



8 – 15 MAY 2022



# AIRTIME PROPOSAL

# PLATINUM PACKAGE

Total  
Investment

▪ RM1,500,000.00 (exc. 6% SST)

Total  
Media  
Incentives

▪ RM10,000,000.00

# GOLD PACKAGE

Total  
Investment

▪ RM1,000,000.00 (exc. 6% SST)

Total  
Media  
Incentives

▪ RM5,000,000.00

# SILVER PACKAGE

Total  
Investment

▪ RM500,000 (exc. 6% SST)

Total  
Media  
Incentives

▪ RM2,000,000

# BRONZE PACKAGE

Total  
Investment

▪ RM300,000.00 (exc. 6% SST)

Total  
Media  
Incentives

▪ RM1,200,000.00

# MEDIA INCENTIVES (ROI)



BIL	ITEM
1	Media Incentives during Grand Stand, Opening, Closing, Breaker In & Out, L Shape, Credit Mention, TVC
2	Branded Promo With Logo Tag-on (Subject to T&C)
3	Floaters TV & Radio (To Be Utilized By 31 <sup>st</sup> December 2022)
4	Slots in News Coverage & Talk Show Program
5	Media Incentives in RTM Social Media & Online platform
6	Category Exclusivity
7	Ground Events



**THANK  
YOU**

**PREPARED BY : RTM MARKETING & PROMOTION**