

RIPPLE™

An audience-focused digital media, broadcast and commerce company

SALES KIT

RIPPLE™

An audience-focused digital media, broadcast and commerce company

Combining the power of digital media and broadcast, we are able to amplify reach and influence the audience wherever they are.

Leveraging on data and analytics, we will connect and deliver solutions to clients using Audience, Content, Talents, Experiences and Platforms.





OUR AUDIENCE

Delivering solutions to clients using Audience, Content, Talents, Experiences and Platforms

MALAY AUDIENCE
YOUTH, 13 - 34



Make your products/services pop out among the creative young minds of the largest demographic in the country! Highly opinionated, they could be your golden ticket to talkability.

MALAY AUDIENCE
MATURE GROUP, 25 & ABOVE



Ready with purchasing power, this affluent group of people is not the one you want to miss out in your marketing mix. A major decision-maker, their opinion will have a high impact on other family members.

ENGLISH-SPEAKING AUDIENCE
15 - 29



They are the trendsetters - the tastemakers - the originals. Urbanites with the most up-to-date lifestyle, their choices will have a spillover effect on their loyal followers.

CHINESE AUDIENCE
15 - 34



Health-conscious, career-driven professionals with an emphasis on status. Their willingness to invest in high-quality products and services with value for money is unmatched!

MALAY, ENGLISH-SPEAKING,
CHINESE AUDIENCE



A podcast platform. Content created and curated by audio storytellers, stories that make human.

E-COMMERCE



Malaysia's latest voucher based e-commerce platform with deals from 5 categories to choose from.
Food & Beverages | Beauty & Spa | Services | Activities | Travel

MALAY



Donna[™]

A digital brand that is a friend you can trust. Elegant and inspiring,
Donna keeps every Malay woman's life fresh and exciting.
Target Audience: Malay-Female | Age Group: 18-34



BRAND OVERVIEW

A digital brand that is a friend you can trust. Elegant and inspiring, Donna keeps every Malay woman's life fresh and exciting.

INSPIRED. ELEGANT. FAMILY-FOCUSED

EMPOWERING. TRUSTWORTHY

18 - 34 | FEMALE | MALAY | MALAY AS 1ST LANGUAGE

Beauty & Fashion

- Best dressed
- Launches
- Tricks and tips
- Products reviews
- Events
- Health

Infotainment

- News and current affairs
- Entertainment/Dr amas
- Events and things around town
- Trending
- Local & international celebs' gossips
- Technology

Lifestyle

- Relationships and family
- Career
- Hobbies and activities
- Living and home
- Films and books
- Financial & spending
- Life goals

Travel

- Where to go and what to do
- Around Malaysia
- Tips and advice

Video

- Trending
- Inspirational idols and influencers

Food

- Places to try
- Latest and upcoming
- Cooking and recipes

MALAY



www.lunaria.com.my



A digital brand for teenage Malay girls, who love everything fun,
fresh and creative delivered differently.
Target Audience: Malay-Female | Age Group: 13-17



BRAND OVERVIEW

A unique digital guide for teenage Malay girls, who loves everything fun, fresh and creative delivered differently.

TEENS. FUN. CREATIVE

FRESH. INFORMATIVE. ENTERTAINING

13 - 17 | FEMALE | MALAY | MALAY AS 1ST LANGUAGE

Teenage Life

- Trends
- Style
- Beauty
- Personalities
- Hobbies
- Music & Entertainment

School Zone

- School activities
- Achievement
- Outside school activities

Self Love

- Relationship
- Family
- Friendship
- Me Time
- Life Goals

Tech

- Gadget
- Apps
- Games

Video

- Series
- Infotainment

MALAY



www.thelaki.com.my

 **THELAKI™**

The ultimate male digital brand for millennials that cater to the average joes, entertaining and connecting the dots for bros.
Target Audience: Malay-Male | Age Group:18-29



BRAND OVERVIEW

The ultimate male brand for millennials that caters to the Average Joes, entertaining and connecting the dots for bros.

AVERAGE JOE. BROTHERHOOD. CHILL

ENTERTAINING. FRESH. CREATIVE

18 – 29 | MALE | MALAY | 1ST LANGUAGE IS MALAY

Infotainment,
Street & Culture

- Trends
- Internet Trends
- Infotainment
- Street & Culture

Tech

- Tech News
- Gadget Reviews
- Games

Boys Toys
& Active Lifestyle

- Cars, Bikes
- Collectibles, Scale Model
- Active & Adventure Lifestyle
- Football EPL, Fantasy League
- Sports & Motorsports

Self Improvement
& How To

- Self Care
- How To 'Life'
- Life Hacks

Video

- Mai Try
- Gadget Bro
- THELAKI Show

ENGLISH



www.likely.com.my

likely™

A digital brand that empowers 18 – 29 year old women to embrace their unique identities through real-life stories, voices and experiences.

Target Audience: English speaking Female | Age Group: 18-29



BRAND OVERVIEW

A brand that empowers women to embrace their unique identities through real life stories, voices and experiences.

REAL. RELATABLE. LIVELY

CONFIDENT. EMPOWERING. INSPIRED

18 – 29 | FEMALE | ENGLISH-SPEAKING URBANITES

Beauty & Fashion

- Trends
- Launches
- Styling
- Hacks and tricks
- Reviews
- Test Lab
- Events

Living & Culture

- Living space
- Hobbies
- Community
- General interests

Self Care & Growth

- Career
- Relationship
- Friendship
- Family
- Health
- Wealth

Pop Culture & Entertainment News

- Gossips
- Social trends
- News

Video

- Makeup tips
- Pillow Talk
- Shenanigans
- Lyrics Life Lesson
- Career inspirations

CHINESE



www.chapters.com.my

CHAPTERSTM

A digital brand that celebrates 18 - 34 years old Chinese-speaking audience through our community to inspire them to live their best lives.
Target Audience: Chinese-Unisex | Age : 18 - 34



BRAND OVERVIEW

A brand that celebrates Chinese-speaking adults through our community to inspire them to live their best lives.

INSPIRATION. ADULTHOOD. FAMILY-FOCUSED

INFORMATIVE. CONFIDENT. MOTIVATED

18 – 34 | MALE & FEMALE | CHINESE-SPEAKING AUDIENCE

Travel & Living

- Luxury/Quality
- Home Living
- Food and Beverage
- Restaurant and Café
- Club & Pub
- Travel
- Automotive
- Gadgets
- Current/News Topic

Health & Fitness

- Fitness
- Personal Care
- Nutrition & TCM
- Cooking
- Pregnancy & Babies
- Mental Health
- Green Living

Financial & Wealth

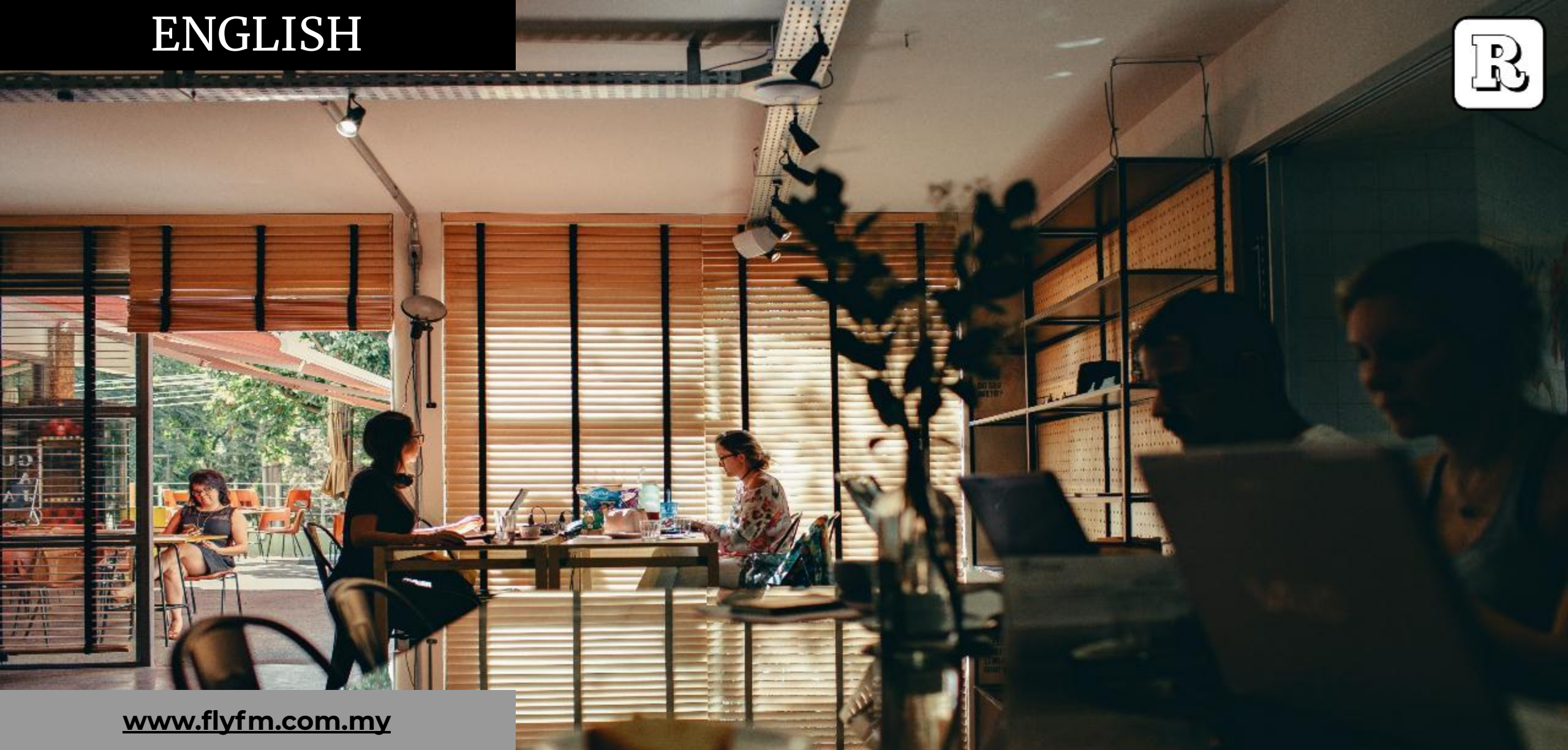
- Insurance
- Financial planning
- Property
- Investment
- Banking
- Retirement

Relationship

- Careers
- Self growth
- Friendship
- Relationship
- Family
- Parenthood
- Intimate Talk
- Wedding

ENGLISH

R



www.flyfm.com.my



Fly FM - a youthful brand that is immersed in today's hottest music, entertainment and events, providing viewpoint through conversations and content.
Target Audience: Urban English | Group: 15 - 29



BRAND OVERVIEW

A youthful brand that is immersed in today's hottest music, entertainment and events, providing viewpoint through conversations and content.

FUN. ADVENTUROUS. YOUTHFUL

ENTERTAINING. ENGAGING

15 – 29 | URBAN ENGLISH-SPEAKING

Segments

- 6am – 10am
- 10am – 3pm
- 3pm – 7pm
- 7pm – 12am

Playlist Concepts

- Current & Chart Topping English Hits

Frequencies

- 95.8 FM – Klang Valley
- 99.1 FM – Alor Setar
- 87.9 FM – Ipoh
- 102.5 FM – Johor Bahru
- 87.6 FM – Kuantan
- 89.9FM – Penang
- 98.6 FM – Seremban
- 94.0 FM – Melaka
- 107.5 FM – Terengganu
- 107.4 FM – Kota Bharu



RATE CARD



www.flyfm.com.my

2020

flyfm
 @flyfm958
 @flyfm958
 Fly TV

SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week.

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)	12 AM - 6 AM (Overnight)
RM530	RM350	RM445	RM350	RM85

RUN OF STATION

Spread evenly over 5 available time zones between 6am - 12 am

PACKAGE	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM360
PACKAGE 2	35	Mon-Sun	RM300
PACKAGE 3	30	Thu-Sun	RM280
PACKAGE 4	20	Sat-Sun	RM240

LIVE READ

Minimum of 5 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)
RM1,060	RM700	RM890	RM700

ACTIVATION

REC. POINTERS & LIVE CROSSES RM300	CLIENT LOCATION REQUEST RM600 <small>Prod cost RM100 for each Client Location Request (CLR)</small>	LIVE UPDATES RM1,200 <small>Prod cost RM100 for each update</small>	PROD. COST DAILY OUTSTATION RM1,900
			PROD. COST WEEKLY OUTSTATION RM10,500

Engage your audience with Interads
RM45.00 950 CPM (cost per impression)

OTHER COMMERCIAL CHARGES

20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 14 DAYS before broadcast date
50% SURCHARGE	30 DAYS before broadcast date
10% SURCHARGE	More than 30 DAYS before broadcast date

MALAY



www.hotfm.com.my



Hot FM - a contemporary hit brand focusing on music and entertainment on all interactive and social platforms.
Target Audience: Mass Malay | Age Group: 15 - 29



BRAND OVERVIEW

A contemporary hit brand focusing on music and entertainment on all interactive and social platforms.

FUN. YOUTHFUL. HIGHLY OPINIONATED

REAL. FRIENDLY. ENGAGING

15 – 29 | MASS MALAY

Segments

- 6am – 10am
- 10am – 4pm
- 4pm – 8pm
- 8pm – 12am

Playlist Concepts

- Current Sing-Along-Songs
- Malay
- Indo
- English

Frequencies

- 97.6 FM – Klang Valley
- 88.2 FM – Alor Setar
- 104.5 FM – Ipoh
- 90.1 FM – Johor Bahru
- 92.4 FM – Kuantan
- 105.1 FM – Kota Bharu
- 90.5 FM – Taiping
- 88.2 FM – Pulau Pinang
- 99.5 FM – Seremban
- 90.1 FM – Singapore
- 87.7 FM – Kota Kinabalu
- 94.3 FM – Kuching
- 104.3 FM – Melaka
- 105.0 FM – Terengganu



RATE CARD



www.hotfm.com.my

2020

hotfm976
 @hotfm976
 @hotfm976
 Hot TV

SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)	12 AM - 6 AM (Overnight)
RM1,020	RM650	RM820	RM600	RM150

RUN OF STATION

Spread evenly over 5 available time zones between 6am - 12 am

PACKAGE	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM640
PACKAGE 2	35	Mon-Sun	RM560
PACKAGE 3	30	Thu-Sun	RM510
PACKAGE 4	20	Sat-Sun	RM460

LIVE READ

Minimum of 5 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)
RM2,040	RM1,300	RM1,640	RM1,200

ACTIVATION

REC. POINTERS & LIVE CROSSES RM560	CLIENT LOCATION REQUEST RM1,120 <small>Prod cost RM100 for each Client Location Request (CLR)</small>	LIVE UPDATES RM2,240 <small>Prod cost RM100 for each update</small>	PROD. COST DAILY OUTSTATION RM1,900
			PROD. COST WEEKLY OUTSTATION RM10,500

Engage your audience with Interads
RM45.00 PER CPM (cost per impression)

OTHER COMMERCIAL CHARGES

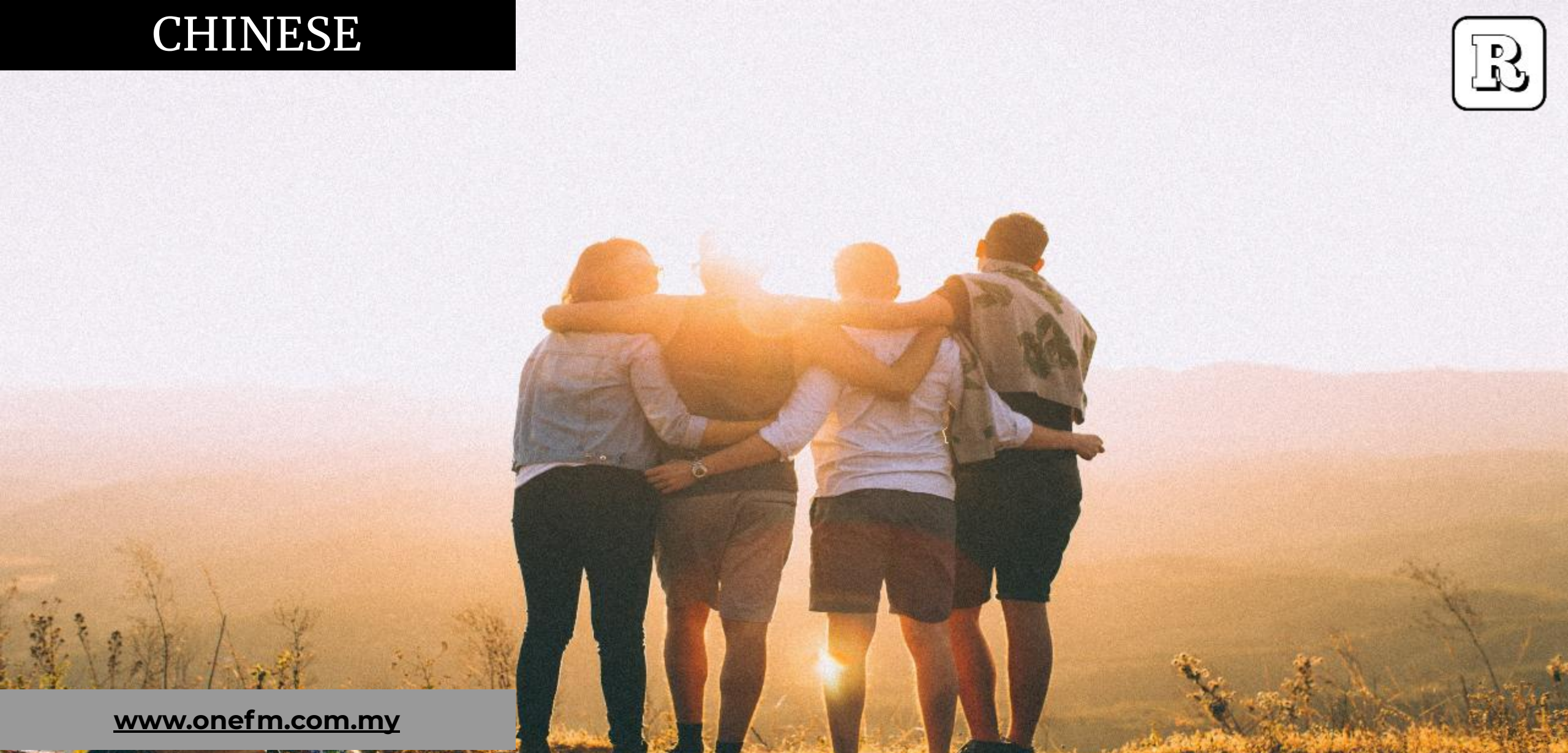
20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 14 DAYS before broadcast date
50% SURCHARGE	30 DAYS before broadcast date
10% SURCHARGE	More than 30 DAYS before broadcast date

CHINESE



www.onefm.com.my



One FM - a fun, youthful and engaging brand that brings the community together through hit music, entertainment and experiences.
Target Audience: Mass Chinese | Age Group: 15 - 29



BRAND OVERVIEW

A fun, youthful and engaging brand that brings the community together through hit music, entertainment and experiences.

FRESH. FUN. CHEEKY

ENERGETIC. CREATIVE. ENGAGING

15 – 29 | MASS CHINESE

Segments

- 6am – 10am
- 10am – 4pm
- 4pm – 8pm
- 8pm – 12am

Playlist Concepts

- Current Sing-Along-Songs
- Mandarin
- Cantonese
- K-pop
- English

Frequencies

- 88.1 FM – Klang Valley
- 87.8 FM – Kedah
- 87.6 FM – Ipoh
- 88.1/105.3 FM – Johor Bahru
- 100.4 FM – Kuantan
- 88.3 FM – Seremban
- 99.5 FM – Kuching
- 95.7 FM – Kota Kinabalu
- 88.1 FM – Melaka



RATE CARD



www.onefm.com.my

2020

onefm
 @onefm881
 @onefm881
 One TV

SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)	12 AM - 6 AM (Overnight)
RM700	RM365	RM530	RM330	RM66

RUN OF STATION

Spread evenly over 5 available time zones between 6am - 12 am

	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM420
PACKAGE 2	35	Mon-Sun	RM360
PACKAGE 3	30	Thu-Sun	RM335
PACKAGE 4	20	Sat-Sun	RM290

LIVE READ

Minimum of 5 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 4 PM (AM/PM)	4 PM - 8 PM (Drive Time)	8 PM - 12 AM (Evening)
RM1,400	RM730	RM1,060	RM660

ACTIVATION

REC. POINTERS & LIVE CROSSES RM360	CLIENT LOCATION REQUEST RM720 <small>Prod cost RM100 for each Client Location Request (CLR)</small>	LIVE UPDATES RM1,440 <small>Prod cost RM100 for each update</small>	PROD. COST DAILY OUTSTATION RM1,900
			PROD. COST WEEKLY OUTSTATION RM10,500

Engage your audience with Interads
RM45.00 PER CPM (cost per impression)

OTHER COMMERCIAL CHARGES

20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELATION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 14 DAYS before broadcast date
50% SURCHARGE	30 DAYS before broadcast date
10% SURCHARGE	More than 30 DAYS before broadcast date

MALAY



www.koolfm.com.my



Kool FM - Your go-to fast and accurate information hub, with sing-along tunes from the 80's to current hits for your daily entertainment fix.
Target Audience: Mass Malay | Age Group: PMEBS, 25 & above



BRAND OVERVIEW

Your go-to fast and accurate information hub, with sing-along tunes from the 80's to current hits for your daily entertainment fix.

CURRENT. SOCIAL. COMMUNITY

INFORMATIVE. REAL. ENGAGING

PMEBs, 25 & ABOVE | MASS MALAY

Segments

- 6am – 10am
- 10am – 3pm
- 3pm – 7pm
- 7pm – 8pm
- 8pm – 12am

Playlist Concepts

- Current Sing-Along-Songs
- Nostalgia
- 80's to current
- English
- Malay
- Indo
- Hindustan

Frequencies

- 101.3 FM – Klang Valley
- 90.2 FM – Penang
- 93.6 FM – Kuala Terengganu
- 88.6 FM – Kota Bharu
- 107.3 FM – Alor Setar
- 104.30 FM – Sarawak



RATE CARD

KoolFM

www.koolfm.com.my

2020

koolfm
 @koolfmmy
 @koolfmmy
 Kool TV

SPOT BUY

Spot placements within specific time zones with minimum 10 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 3 PM (AM/PM)	3 PM - 7 PM (Drive Time)	7 PM - 8 PM (Evening)	8 PM - 12 AM (Overnight)
RM356	RM234	RM252	RM150	RM34

RUN OF STATION

Spread evenly over 5 available time zones between 6am - 12 am

	MIN. SPOTS	DAYS	RATE
PACKAGE 1	30	Mon-Fri	RM235
PACKAGE 2	35	Mon-Sun	RM200
PACKAGE 3	20	Sat-Sun	RM116

LIVE READ / TALENT ASSOCIATION

Minimum of 5 spots a week

6 AM - 10 AM (Breakfast)	10 AM - 3 PM (AM/PM)	3 PM - 7 PM (Drive Time)	8 PM - 12 AM (Evening)
RM712	RM468	RM504	RM300

ACTIVATION

REC. POINTERS & LIVE CROSSES RM200	CLIENT LOCATION REQUEST RM400 <small>Price cost RM100 for each Client Location Request (CLR)</small>	LIVE UPDATES RM800 <small>Price cost RM100 for each update</small>	PROD. COST DAILY OUTSTATION RM1,900
			PROD. COST WEEKLY OUTSTATION RM10,500

Engage your audience with Interads
RM45.00 PER CPM (cost per 1000 impressions)

OTHER COMMERCIAL CHARGES

20 SEC:	85%
40 SEC:	140%
60 SEC:	200%

CANCELTION/ REVISION SURCHARGES

(The following surcharges will apply)

100% SURCHARGE	Less than 14 DAYS before broadcast date
150% SURCHARGE	30 DAYS before broadcast date
200% SURCHARGE	More than 30 DAYS before broadcast date

MALAY
ENGLISH
CHINESE



www.aiskacang.com.my

 **Ais Kacang**[®]

A podcast platform. Content created and curated by audio storytellers, stories that make human, human.
Target Audience: Mass Malaysian | Age Group: 15 - 44

E-COMMERCE



www.superdeals.com.my

SuperDealsTM
.com.my

Malaysia's latest voucher-based e-commerce platform – with deals from 5 categories to choose from; Food & Beverages | Beauty & Spa | Services | Activities | Travel
Target Audience: Mass Malaysian | Age Group: 15 - 44

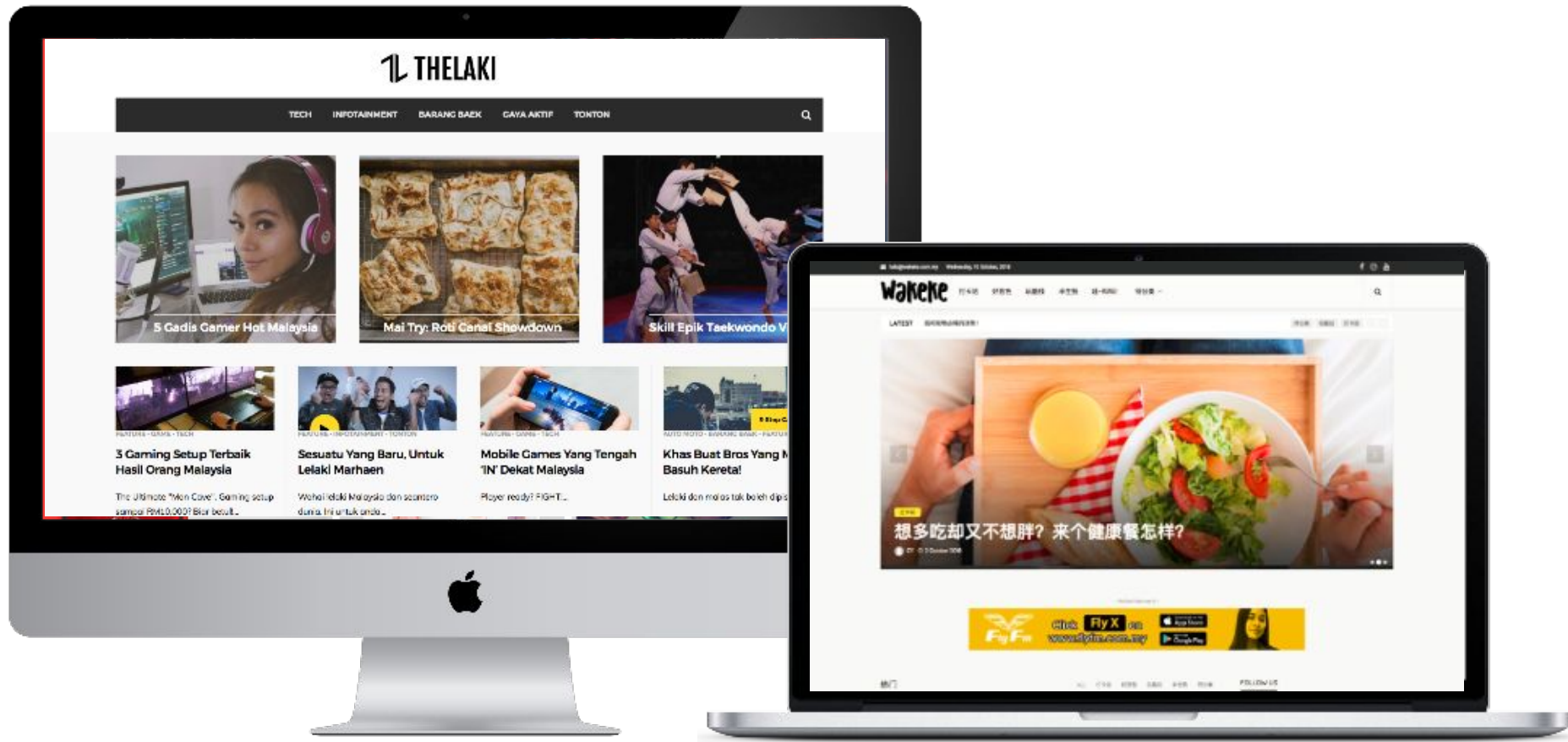


ENGAGE YOUR AUDIENCE

DISPLAY AD



Display ad are available on all brand website under Ripple media for brand and product to promote brand messaging, content launches and so much more. We offer two type of display ad: 'Regular' and 'Premium'. Custom rich media formats - from your usual mid rec, leaderboard, to responsive premium dynamic ads, such as floater, page peel, earthquake - are designed to integrate seamlessly with the user experience, allowing for flexibility and exposure on Ripple digital platforms.



DISPLAY AD RATE CARD



	REGULAR AD				PREMIUM AD		
Ad Components	MID REC 1	MID REC 2	Super Leaderboard	Leaderboard 1 & 2	FLOATER	EARTHQUAKE	PAGE PEEL
Dimensions	300 (W) x 250 (H) pixels		Default: 728 (W) x 90 (H) pixels Expand: 728 (w) x 300(h)	728 (W) x 90 (H) pixels	980 (W) x 90 (H)	Default: 1110 (W) x 60 (H) Expand: 1110 (W) x 300 (H)	Corner: 100 (W) x 100 (H) Open: 500 (W) x 500 (H)
Max File Size	Max 200 KB				Max 200KB	Default: 20KB Expand: 200KB	Corner: 200KB Open: 200KB
File Type	.jpg .gif (max 3 frames)				.jpg .gif (max 3 frames)	.jpg	.jpg
Client's Hyperlink	Yes				Yes		
Location	Homepage: top middle	Homepage: top middle	Homepage: Top Column		Homepage: Floating Bottom	Homepage: Content Column	Homepage: Top-Right
Likely	RM900.00	RM900.00	RM900.00	RM900.00	RM1,350.00	RM1,350.00	RM1,350.00
Lunaria & The Laki	RM1,000.00	RM1,000.00	RM1,000.00	RM1,000.00	RM1,500.00	RM1,500.00	RM1,500.00
Donna	RM1,100.00	RM1,100.00	RM1,100.00	RM1,100.00	RM1,650.00	RM1,650.00	RM1,650.00
Chapters	RM1,000.00	RM1,000.00	RM1,000.00	RM1,000.00	RM1,500.00	RM1,500.00	RM1,500.00
Production Cost	RM1,150.00	RM1,150.00	RM1,150.00	RM1,150.00	RM1,150.00	RM1,150.00	RM1,150.00
Production Timeline	3 working days				7-10 working days		

CONTENT PARTNERSHIP



For client campaigns, Ripple can facilitate the execution of paid advertorial in the form of sponsored story or sponsored video, including social media exposure.



Paid editorial posts on websites and social pages



Memandangkan tinggal beberapa bulan je lagi kita nak masuk ke tahun 2020, takkan korang nak biarkan baki annual leave korang tu macam tu je, betul? Dari Isnin hingga Jumaat, setiap minggu korang perah kepala otak untuk bekerja, mungkin dah tiba masanya untuk korang lari jap daripada stres bekerja tu.



CONTENT PARTNERSHIP RATE CARD



CONTENT PARTNERSHIP		
	SPONSORED STORY	SPONSORED VIDEO
Entitlement	1 x article (1 page) 1 x FB post 1 x Twitter (except for Chi page) Content page consists of 1 page write up about brand/products, customizable for clients	1 x article (1 page) 1 x FB post 1 x IG 1 x Twitter (except for Chi page) Content page consists of 1 video & write up about brand/products, customizable for clients * Inclusive of production cost
Likely	RM10,000.00	RM28,000.00
Lunaria & The Laki	RM12,000.00	RM38,000.00
Donna	RM15,000.00	RM48,000.00
Chapters	RM12,000.00	RM38,000.00
Production Timeline	5 working days	10 working days

RIPPLE

An audience-focused digital media, broadcast and commerce company

Let's have a conversation about your audience.

THANK YOU!