

Effective GEO Targeting With POS Moving Billboards

RATECARD APRIL 2020



WHO IS Redberry ADVERTISING

OOH MEDIA under Redberry Media Group

WHY POS FLEET ADVERTISING?



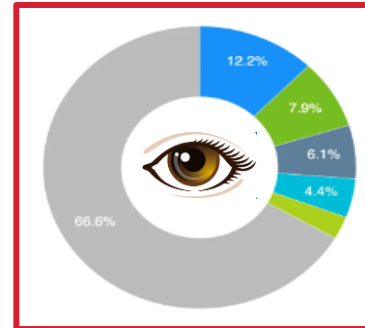
Highest No. Fleet Vehicles in Malaysia



Vehicle Wraps have the Lowest CPM Impressions & Highest Impressions Per Dollar



**2,600+ Vans
7,500+ Bikes
and still growing!**

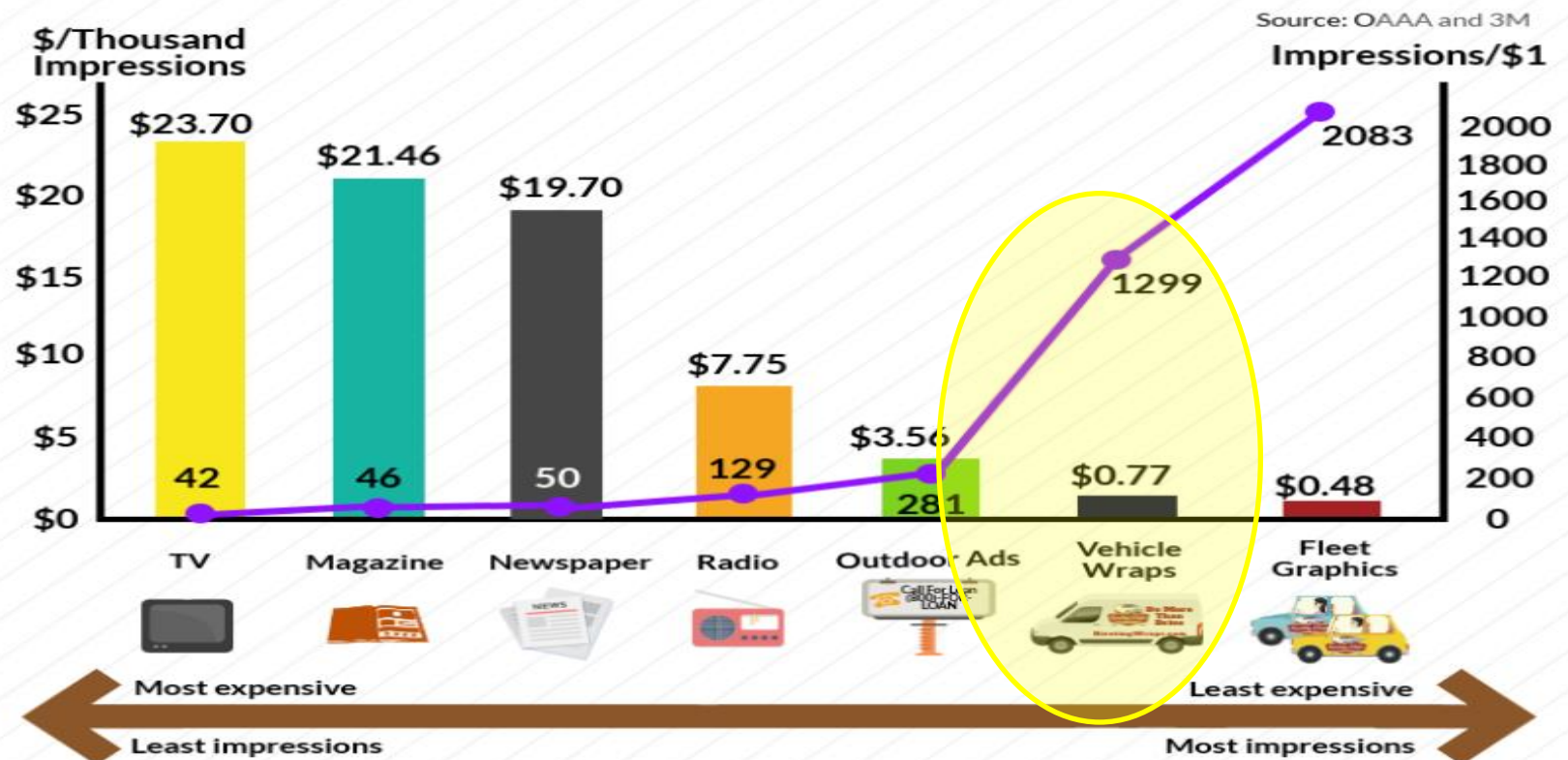


Vehicle Wraps guarantee views and Impressions on the road

POS FLEET MEDIA

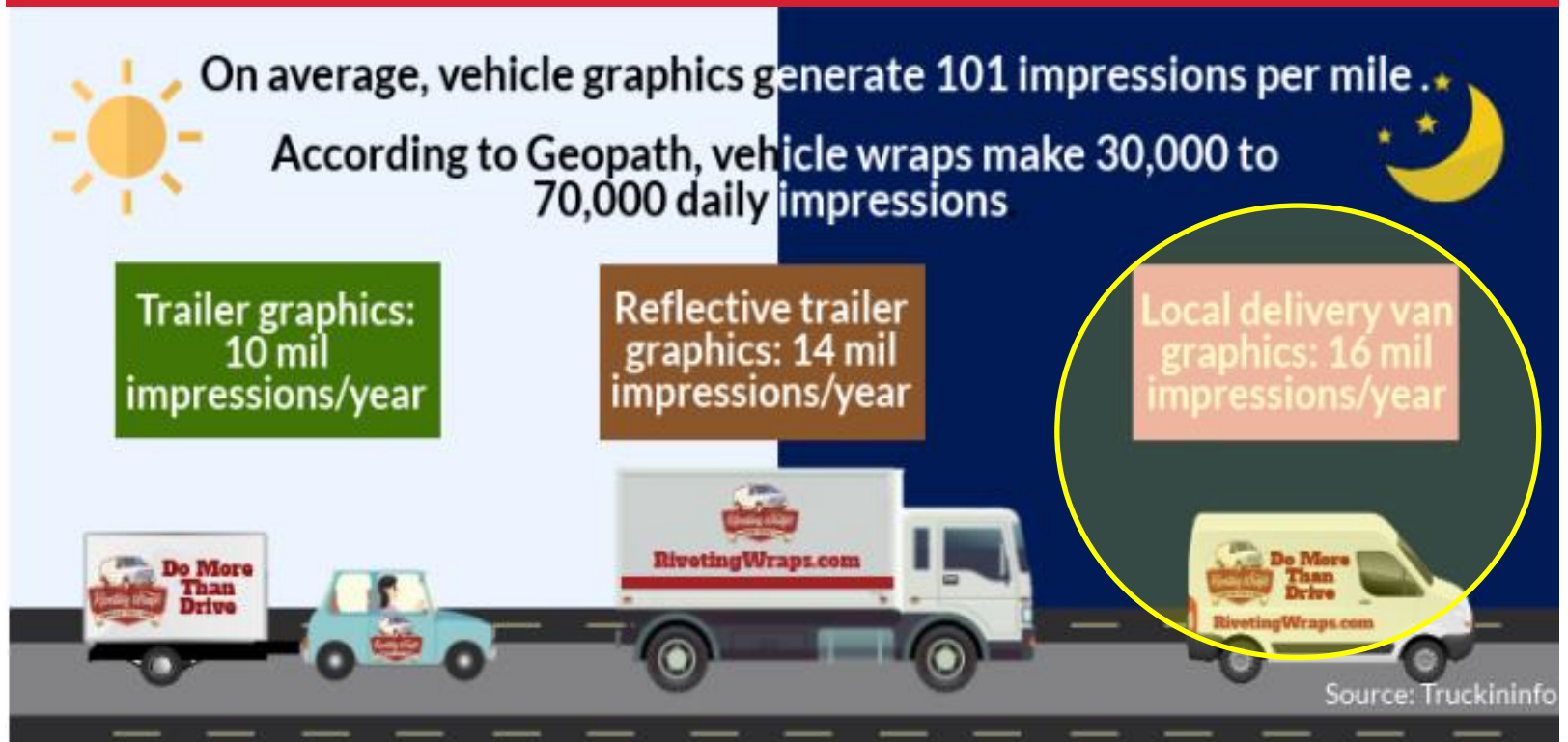
Vehicle Wraps have the Lowest CPM impressions and the highest impressions per dollar compared to other Advertising Channels

HIGHEST COST EFFECTIVENESS



Vehicle Wraps guarantee views and impressions whenever they are on the road or being parked while other advertising channels have their off times.

WE DELIVER IMPRESSIONS THAT MATTERS



Vehicle Wraps high notice rate vs other advertising channels' ignore rates proves that it outperforms others

HIGH VISIBILITY - IT IS HARD TO IGNORE

Relative to other advertising channels, vehicle wraps and graphics are less likely to be ignored and guarantee passersby attention due to road safety.

Source:
*American Trucking Association
**Goo Technologies



Vehicle Wraps creates outstanding and effective impact on audiences. According to the Outdoor Advertising Association of America (OAAA), Fleet Advertising raises brand recognition 15x greater than other forms of advertising.

EFFECTIVE IMPACT & HIGH RECALL



97% audiences recall ads on trucks

Source: RYP & Becker Group

75% audiences develop impression about the advertised brand and offerings

Source: American Trucking Association

98% audiences said vehicle graphics create positive image for the company

Source: American Trucking Association

91% audiences can notice text and graphics on truck wraps

Source: American Trucking Association

29% audiences would make purchase based on the vehicle ad they saw

Source: American Trucking Association





INTRODUCTORY OFFER!
At only RM250/mth
(15TH FEB – 15TH MAY)



MEDIA RATE PER MONTH		RM350	50 Units for 3 Mths
SIZE	5ft (H) x 5ft (W) x 2 PANELS	RM37,500	RM87,500 OFFER VALID FOR 3 MONTHS
PRODUCTION	RM1000	RM50,000	
NO. OF VANS	1 UNIT		
DURATION	1 MONTH		

Note : Outstation State fee applies



INTRODUCTORY OFFER!

At only RM250/mth

(15TH FEB – 15TH MAY)

MEDIA RATE PER MONTH		RM350	50 Units for 3 Mths
SIZE	3.5ft (H) x 4ft (W) x 2 PANELS	RM37,500	RM77,500 OFFER VALID FOR 3 MONTHS
PRODUCTION	RM800	RM40,000	
NO. OF VANS	1 UNIT		
DURATION	1 MONTH		

Note : Outstation State fee applies



INTRODUCTORY OFFER!

At only RM70/mth

(15TH FEB – 15TH MAY)

MEDIA RATE PER MONTH		RM100	100 Units for 3 Mths
SIZE	1ft (H) x 1ft (W)		RM21,000
PRODUCTION	RM100		RM10,000
NO. OF BIKES	1 UNIT		
DURATION	1 MONTH		

RM31,000

OFFER VALID
FOR 3 MONTHS

Note : Outstation State fee applies

OUTSTATION FEES APPLIES - VEHICLES SELECTED BY STATE

PACKAGE BUY	MARKET CENTRE	CENTRAL REGION	WEST COAST URBAN	WEST COAST	WEST COAST	WEST COAST	PEN M'SIA	PEN M'SIA	PEN M'SIA	NATION WIDE	NATION WIDE	NATION WIDE
STATES NATIONWIDE	50 Vehicles	50 Vehicles	100 Vehicles	100 Vehicles	150 Vehicles	200 Vehicles	250 Vehicles	300 Vehicles	500 Vehicles	300 Vehicles	500 Vehicles	1000 Vehicles
PERLIS - KANGAR				6	9	12	13	15	25	10	20	40
KEDAH - A.SETAR / SG.PETANI				6	9	12	13	15	25	10	20	40
PENANG	10		18	15	23	30	33	40	67	27	53	107
PERAK - IPOH		8	8	8	12	16	17	20	33	13	27	53
SELANGOR	15	18	20	18	27	36	38	45	75	30	60	120
KUALA LUMPUR	15	18	20	18	27	36	38	45	75	30	60	120
N.SEMBILAN - SEREMBAN		6	8	6	9	12	13	15	25	10	20	40
MELAKA - CITY			8	8	12	16	17	20	33	13	27	53
JOHOR - JB	10		18	15	22	30	33	40	67	27	53	107
TERENGGANU							13	15	25	10	20	40
KELANTAN							13	15	25	10	20	40
PAHANG							13	15	25	10	20	40
PEN. MALAYSIA TOTAL	50	50	100	100	150	200	250	300	500	200	400	800
SABAH - KK										20	20	40
SABAH - SANDAKAN										15	15	30
SABAH - TAWAU										15	15	30
SARAWAK - KUCHING										20	20	40
SARAWAK - BINTULU										15	15	30
SARAWAK - MIRI										15	15	30
EAST MALAYSIA TOTAL	0	0	0	0	0	0	0	0	0	100	100	200
OUT-STATION CHARGES	500x2	500x0	500x3	500x5	500x5	500x5	500x8	500x8	500x8	500x8	500x8	500x8
EAST MALAYSIA CHARGES										800x6	800x6	800x6
No. of VEHICLES	50	50	100	100	150	200	250	300	500	300	500	1000

Redberry Retail Sdn Bhd
Lot 2A Jalan 13/2 Section 13, 46200 Petaling Jaya
T: +603 7495 1188 F: +603 7495 1330

ATTENTION : MR. JOHN DOE
COMPANY : ABC
BRAND : ABC
PRODUCT : TBC
NETWORK STORES : POS MALAYSIA FLEET ADV
DURATION : 3 MONTHS
PERIOD : MAR-MAY 2020

MEDIA ORDER

DATE : 15-Feb-20
PIC :
CONTACT :
MEDIA ORDER :
CONTRACT No. : RBR/

POS MALAYSIA FLEET ADV			MEDIA INVESTMENT					*PRODUCTION COST			
No.	MEDIUM	RATECARD RENTAL PER MONTH	SPECIAL RATE for	DURATION (MONTHS)	NO. OF VEHICLES	TOTAL No. PANELS	SPECIAL MEDIA RENTAL TOTAL	COST PER UNIT	MATERIAL BUFFER 0%	TOTAL No.	PRODUCTION AMOUNT
			ABC								
1	POSVAN AD	350	250	3	50	100	37,500.00	1,000	0	50	50,000.00
2	POSPICKUP AD	350	250	3	50	100	37,500.00	800	0	50	40,000.00
3	POSBIKES AD	100	70	3	100	100	21,000.00	100	0	100	10,000.00
4	**OUT-STATION CHARGES	500	500				-			6	3,000.00
5	**OUT-STATION CHARGES FOR SABAH & SARAWAK	800	800				-			3	2,400.00
			TOTAL				RM96,000.00	TOTAL			RM105,400.00

* Production Cost (Including Printing, Installation, Maintenance & Dismantle)

GROSS RENTAL TOTAL			135,000.00
Discount ITEM 1 @	RM100.00	15,000.00	-29%
Discount ITEM 2 @	RM100.00	15,000.00	-29%
Discount ITEM 3 @	RM30.00	9,000.00	-30%
Total Discount			39,000.00
Net Media after Discount			96,000.00
Production Cost			105,400.00
Total Media and Production Amount			201,400.00
Add SST	6%		12,084.00
GRAND TOTAL			RM213,484.00

PROMOTION VALID UNTIL



TERMS AND CONDITIONS :

1. Quotation only valid for booking confirmation before **15th MAY 2020**
2. Site availability is subject to confirmation at the time of booking & is base on first come first serve.
3. The final creative is subject to landlord / principal / council approval.
4. Any variation to the campaign period or number of stores will be re-negotiated.
5. *Signed Media Order is recognised as official and valid prior to signing of Media & Production Contracts.

TERMS OF PAYMENT :

Media : 30 days from Invoice date

Production : Full Payment upon confirmation

*No cancellation is allowed

Accepted and agreed by:

.....
Please Sign and Company Stamped

A photograph of two business people shaking hands, with one person holding a blue folder. The image is partially covered by a large red diagonal overlay on the left side.

THANK YOU!

Looking forward to bring
your BRAND & PRODUCT
awareness to the next level