

tvS

BIZSOLUTION

Packages

BEAUTY AND LIFESTYLE



- 1x special report coverage
- 3x repeat during non-prime time news
- 21x 30-sec TVC spot buy
- 3x animated bug
- 3x lower third



1x

- Branded article
- Facebook post
- Instagram post
- TikTok post

Total Investment :

RM 10,000

Media Value :

RM 60,200

Client ROI :

6.02 x



- Suggested 3 week campaign duration for all deliverables.
- TV airtime rates are using the X2 tier.

Nature of business :

Supplements, skin and spa care, facial and cosmetics care, apparels, shoes, crafts, fitness, event and wedding planning, fragrance and aromatherapy

- Client to provide final material for TV and Digital based on the specifications provided by SMG.
- The package is only applicable for one (1) product or one (1) brand per advertiser.
- In the event of any breaking news, the special report will be rescheduled to the next available time slot.
- Spot scheduling is subject to airtime availability, national breaking news, unforeseeable events and acts of God.
- Package shall be effective until 31 December 2024.

LOGISTICS AND TRANSPORTATION



Total Investment :

RM 20,000

Media Value :

RM 105,400

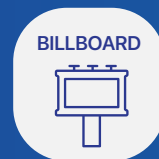
Client ROI :

5.27 x



4x

- Branded article
- Facebook post & story
- Instagram post & story
- TikTok post



30 days x
single screen
billboard

- Suggested 4 week campaign duration for all deliverables.



30x • 30 sec TVC spot
buy lower third
• animated bug
30 days crawler

Nature of business : E-hailing, car rental, movers, freighters, airlines, couriers etc.

FOOD AND BEVERAGES



- **1x** 1 min sponsored content
- **14x** product / brand placement
- **14x** 30 sec TVC spot buy
- **14x** 10-sec animated bug / crawler / lower third



- 2x**
- Branded article
 - Facebook post
 - Facebook story
 - Instagram post
 - Instagram story



14 days x
single screen
billboard coverage

Total Investment :

RM 20,000

Media Value :

RM 105,400

Client ROI :

5.27 x

- Suggested 2 week campaign duration for all deliverables.

Nature of business :

Restaurant and cafe, catering, franchise chain, chain outlets, suppliers, bakery and pastries

• Client to provide final material for TV and Digital based on the specifications provided by SMG. • TV airtime rates are using the **X2** tier. • The package is only applicable for one (1) product or one (1) brand per advertiser. • In the event of any breaking news, the special report will be rescheduled to the next available time slot. • Spot scheduling is subject to airtime availability, national breaking news, unforeseeable events and acts of God. • Package shall be effective until 31 December 2024.

FINANCIAL INSTITUTIONS



- 30 sec TVC spot buy lower third
 - animated bug
- 30x**
30 days crawler



30 days x
double screen
billboard



- 2x**
- Branded article
 - Facebook post & story
 - Instagram post & story
 - TikTok post

Total Investment :

RM 40,000

Media Value :

RM 317,500

Client ROI :

2.71 x

- Suggested **4 week campaign** duration for all deliverables.

Nature of business : Banks, loans, pay later scheme, rewards platform, insurance etc.

AUTOMOTIVE



- 30 sec TVC spot buy lower third
 - animated bug
- 30x**
30 days crawler



30 days x
single screen
billboard



- 2x**
- Branded article
 - Facebook post & story
 - Instagram post & story
 - TikTok post

Total Investment :

RM 40,000

Media Value :

RM 108,500

Client ROI :

2.71 x

- Suggested **4 week campaign** duration for all deliverables.

Nature of business : Car manufacturers, used cars, car dealers, accessories, spare parts etc.

• Client to provide final material for TV and Digital based on the specifications provided by SMG. • TV airtime rates are using the **X2 tier**.
• The package is only applicable for one (1) product or one (1) brand per advertiser. • In the event of any breaking news, the special report will be rescheduled to the next available time slot. • Spot scheduling is subject to airtime availability, national breaking news, unforeseeable events and acts of God. • Package shall be effective until 31 December 2024.

HOSPITALITY AND LEISURE INDUSTRY



- **2x** special report coverage
- **3x** repeat during non-prime time news
- **1 min** sponsored content
- **21x** 30 sec TVC spot buy
- **21x** lower third / animated bug / crawler



- **3x** Branded article
- Facebook post
- Instagram post
- TikTok post



21 days x
single screen
billboard coverage

Nature of business :

Travel and tourism, cultural and heritage, theme parks and attraction, entertainment and leisure, restaurant and food service, hotel and lodging

Total Investment :

RM 15,000

Media Value :

RM 88,200

Client ROI :

5.88 x

- Suggested **3 week campaign duration** for all deliverables.
- TV airtime rates are using the **X2 tier**.

**For advertising opportunities,
please contact:**

Editorial and Business Solutions



www.tvsarawak.my



marketing@smg.my



+60 19 814 0122



[talk2us@tvsarawak.my](tel:talk2us@tvsarawak.my)

TVS Channel 122 MYTV, Unifi TV and Astro

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