

# Mall Advertising



Redberry®  
RETHINK YOUR WORLD






# Central i-City

**The** largest mall in the Capital City of Selangor

- Located in a world-class destination, a destination of choice for cruise ships stopping over at Port Klang
- Features six floors of uniquely themed atmosphere
- With 300 units of Central Walk high-street retail outlets



*“Influence and engage with the affluent shoppers throughout the year with the largest shopping malls across Capital City of Selangor .”*





Escalators

Lift Doors



Boom Gates

Car Park Pillars



# MEDIUMS

Basement & Mall Area  
Phase I



# Lift Doors

## Mall area

Very much noticeable advertising while one waiting for elevator.

Targeting parents with kids/stroller, older adults. More dwell time.

Lift Door Wrap		Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)
			WAS	NOW OFFERING
Pair	3,000		3,000	1,800

\*\*excluded 6% SST.



# Escalators Mall Area

It helps in directing attention  
towards your particular shop.

Escalators	Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)	Production Rate 2020 (RM)
		WAS	NOW OFFERING (SHORT)	MAINTAIN (LONG)
Single (4 panels)	1,800	6,000	3,800	6,000
Pair (6 panels)	3,600	9,000	4,500	9,000

\*excluded  
6% SST.



# Travellator Mall Area

Captures your target market in Malls - just in time to influence their buying decision.

Travellator		Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)
			WAS	NOW OFFERING
Pair	4,500		12,000	9,800

\*excluded 6% SST.





## Car Park Pillars Basement area

One cannot but look at the large hoardings sticking around the pillars. These are very much noticeable in order to have a great advertising campaign.

# Rate Cards

Car Park Pillar	Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)
Basement 1		WAS	NOW OFFERING
Set 1 (5 units)	4,000	12,000	7,500
Set 2 (3 units)	2,400	7,200	4,500
Set 3 (5 units)	4,000	12,000	7,500
Set 4 (4 units)	3,200	9,600	6,000
Set 5 (7 units)	5,600	16,800	10,500
Set 6 (2 units)	1,600	4,800	3,000
Set 7 (4 units)	3,200	9,600	6,000
Set 8 (4 units)	4,000	9,600	6,000

\*excluded 6% SST.

# Rate Cards

Car Park Pillar	Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)
Basement 2		WAS	NOW OFFERING
Set 1 (3 units)	2,400	7,200	4,500
Set 2 (6 units)	4,800	14,400	9,000
Set 3 (3 units)	2,400	7,200	4,500
Set 4 (3 units)	2,400	7,200	4,500
Set 5 (6 units)	4,800	14,400	9,000

\*excluded 6% SST.



## Boom Gates Basement area

One cannot escape from the enter/exit boom gates. Before/after purchased brand awareness.



# Rate Cards

Boom Gates	Media (RM)	Production Rate 2019 (RM)	Production Rate 2020 (RM)
		WAS	MAINTAIN
Set 1 (2 units)	2,400	1,600	1,600
Set 2 (2 units)	2,400	1,600	1,600
Set 3 (3 units)	3,600	2,400	2,400

\*excluded 6% SST.



# Our process is easy

## Booking

- › Signed Media Order
- › Artwork approval
- › Final Artwork
- › Contracts
- › Invoices

## Make Payment

- › Full Media & Production cost
- › Via online transfer/cheque

## Install

- › Report of Completion



THANK YOU

