

## Digital Rate Card 2023



FEDERAL HIGHWAY



JALAN KUCHING



KL-SEREMBAN HIGHWAY

## Announcing the latest venture from Sanctuary Billboards Sdn Bhd!!!



Sanctuary has established a reputation over the last decade by building and operating the best large format billboards in Kuala Lumpur. Our entry into Digital Out of Home (DOOH) is a logical next step using the latest technology in OOH.

Sanctuary DOOH has embarked on progressive development of large format LED digital billboard screens at quality locations on the busiest roads in Kuala Lumpur.

### ***Commencement of our dynamic DOOH campaign package is 1st February 2023***

Initial launch will include three (3) giant LED screens, each 216 sq mtrs. Collectively the combination of all 3 sites will deliver coverage of key arterial routes, serving Kuala Lumpur city, from the West, the North and Southern directions. Sites can also be selected individually for tactical campaigns.

Sanctuary DOOH will continue to add further locations to its digital screen network, throughout 2023/24.

### ***Why DOOH?***

Sanctuary understands the out of home medium and the advantages of digital out of home screens. Both OOH and DOOH have their strengths and can add value to the marketing objectives of any brand or business.

For clients without a suitable ad for DOOH, Sanctuary Billboards has a full in-house creative team ready to meet their needs, whether it is crafting an ad out existing media assets or creating one from the ground up.

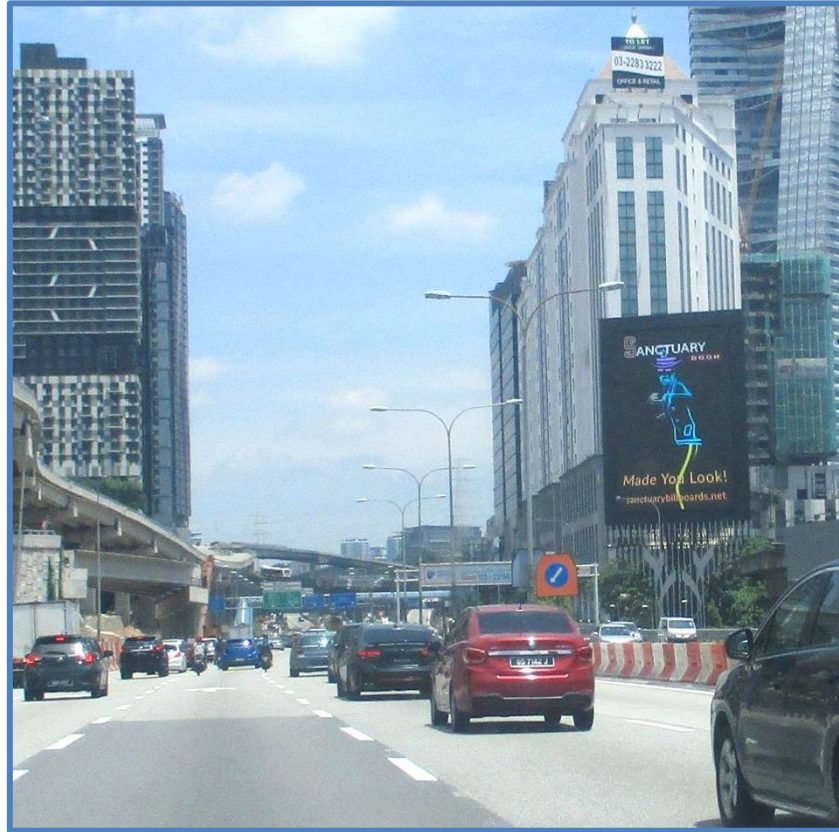
# SB114-A (LED) Federal Highway near Mid Valley / The Gardens Mall

## AUDIENCE IMPRESSIONS

**8,321,733 impressions per month**

*Source: Central Force International*

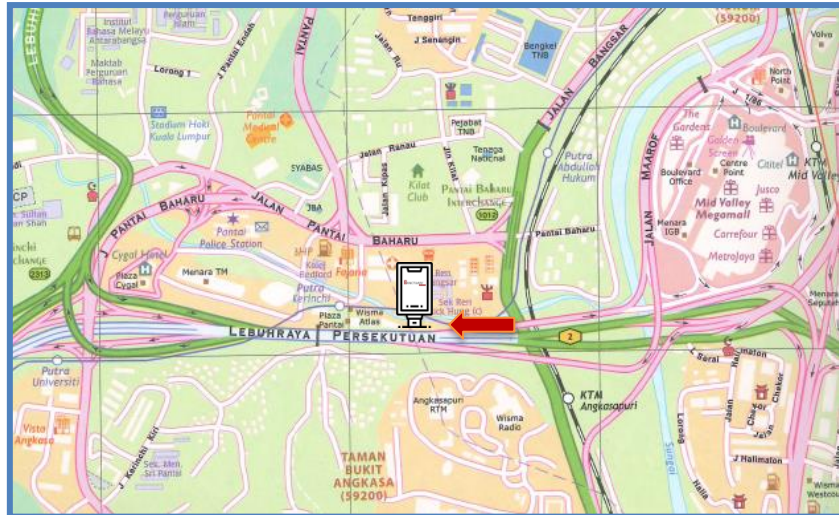
<b>LOCATION</b>	Federal Highway near Mid Valley / The Gardens Mall, Westbound (KL-PJ)
<b>DISPLAY SIZE</b>	60'(H) x 40'(W) Single Sided
<b>8 x DISPLAY TIME</b>	<ul style="list-style-type: none"> <li>• 2-minute loop</li> <li>• 15 second spots (guaranteed a minimum of 540 spots per day)</li> <li>• 06:00 – 24:00 (18 hours every day)</li> </ul>



**Description :** The largest and most commanding LED panel along the Federal Highway. Head on to 6 lanes of traffic heading northbound from KL – Petaling Jaya, this location is one of the most sought after along the federal highway. It is considered the most prime spectacular in the city.

**Landmarks :** Midvalley Megamall, The Gardens Mall, Kerinchi Link, Angkasapuri RTM, Plaza Pantai, Bangsar and Bangsar South

**Target Market :** Young families, frequent shoppers, middle to high income, FMCG



GPS Coordinates:  
3.115039, 101.670283



[Click to See Map](#)

# SB121 (LED) Jalan Kuching heading to PWTC / Jalan Tun Razak

## AUDIENCE IMPRESSIONS

**5,946,389 impressions per month**

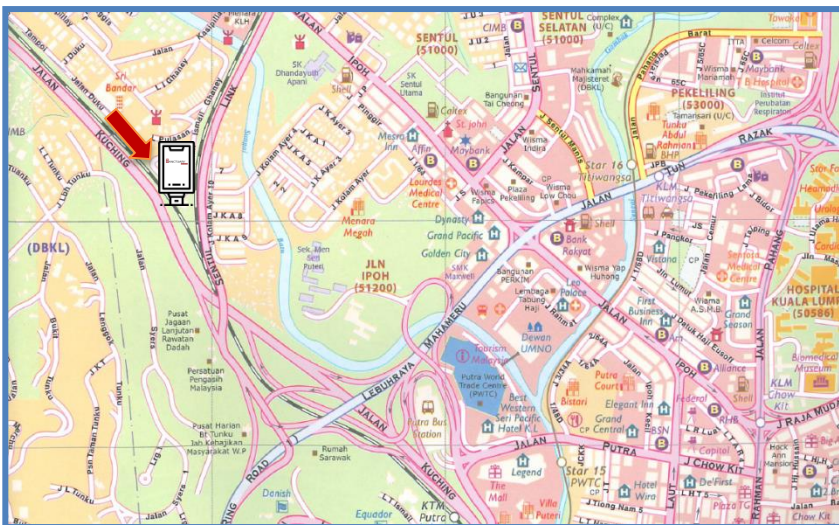
Source: Central Force International

<b>LOCATION</b>	Jalan Kuching heading to PWTC / Jalan Tun Razak, Southbound
<b>DISPLAY SIZE</b>	60'(H) x 40'(W) Single Sided
<b>8 x DISPLAY TIME</b>	<ul style="list-style-type: none"> <li>• 2-minute loop</li> <li>• 15 second spots (guaranteed a minimum of 540 spots per day)</li> <li>• 06:00 – 24:00 (18 hours every day)</li> </ul>



**Description :** This Jalan Kuching digital billboard is located after the Jalan Ipoh/Jalan Kuching roundabout heading towards KL city and is a high traffic route with frequent congestion. Located before the exit to Jalan Tun Razak the panel has extreme long range, head-on viewing to city-bound traffic, across 4 traffic lanes. This is the only large format LED screen on Jalan Kuching.

**Target Market :** Middle to high income, FMCG



GPS Coordinates:  
3.172281, 101.684213



[Click to See Map](#)

# SB126 (LED) KL-Seremban Highway / Sungai Besi

## AUDIENCE IMPRESSIONS

**7,122,405 impressions per month**

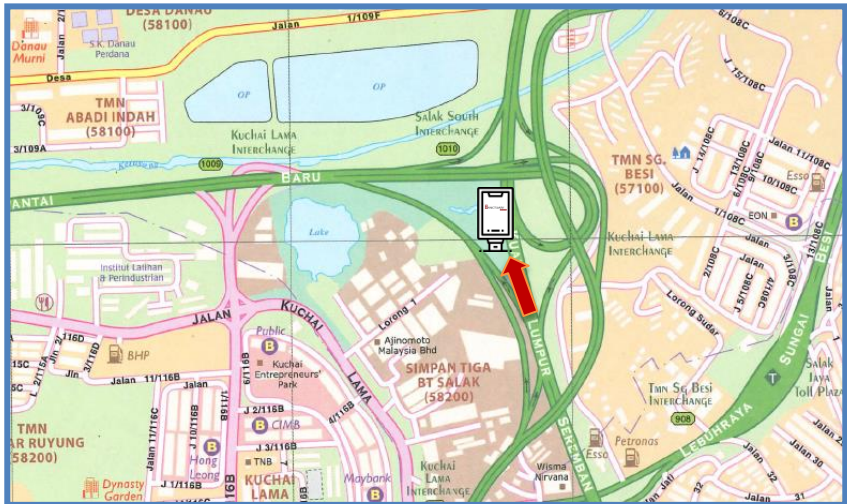
Source: Central Force International

<b>LOCATION</b>	KL-Seremban Highway/Sungai Besi, city-bound (from Seremban to KL)
<b>DISPLAY SIZE</b>	60'(H) x 40'(W) Single Sided
<b>8 x DISPLAY TIME</b>	<ul style="list-style-type: none"> <li>• 2-minute loop</li> <li>• 15 second spots (guaranteed a minimum of 540 spots per day)</li> <li>• 06:00 – 24:00 (18 hours every day)</li> </ul>



**Description :** This digital spectacular is located only 4km from KL city on the KL-Seremban Expressway; one of Malaysia's busiest highways. Head on to 2 major arterial routes, ensures exposure to large volumes of traffic. This site has 8 lanes of long-range visibility; 3 lanes from the MEX highway (2 lanes towards NPE) and 3 lanes from the Kuala Lumpur/Seremban Expressway. Newly constructed panel in optimal position for maximum impact and the nearest LED panel to KL city along the KL/Seremban Highway.

**Target Market :** Middle to high income, FMCG, daily commuters



GPS Coordinates:  
3.092812, 101.695171



[Click to See Map](#)

# Technical Specification

Screen Resolution	Format	Artwork File Types	File Size
<ul style="list-style-type: none"> <li>• 1200 pixel (width) x 1800 pixel (height)</li> </ul>	<ul style="list-style-type: none"> <li>• Portrait</li> </ul>	<ul style="list-style-type: none"> <li>• MP4/AVI/MOV (video/animation)</li> <li>• JPEG, PNG (image)</li> </ul>	<ul style="list-style-type: none"> <li>• do not have limit on file size but encourage smaller file due to uploading/downloading faster</li> </ul>

# Terms and Conditions

+ Rental Per Panel  
 Sanctuary DOOH set (All 3 panels)  
 Content and System Management  
 License Fees

RM45,000 per month  
 RM100,000 per month  
 FOC (First 2 artworks per campaign)  
 FOC

18 Operation Hours  
 Duration Per Loop  
 Advertisers Per Loop  
 Length of Slot

6 a.m. – 12 midnight  
 120 seconds  
 8  
 15 seconds (guaranteed a minimum of 540 spots per day)

# Minimum Campaign Period

1 month

+ Double Impact (2 slots) Package Available  
 # Actual Number of Daily Exposures will be reported weekly

**N.B. All contracts are non-cancellable. Rental charges subject to 6% SST if applicable**

# Example Post-Campaign Report

## CAMPAIGN DETAIL

**CAMPAIGN NAME:** [REDACTED]  
**LOCATION:** SB126  
**CATEGORY:** [REDACTED]  
**FREQUENCY:** full  
**DAYS OF WEEK:** all  
**START DATE:** June 8<sup>th</sup> 2022  
**END DATE:** June 19<sup>th</sup> 2022  
**ASSIGNED TERMINAL:** KL Seremban 2

**DATE** from June 8<sup>th</sup> 2022 to June 15<sup>th</sup> 2022

**CONTRACTED EXPOSURE COUNT:** 2,160

**TOTAL EXPOSURE COUNT:** 4845 (BONUS DISPLAY OF 224%)

**SHARE OF VOICE (SOV):** 18.69%

**COST PER MILL (CPM):** RM 0.459

### Delivered:

- Pre-Campaign Spot Guarantee : 2,160
- Post-Campaign Spot Count : 4,845
- Bonus : +124%
- Actual SOV : 18.69%
- CPM : RM 0.46