

Astro Digital

# IMPACT 360

We Revolutionise High-Impact Digital Advertising

# Gold Standard

Why High-Impact Ad Formats Remain Essential?



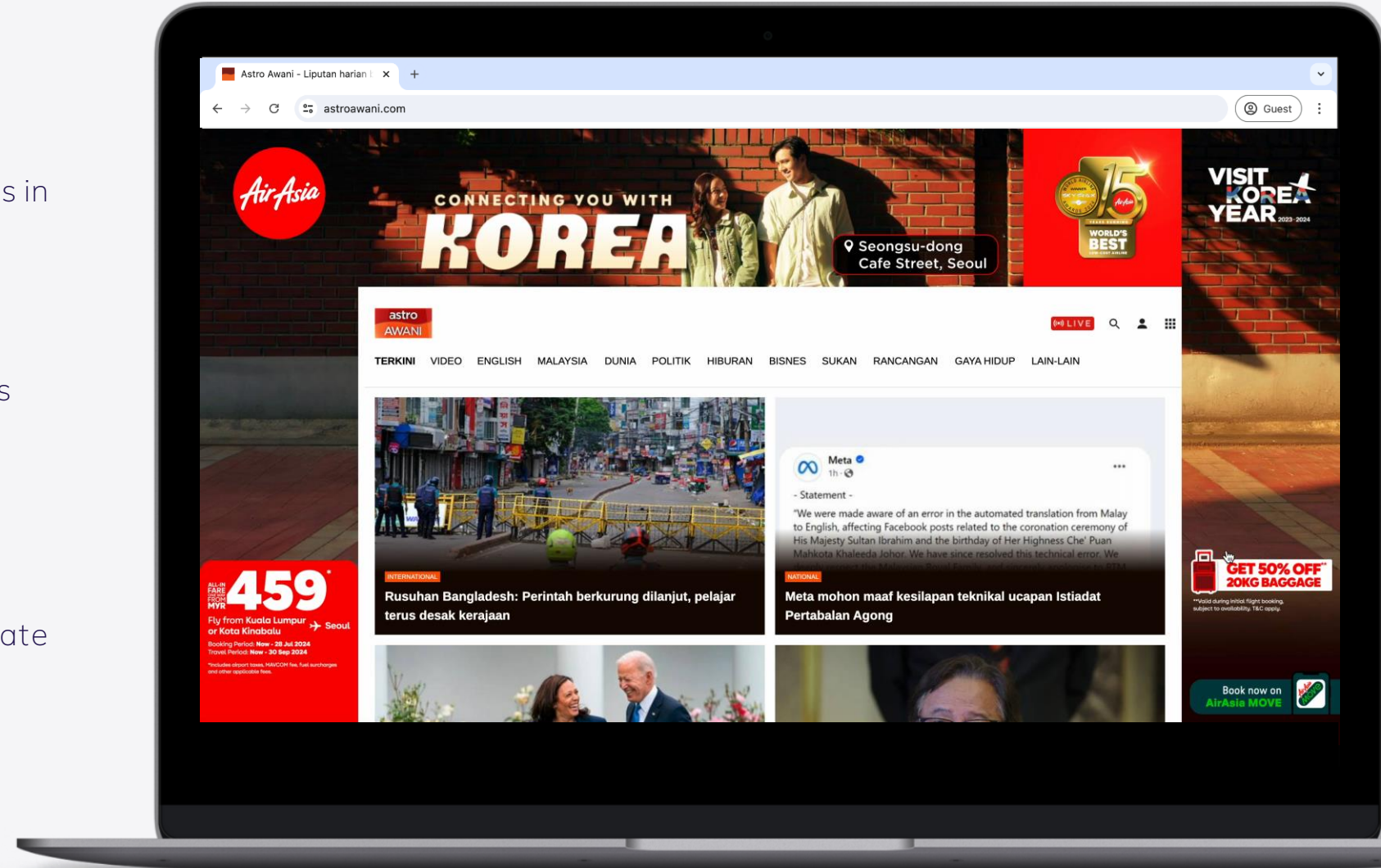
Long-Standing Effectiveness in Creating Brand Recall



Higher Engagements levels compared to standard ad formats



Proven Capability to Captivate and Convert Audiences



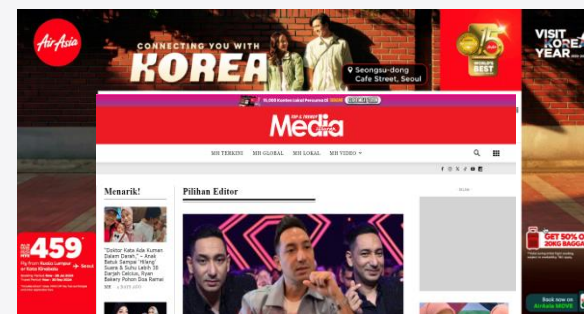
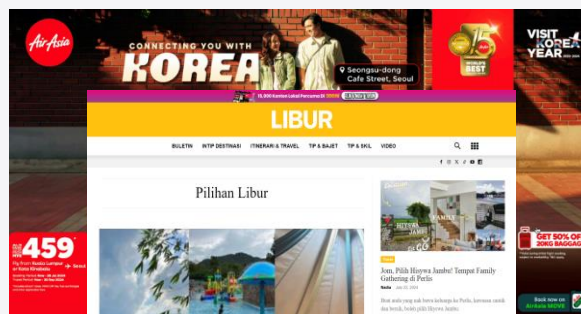
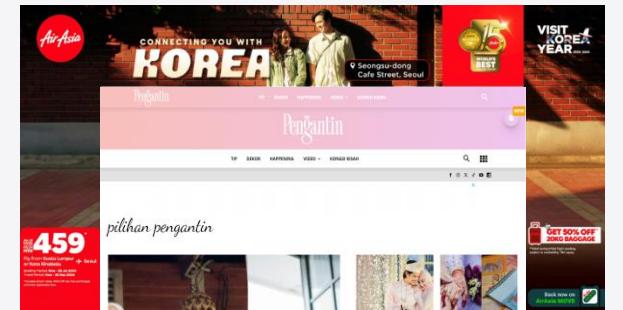
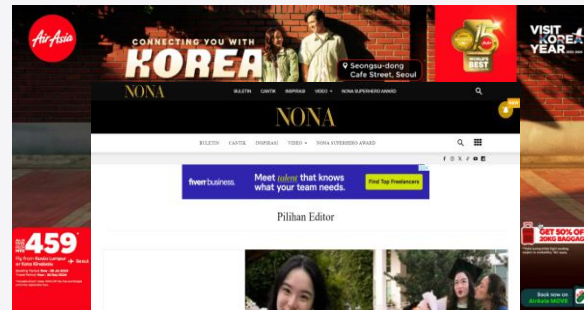
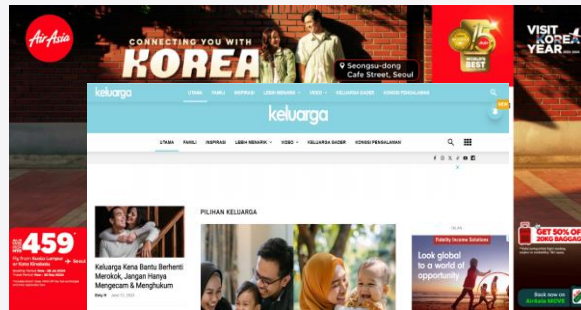
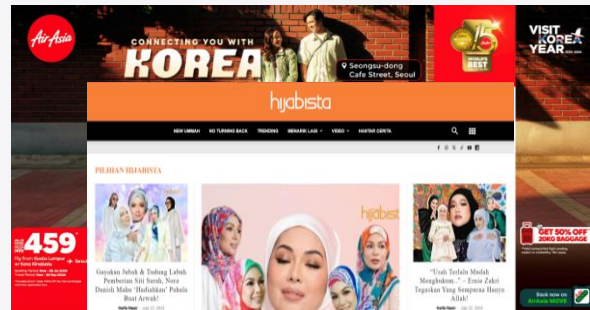
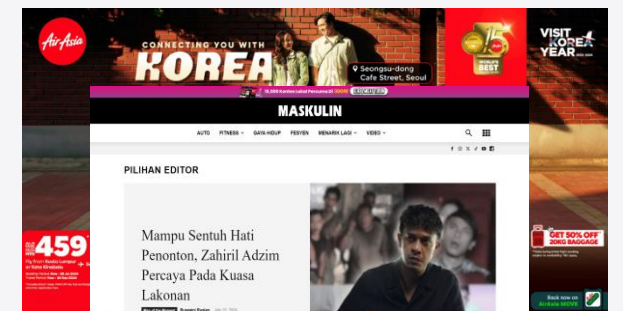
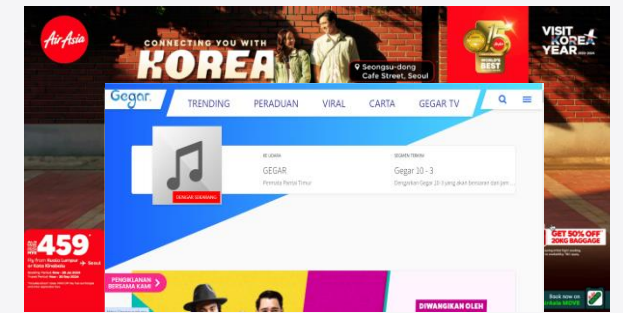
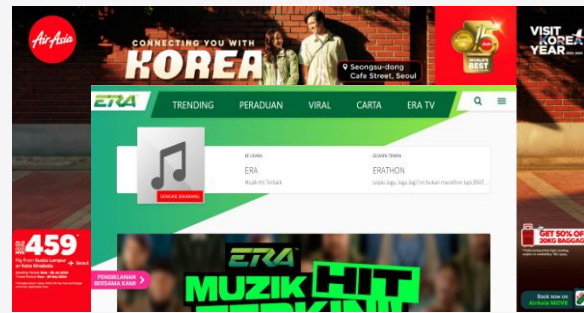
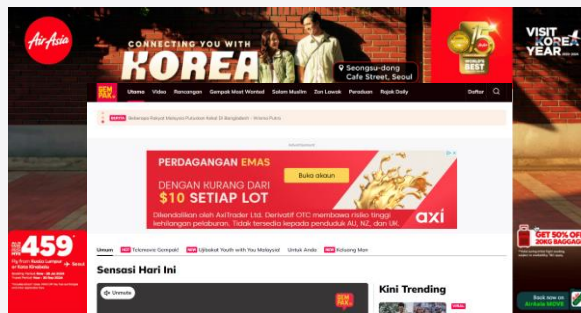
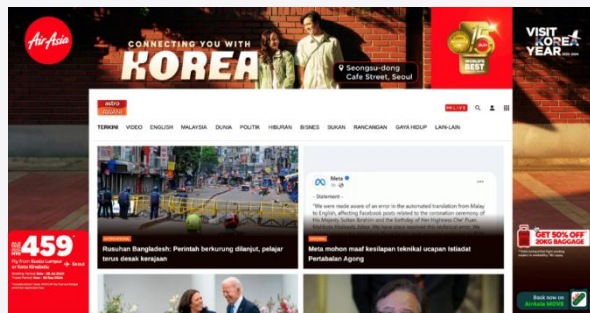
# WHOA!

Experiencing the same ad repeatedly across various digital platforms can be both awe-inspiring and mind-blowing, evoking a sense of "whoa-ness" as it demonstrates the massiveness of a campaign and its incredible reach in times of modern digital advertising. This "whoa" phenomenon showcases the seamless integration and synchronization of ad campaigns across different platforms, allowing a consistent brand message to permeate the consumer's mind. It's a testament to the power of high impact digital advertising, ensuring that the ad reaches the audience at multiple touchpoints, reinforcing brand recall and recognition.

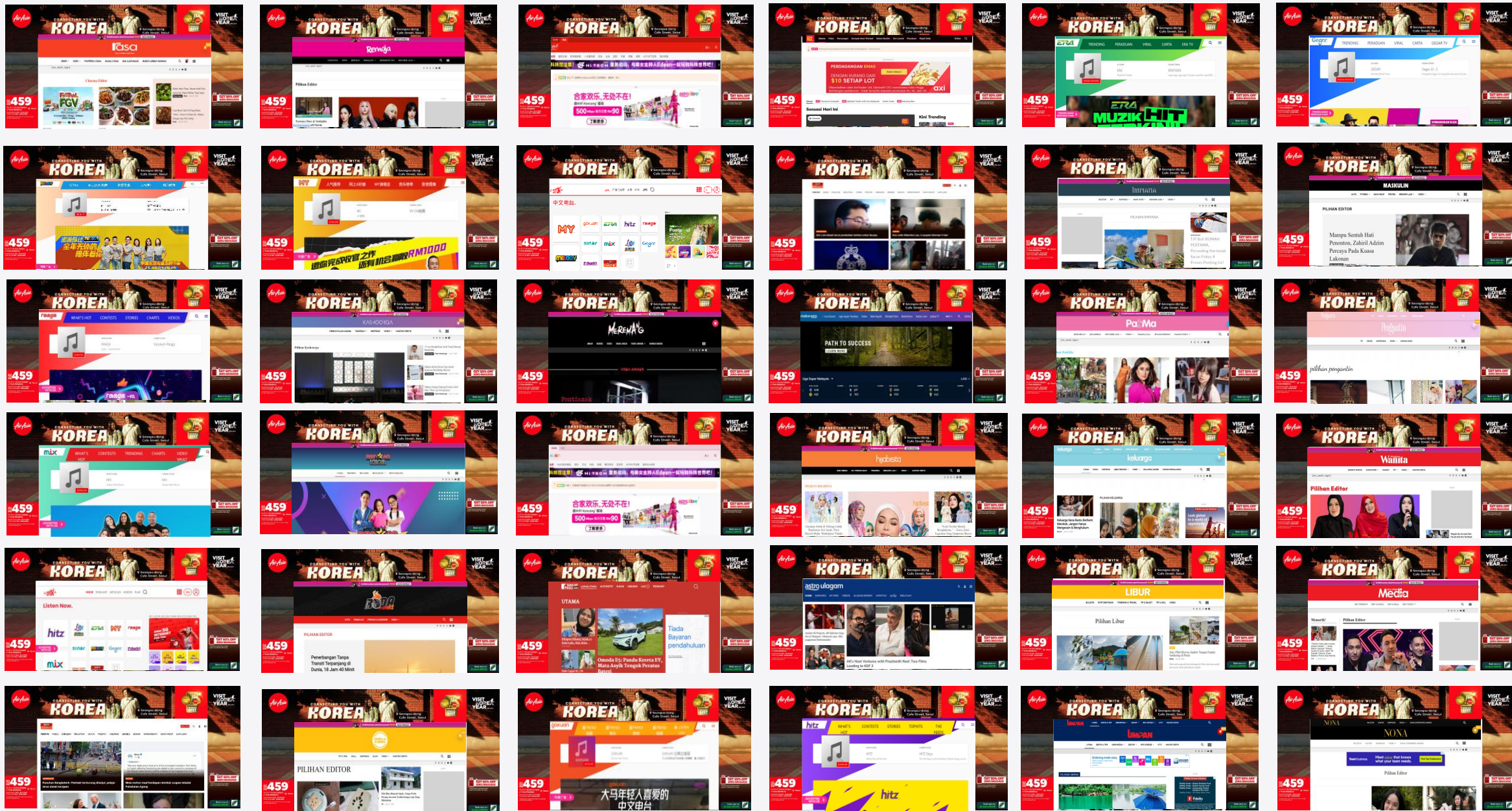
PRESS   
TO FEEL THE WHOA-NESS













40++ BRANDS.  
LOVED BY MILLIONS..  
SINGLE LARGEST PUBLISHER IN MALAYSIA

>622

thousand

Total daily users

>1.4

million

Total daily pageviews

>1%

Average  
Click Thru Rate

# Engaging the **online community** with **40+ Digital Brands** leading across different demographics and interests



**No.1**  
News brand on social media



No.1  
Recipes and cooking media brand



Malaysia's most popular audio multilingual entertainment app



No.1  
Women lifestyle portal



Best Digital Publisher of the Year 2023 MDA d Awards



**No.1**  
Parenting media brand



No.1  
Chinese digital entertainment brand



**No.1**  
Family media brand



No.1  
Indian digital brand



Empowering youth through inspiring content

# Package Options:



**1** INTRODUCTORY PACKAGE

**2** MONTHLY PACKAGE

**3** ADVANCE PACKAGE

**4** ANNUAL ADVANCE PACKAGE



Skinner Ad Placement



YouTube Channel Art Takeover



Facebook Cover Photo Takeover



# SPECIFICATION



## Desktop

Dimension (W x H):

Dimensions of image: 1920 x 1080px

- Visible Top Dimension: 1000 x 250px (4:1)
- Visible Left / Right Dimensions: 460 x 1080 (Safe Area: 170 x 1080)
- Video (Optional): 16:9 (less than 30 sec)

File Size:

- Overall assets weight should be less than 4MB
- Video (Optional): less than 3MB



## Mobile

Dimension (W x H):

Dimensions of image: 750 x 1334px

- Top Image (Transparent): 750 x 220px
- Footer Image (Transparent): 750 x 200px
- Video (Optional): 16:9 (less than 30 sec)

File Size:

- Overall assets weight should be less than 4MB
- Video (Optional): less than 3MB

Creative Production

Turnaround time:

3 – 5 days

# TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- Video commercial materials to be submitted via email with minimum of five (5) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign ("Deadline"), failing which any unutilized digital entitlements shall be automatically forfeited and Client shall be deemed to have waived the right to use the unutilized digital entitlements. Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements. No extension of the Deadline shall be permitted unless otherwise agreed upon by us / Astro in writing.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at [www.astromedia.com.my](http://www.astromedia.com.my)

# THANKS

