
MEDIA RATE CARD 2020

Redberry
Retail



WHO ARE WE?

Redberry Retail has the largest convenience stores media network in Malaysia, covering both Peninsular, Sabah & Sarawak. Our CVS Network reaching out to more than **1 million Malaysians per day in more than **2,418** locations.**



Redberry
Retail

WHY 7-ELEVEN?

7 Eleven Omnipresence Coverage & Reach



UP TO 2,418+
STORES NATIONWIDE



24 HOURS
7 DAYS A WEEK, 365 DAYS



3.7 TIMES/MONTH
HIGH FREQUENCY OF VISIT

WHY 7-ELEVEN?

Audience Coverage



↑ UP TO
422

Average no. of customers
per day per outlet

↑ UP TO
13,000

Average no. of customers
per outlet per month

↑ UP TO
30 Million

Total transactions per month

WHY 7-ELEVEN?

CLOSED & CAPTURED ENVIRONMENT



47.8%

TOTAL CONVENIENCE STORE
OFFERING IN MALAYSIA

RETAIL MEDIA helps influence Consumers directly at the point-of-purchase, thus increasing awareness and sales. It drives consumers to a specific brand or promotion and marketers benefit as it's the last point of contact to the eyes and senses.

GLASS FACADE



Media Rate

RM900
/store/month



Production

RM750



Size

30"(H) x TBC"(W)
(Subject to store)



Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month

****For site at Sabah & Sarawak a loading of 15% is applicable**



GLASS FACADE

(Located at 7-Eleven entrance)



Media Rate

RM800
/store/month



Production

RM650
(Top-transparent sticker,
Bottom half-solid sticker)



Size

8''(H) x 4''(W)
(Subject to store)

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month

****For site at Sabah & Sarawak a loading of 15% is applicable**

CHILLER TOP DISPLAY



Media Rate

RM300-330
/unit/month



Production

RM280-380



Size

1ft (H) x 4 ft (W),
1 ft (H) x 6 ft (W)

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month



****For site at Sabah & Sarawak a loading of 15% is applicable**



CHILLER DOOR(FULL)



Media Rate

RM280
/door/month



Production

RM330



Size

50''(H) x 20''(W)

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month

**For site at Sabah & Sarawak a loading of 15% is applicable

CHILLER DOOR (PREMIUM HALF)



Media Rate

RM180
/door/month



Production

RM230
(Protrusion allowable
top & bottom 5 inches)



Size

24"(H) x 20"(W)

Minimum Buy :



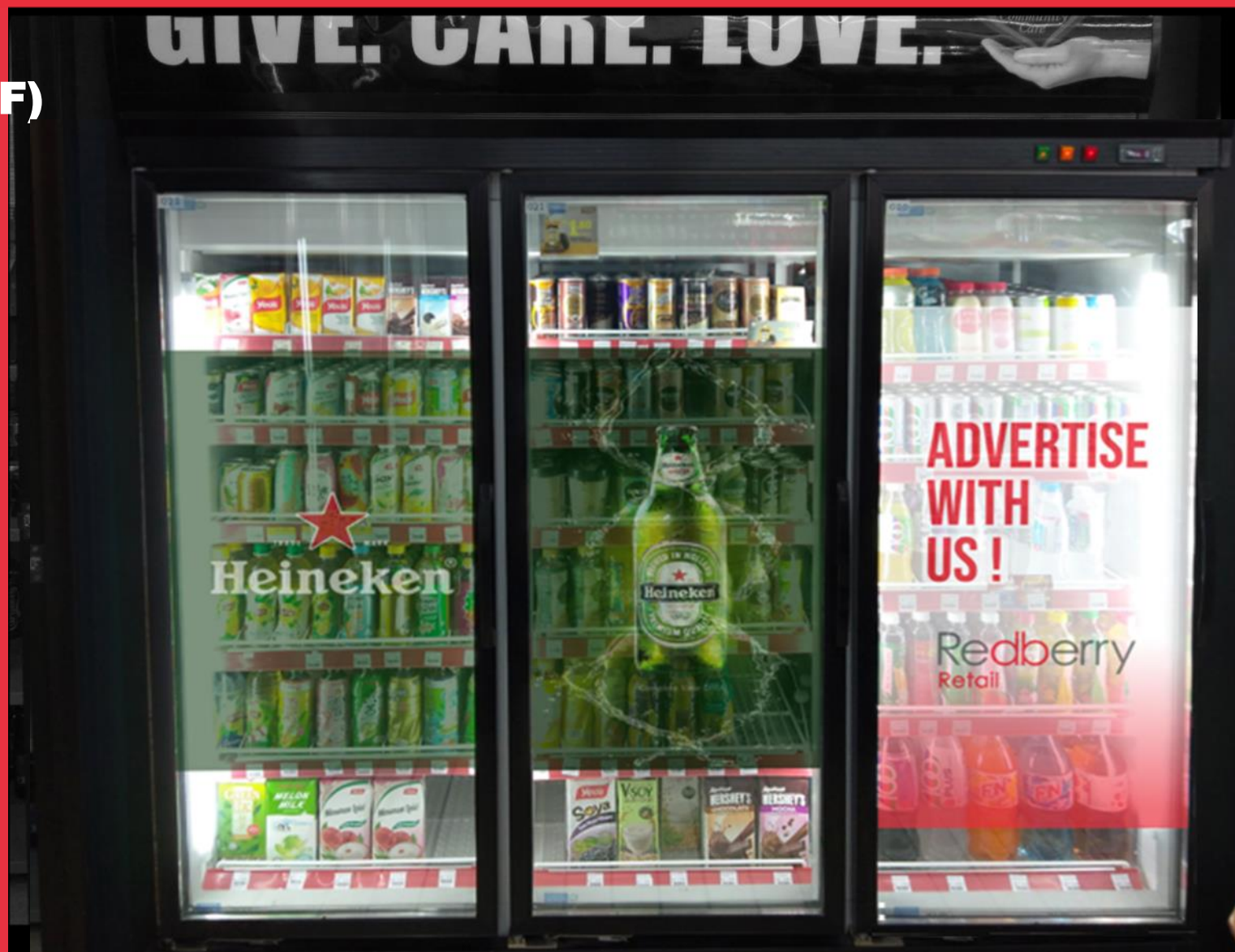
Minimum Store

10 Stores



Minimum Duration

1 Month





BREAK CORNER



Media Rate

RM1500
/store/month



Production

RM1500-2100
Subject to creative
(Tarpaulin Vinyl)



Size

Subject to store

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month

**For site at Sabah & Sarawak a loading of 15% is applicable

HANGING MOBILE



Media Rate

RM300

/4 units (double sided)
/month



Production

RM300



Size

18''(H) x 22''(W)

Minimum Buy :



Minimum Store

10 Stores

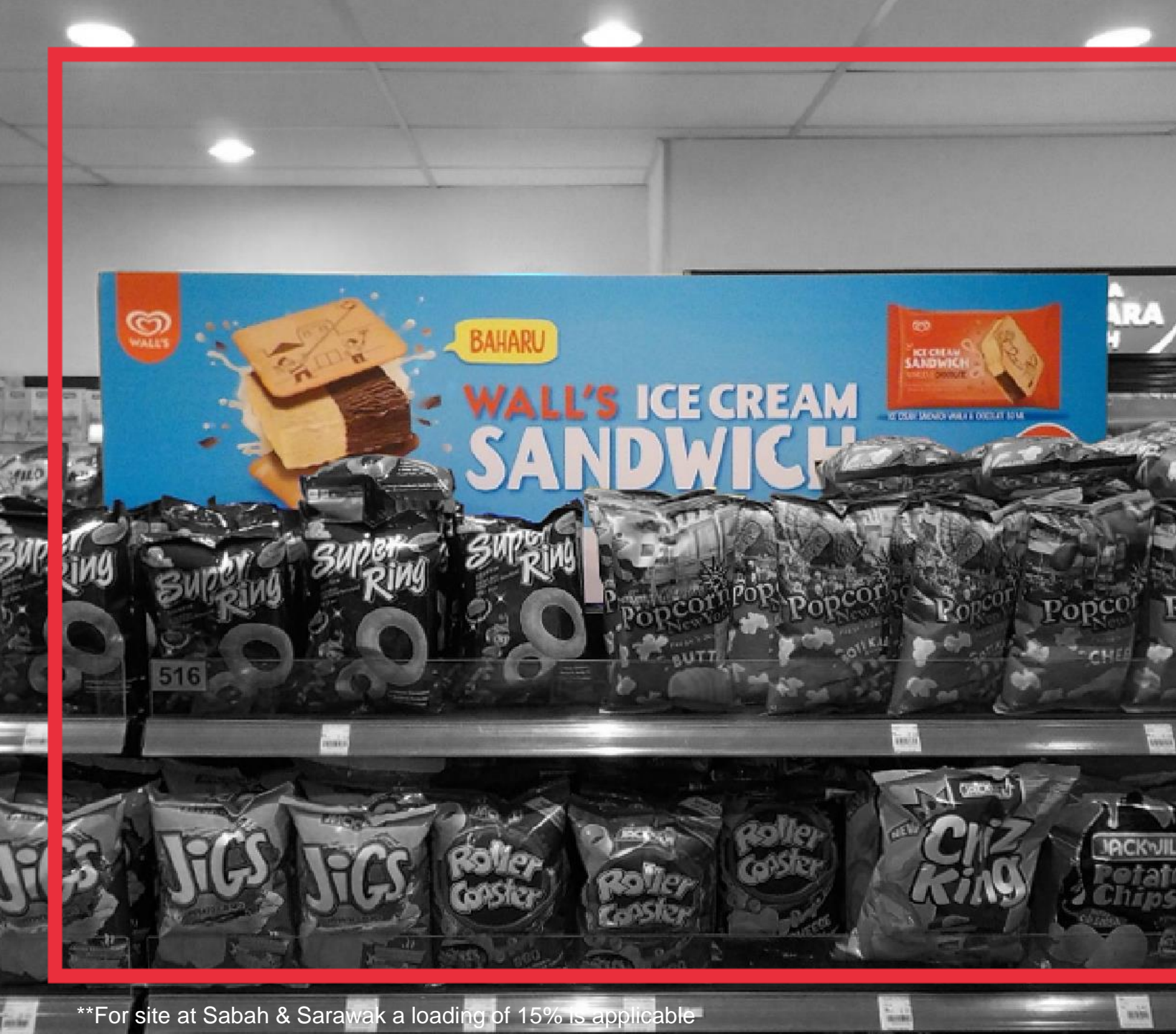


Minimum Duration

1 Month



**For site at Sabah & Sarawak a loading of 15% is applicable



SHELF HEADER BOARD



Media Rate

RM100
/unit (double sided)/month



Production

RM300



Size

1 ft (H)x 4 ft (W)

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month

****For site at Sabah & Sarawak a loading of 15% is applicable**

FLOOR STICKER



Media Rate

RM100-150
/unit/month



Production

RM280-480



Size

**3 ft(H) x 3 ft(W),
2 ft(H) x 2 ft(W)**

Minimum Buy :



Minimum Store

10 Stores



Minimum Duration

1 Month



Entrance

Aisle



****For site at Sabah & Sarawak a loading of 15% is applicable**

NEW

3D LED FAN

Redberry
Retail

3D LED FAN

(Located at 7-Eleven wall)



Media Rate

RM7,500
/spot/month



Size

50"(D)



Per Loop – 3 Minutes

10+2 Spots

MINIMUM BUY :



Minimum Store

20 Stores

Market Centre Only



Minimum Duration

6 Months

PRIME SHARE

(5 SPOTS)



Per Loop – 3 Minutes
(10+2 Spots)

5 Spots



Ad Exposure for
18 Hours

1800 / Day



Total Package

RM200,000

SOLUS PRIME

(ALL 10 SPOTS)



Per Loop – 3 Minutes
(10+2 Spots)

10 Spots



Ad Exposure for
18 Hours

3600 / Day



Total Package

RM350,000



**For site at Sabah & Sarawak a loading of 15% is applicable

NEW

WALLBOARD LED FLASH

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WALLBOARD LED FLASH

(Located at 7-Eleven wall area)



Media Rate

RM1000
/store/month



Production

RM800



Size

2 ft(H) x 4 ft(W)

Minimum Buy :



Minimum Store

20 Stores

Market Centre Only



Minimum Duration

6 Months



Ad Duration
(1 Spot – 15 secs)

18 Hours
(Running Time)



Total Package

RM120,000

**For site at Sabah & Sarawak a loading of 15% is applicable

THANK YOU

We are looking forward to driving your brand further
