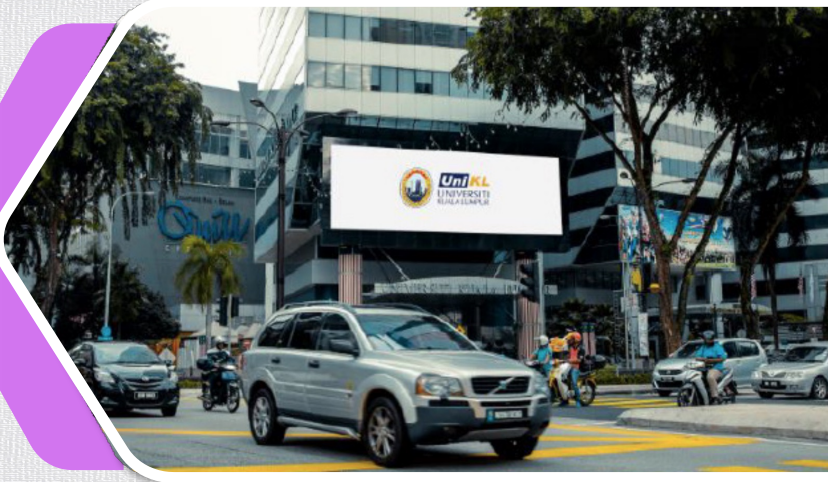




Elevate Your Brand With UniKL GIANT Digital Billboards

Proposed date : 8 MAY 2023

Prepared by : Shahab, YU



UniKL GIANT DIGITAL BILLBOARD is where the right billboards and the strategic location synergize together to optimize advertising campaign plan for advertisers.

Our Mission

To empower high growth companies to go outdoor for exponential exposures, especially the SMEs.

Our Objective

- To assist advertisers in promoting their product, services and upcoming events.
- To act as a liaison between advertisers and public to reach a win-win situation.
- To provide the best exposure needed relating to outdoor advertising.
- To encourage creative designs in creating a unique OOH environment.
- To encourage new proposition for sustainable growth in the OOH industry.

WE CONNECT BRANDS WITH URBAN & RURAL AUDIENCES

Building relationship between the audiences and brands is the core strength of out-of-home advertising

LONG TERM CAMPAIGN

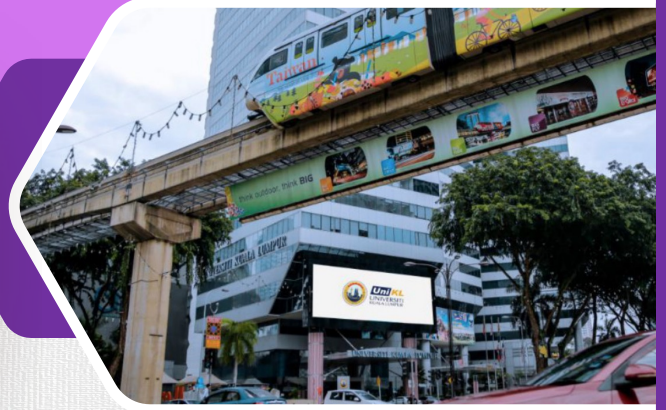
Create long term brand impression and awareness among the mass audiences

SHORT TERM CAMPAIGN

Expose and make brands boom in short term to targeted audiences

CUSTOMISE / HYBRID CAMPAIGN

For brands to maintain relevant and beyond with outstanding billboards



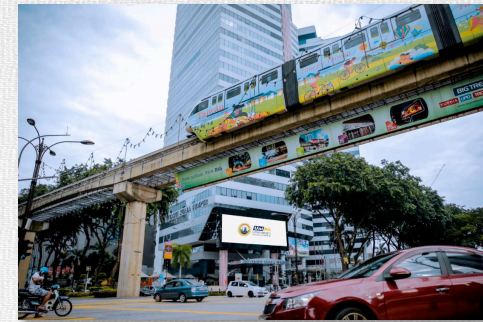
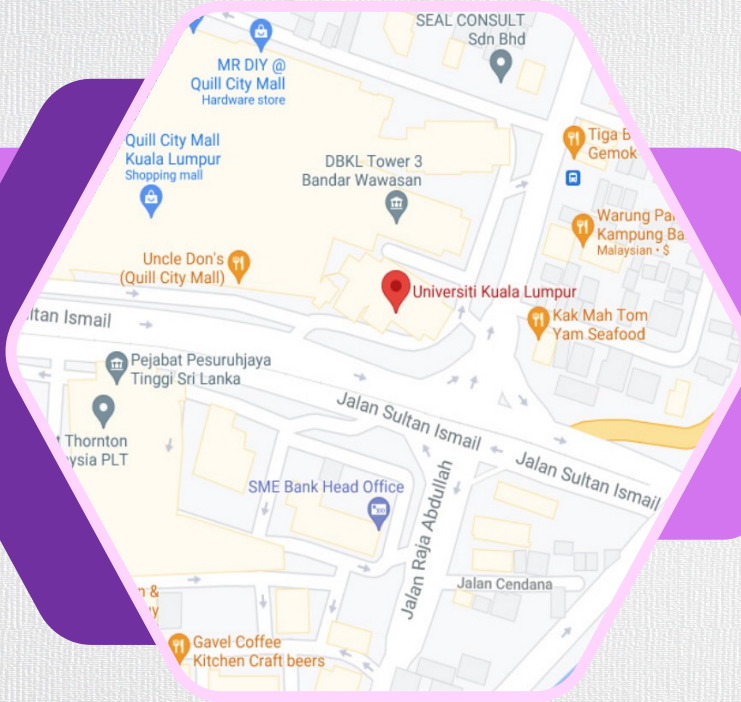
Campaign Brand / Product / Services / Upcoming Events / CSR

Media Objective Create brand awareness, positioning, reinforcement, and promote Corporate product, services and upcoming events

Campaign Period 1 Month

DIGITAL BILLBOARD LOCATION

Universiti Kuala Lumpur (UniKL), 1016 Jalan Sultan Ismail, 50250 Kuala Lumpur.



Secure strategic locations around busiest junction to drive instant and rapid brand awareness and better brand exposure in Golden Triangle Kuala Lumpur city centre.

Objective is to create brand awareness and promote your brand and upcoming product, services or events.

DIGITAL BILLBOARD DISPLAY SPECIFICATION & RATE CARD

Building relationship between the audiences and brands is the core strength of out-of-home advertising

- Format MP4
- Operation Hours – 6.30 am to 12.30 am daily (18 hours)
- Total Advertisers –maximum of 30 advertisers per day
- Commercial Appearance – 144 x appearance per screen daily (4320 x appearance per screen monthly)
- Display Data
 - Panel quantity –12 (w) x 6 (h) = 72 unit
 - Screen area dimension –18.432 (w) x 6.144 (h) = 113.25



Quantity	Size	Pixel	Pocket Duration (Seconds)	Duration (Month)	Promo Price (RM)	Normal Rental Price (RM)	Production Per Content (RM)	Grand Total (RM)
1	13ft (H) 52ft (W)	384px (H) 1152px (W)	15-20 Seconds	1	20,000	20,000	3,000	23,000
				3	50,000	60,000	3,000	63,000
				6	90,000	120,000	3,000	123,000
				12	210,000	240,000	3,000	243,000

TRAFFIC HIGHLIGHTS & DEMOGRAPHY

Strategically located at Golden Triangle main city centre, one of the busiest roads in the heart of the city with more than **13,500,000*** viewer (per month) which is most suitable for campaign / branding awareness.

**traffic is gradually picking as we move from pandemic to endemic status.*



- Located at **High Traffic** junctions connecting Jalan Sultan Ismail and Jalan Raja Abdullah. This intersection in KL is one of the busiest landmarks in KL:
 - Commercial area of Bukit Bintang (1,128,912 monthly traffic count)
 - Historical Kampong Baru
 - Tourist Attraction of Menara KL @ Bukit Nenas
 - AKLEH Highway
 - Public Transport Stations such Station Monorail Mesan Tuanku and Station LRT Dang Wangi,
- **Largest LED** Billboard at Jalan Sultan Ismail area
- Next to the Medan Tuanku **Monorail Station**.
- Strategic location at the **traffic light** junction connecting Jalan Sultan Ismail, Kampung Bharu and Jalan Dang Wangi.

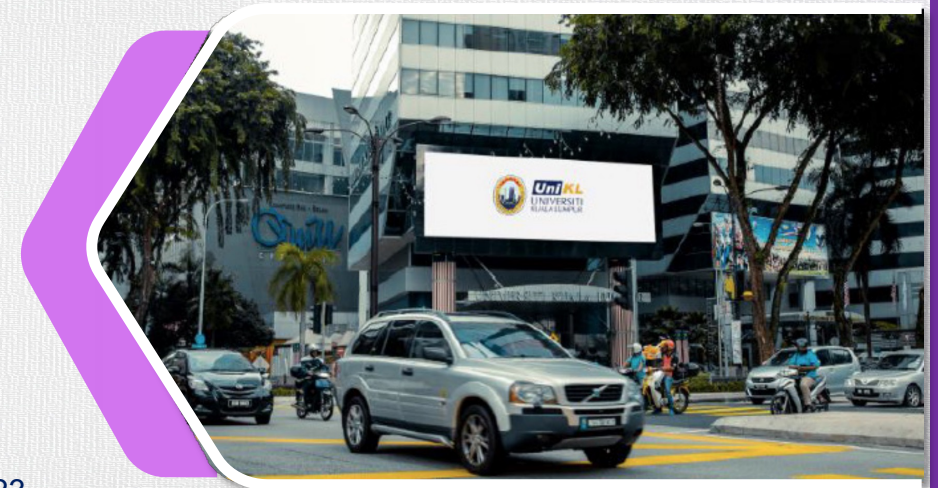
DEMOGRAPHY – Mass & Expats

The public including monorail users, cars & motorcycles, pedestrian trails and high-rise building nearby. Urban Chinese, Rural Malay, Urban Malay, First Jobbers, Family, Tourist, International, Housewife, Business Owner, PMEBs, College / University Students, Rural Chinese, Office Worker, Blue Collar Workers.

ADDITIONAL NOTES FOR ADVERTISER

We encourage your brand to go outdoor to connect and build relationship with the audiences. Proposals proposed are all customizable. We are ready to elevates your brand. YU appreciates the opportunity to be your outdoor media representative. **YU appreciates the opportunity to be your media representative.**

- Validity of offer: 30 days from date of proposal. Campaign in-charge not later than
- Prices are subject to 6% SST which is payable by the advertiser unless stated otherwise.
- Availability of spots/packages are based on first come first serve basis.
- Content by advertiser has to be in compliance the local authority guidelines.
- Design Ads are to be provided by the agent or the main client.
- Material deadline: 2 weeks before commencement
- Payment Terms: *Payment upfront before campaign in-cha*
- Traffic count may vary due to the week days, weekends & public holiday
- “Promo Package 2023” is valid for order which is confirmed and paid not later than 1 Dec 2023.
- Special Rate subject to T&C
- Rates are subject to change at the discretion of the media owner without prior notice.



PROCESS FLOW

As simple as 1 ... 2 ... 3

1

Quotation & Contract

Quotation sent is valid for 3 days, proceed. As soon as the quotation is signed, it cannot be revoked, and a deposit shall be made.

2

Artwork Submission

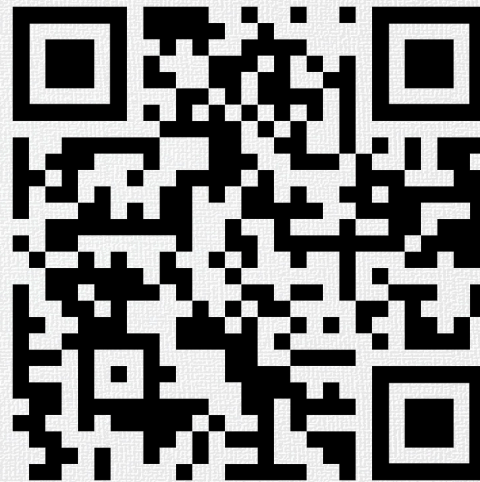
Artwork design shall be provided by your company and compliance to the local authority guidelines (DBP)

3

Publish & Monitor

Published within 3 days after received the Ads. We will inform you when your campaign is ending soon.

THANK
YOU



For media inquiry, please contact



yu@unikl.edu.my



Universiti Kuala Lumpur, 1016 Jalan
Sultan Ismail, 50250 Kuala Lumpur

SPONSORSHIP PACKAGE

The YAYASAN would like to invite benevolent organisations to support its programmes which are classified into a few clusters as, *Community Outreach, Retail, Empowerment* and *Love Is Green*.

We have designed a few support packages for you to choose. Co-brand with us through our advertisement packages while doing good. Help Yayasan UniKL achieve its objectives. In exchange your company will enjoy co-branding with UniKL through advertising at **UniKL DIGITAL BILLBOARD**. The duration and your contribution are as the packages below :

RM 21,000.00 – Food For Love Sponsorship Project



SAVE RM 3,380.00

- Duration : **1 Month**
- Pockets Duration : **15 Seconds**
- Appearance times : **144x daily / 4320x monthly**

RM 115,000.00 – UTASS Scholarship Project



SAVE RM 15,380.00

- Duration : **6 Months**
- Pockets Duration : **15 Seconds**
- Appearance times : **144x daily / 4320x monthly**

RM 60,000.00 – LOVE Is GREEN Sponsorship Project



SAVE RM 6,780.00

- Duration : **3 Months**
- Pockets Duration : **15 Seconds**
- Appearance times : **144x daily / 4320x monthly**

RM 200,000.00 – bazarBELANJA Sponsorship Project



SAVE RM 57,580.00

- Duration : **12 Months**
- Pockets Duration : **15 Seconds**
- Appearance times : **144x daily / 4320x monthly**

PROCESS FLOW

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