up to 5 minutes	Travelogue up to 5 minutes	In-depth 1-hour Talk Show
<b>Buy-Type</b>	Per program/Per series	Per program/Per series	Per show/Per series
<b>Media Rate</b>	From RM 10,000.00*	From RM 10,000.00*	From RM 10,000.00*

# Social Media

1

## Facebook



	Type	Facebook Post/Story	Facebook Live	Facebook Timeline Cover
	<b>Price</b>	Buy Type : Per post From RM 5,000.00*	Buy Type : Per session From RM 8,000.00* (1 hour) Additional hour ( RM 2,000.00/hr)	Buy Type : Per week RM 1,500.00
	<b>Formats</b>	Photos/Images Texts Quotes Memes Conversational Quizzes/Surveys Call-to-Action (CTA) Infographics Photo-series Readily-Video Seeding Tips & Tricks/Life Hacks	Live-reporting Event Coverages News Coverages	Photos/Images Call-to-Action (CTA)

# Social Media

2

## Instagram



Type	Instagram Post/Story	Motion Videos/ Infographics
<b>Price</b>	Buy Type : Per post From RM 2,500.00	Buy Type : Per post From RM 5,000.00*
<b>Formats</b>	<p>Photos/Images Curated Content How-to-content Contests/Giveaways Infographics Behind-the-scenes/ Sneak Peeks Holiday Greetings/ Seasonal Posts Announcements/ New Business Milestones Public Service Announcements (PSAs)/ Video Seeding</p>	30-60 sec Motion Videos

# Social Media

3

## Twitter



**Type**

**Twitter Post**

**Live Tweet**

**Price**

Buy Type : Per post  
From RM 2,500.00

Buy Type : 1-hour Unlimited Posts  
From RM 5,000.00\*

**Formats**

Products/Services  
Testimonials  
Polls  
Social Media Holidays

Real-time Content  
Breaking News  
Live Event Updates

# Social Media

4

TikTok



**Type**

**TikTok Post**

**Live TikTok**

**Price**

Buy Type : Per post  
From RM 2,500.00

Buy Type : 1-hour Unlimited Posts  
From RM 5,000.00\*

**Formats**

Products/Services  
Testimonials  
Polls  
Social Media Holidays

Real-time Content  
Breaking News  
Live Event Updates



# TVIDM Single Buy

Format	Dimension	Type of Content	Share of Voice (SOV)	Screen Time	Frequency	Media Rate (Per Month)
<b>Full Screen</b>	1920 x 1080 px	Static Posters Motion Graphics Video: Commercial Ads / PSA	20%	15-Sec Up to 15-Sec Up to 30-Sec	6 / Hour	RM 10,000.00
<b>Split Screen: Main Screen</b>	1500 x 981 px	Branded Content / PSA	20%	Up to 3-Min	1 / Hour	RM 7,500.00
<b>Split Screen: Side Bar</b>	410 x 981 px	Static Posters Motion Graphics	10%	15-Sec Up to 15-Sec	24 / Hour	RM 5,000.00
<b>Split Screen: Crawler</b>	1564 x 99 px	Text	10%	Up to 180 Characters	24 / Hour	RM 3,000.00

# Terms & Conditions

1. All bookings must reach the Publisher within five (5) working days before the publication date.
2. Material Deadline three (3) working days prior to insertion date.
3. The Publisher will not be responsible for any unsatisfactory reproduction if the materials supplied are not made to our stipulated requirements.
4. The Publisher reserves the right at any time in its absolute discretion to cancel any Contract or to omit or suspend an Advertisement (for example if it is unlawful, defamatory, pornographic, socially unacceptable, insensitive or otherwise contrary to editorial policy).
5. The rates shown are non-inclusive of 6% SST & Agency Commission. Rates are non-inclusive of Production Cost. Production Cost is non-commissionable.
6. Cancellation 4 weeks prior to insertion date. Prime positions are non-cancellable.
7. Format: PDF, Text Outlined, Embedded Images, JPG, GIF, all colors in CMYK.
8. The rates are valid from 1<sup>st</sup> January 2023 until 31<sup>st</sup> December 2024 and all bookings must be utilized within one (1) calendar year from the date of acceptance.
9. A surcharge based from the normal rate will be levied for unfulfilled insertions.
10. The Publisher will invoice the Advertiser for the agreed Advertising Rate following the signed contract form. Invoices will be due and payable within 30 days of the date of the invoice. All payment must be upfront upon signing the contract.

## TALK TO US TODAY!

- **Advertising Enquiries:**  
[sales@mediaselangor.com](mailto:sales@mediaselangor.com)
- **Marketing Enquiries:**  
[marketing@mediaselangor.com](mailto:marketing@mediaselangor.com)





# All in All

## Where are we?

The MSSB brands are also available on various social media platforms – Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn, Telegram and Mobile App – to publicise and broadcast up-to-the-minute contents to the people and to stay connected with the ever-growing targeted ethnically diverse online communities in the Klang Valley.

All in all, it serves as a multi-platform news provider which brings together traditional news coupled with social stories to engage viewers in the state of Selangor. With various sections, interests and issues offered, Media Selangor's portfolio caters to almost anyone with any form of interest.

**selangorkini**

selangorkini.my

selangorkini.my/zh-hans (Mandarin)

selangorkini.my/ta (Tamil)

SELANGOR  
**JOURNAL**

selangorjournal.my

**SelangorTV**

selangorTV.my

### MEDIA SELANGOR SDN BHD

Aras 11, Menara Bank Rakyat, No 1, Jalan Indah 14/8,  
Seksyen 14, 40000 Shah Alam, Selangor Darul Ehsan

✉ [sales@mediaselangor.com](mailto:sales@mediaselangor.com)

✉ [marketing@mediaselangor.com](mailto:marketing@mediaselangor.com)



Keep up with the most recent news and happenings in Selangor by following us on these social media sites:



MediaSelangor



selangorjournal



SelangorTV



@mediaselangor



@Media\_Selangor



@SelangorTV



Media Selangor



MediaSelangor



@SelangorTV



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[selangorjournal.my](http://selangorjournal.my)



[selangortv.my](http://selangortv.my)

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