

# MagiqADs Rate Card 2009/2010

22nd October 2009



**Carrefour**  
MagiqMedia



**magiqADs**  
retail media specialist

# Aisle Entry Media In-store



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## PREMIUM STORES

## Aisle Entry Media

Medium	2009 Total Network (No. of stores) Premium Hypermarkets	2009 Published rate (RM) per Cycle	Minimum No. of stores	Minimum No. of Units/store	Minimum No. of Cycles
<b>Shelf Banner</b> (1 <sup>st</sup> Banner)	72	51,000	72	1 pc	3
<b>Shelf Banner</b> (2 <sup>nd</sup> Banner )	72	20,400	72	1 pc	3
<b>Shelf Banner</b> (1 <sup>st</sup> Banner)	51	40,000	51	1 pc	3
<b>Shelf Banner</b> (2 <sup>nd</sup> Banner )	51	16,000	51	1 pc	3

Total network : Tesco 31 stores. Carrefour 20 stores. Jusco 21 stores. Jusco only relevant to Shelf ads, Floors, Trolleys and Sensomatic. This will be subjected to change as new stores opens and media rates will reflect accordingly.

Duration : 1 cycle – 4 weeks; 3 cycles – 12 weeks  
1 year – 13 cycles

# Aisle Add-on Media In-store



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## PREMIUM STORES

## Aisle Add-on Media

Medium	2009 Total Network (No. of stores) Premium Hypermarkets	2009 Published rate (RM) per Cycle	Minimum No. of stores	Minimum No. of Units/store	Minimum No. of Cycles
Home shelf	72	30,000	30	1 pc	3
Mini Top Stock	72	15,000	30	1 pc	3
Prime TV	72	15,000	30	1 pc	3
Top Stock	72	30,000	15	1 pc	3
HBA Header Board  (available at Tesco stores only)	31	9,000	30	1 pc	3
Shelf Prominence  (Mini Top Stock, 1pc Home shelf, 1pc Floorstoppers)	52	28,500	15	1	3
Aisle Sponsorship  (1 Top Stock, 1pc Home shelf, 1pc Floorstoppers)	52	38,000	10	1	3

## PREMIUM STORES

## Aisle Add-on Media

Base Medium	2009 Published rate (RM) per Cycle	Minimum No. of stores	Minimum No. of Units/store	Minimum No. of Cycles
Floor stoppers (1 pc per Trading Aisle)	12,000	30	1 pc	3
Floor stoppers (1 pair per Electrical area)	3,200	10	2	3
Floor stoppers (1 pair Payment Gateway)	8,000	10	2	3

# Secondary Media In-store



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## PREMIUM STORES

## SECONDARY MEDIUMS

Base Medium	2009 Published rate (RM) per Cycle	Minimum No. of stores	Minimum No. of Units/store	Minimum No. of Cycles
Freezer / Chiller Wrap (without Shelf Banner)	60,000	15	1	3
Trolley Wrap	60,000	15	Total 3,000 units	3
Sensormatic Panels - Tesco	300	27	Total store buy	3
Sensormatic Panels - Carrefour	200	17	Total store buy	3
Sensormatic Panels - Jusco	300	21	Total store buy	3
Brand Ambassador	4,000	31 Tesco stores / 20 Carrefour stores	Total store buy	1

# Mall Media



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## PREMIUM STORES

## MALL MEDIA

Medium	2009 Published rate (RM) per Cycle	Minimum No.of stores	Minimum No.of Units/store	Minimum No.of Cycles
Floor stopper – mall entrance (1 pair)	800	15	4	3
Food court table tops	60	Tesco 25 stores Carrefour 7 stores	30% of total inventory	3
Food court display panels	100	Tesco 18 stores	50% of total inventory	3
Travelator (1 pair)	2,700	5	2 pairs	3
Trolley Bay Arch	5,000	5	1	3
Internet Kiosk (Carrefour only)	2,000	20	2	3

## PREMIUM STORES

## WALL BANNERS – MALL MEDIUMS

Medium	2009 Published rate (RM) per Cycle	Minimum No.of stores	Minimum No.of Units/store	Minimum No.of Cycles
Travelator Head on Bulk Head - Banners	25 per square feet	5	1	3
Travelator Surrounding - Banners	18 per square feet	5	1	3
Standard Banners	15 per square feet	5	1	3

# Car Park Media



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## PREMIUM STORES

## CAR PARK MEDIA

Medium	2009 Published rate (RM) per Cycle	Minimum No.of stores	Minimum No.of Units/store	Minimum No.of Cycles
Wall Banners	8 per square feet	5	1	3
(Tesco & Carrefour)				
Car Park Pillars	220 per pillar	5	10	3
(Tesco & Carrefour)				
Car Park Beam	200 per beam	5	5	3
(Carrefour only)				

# Booking Cycle Calendar 2010

CYCLES	DATES
Cycle 1	4 <sup>th</sup> Jan – 31 <sup>st</sup> Jan
Cycle 2	1 <sup>st</sup> Feb – 28 <sup>th</sup> Feb
Cycle 3	1 <sup>st</sup> March – 28 <sup>th</sup> March
Cycle 4	29 <sup>th</sup> March – 25 <sup>th</sup> April
Cycle 5	26 <sup>th</sup> April – 23 <sup>rd</sup> May
Cycle 6	24 <sup>th</sup> May – 20 <sup>th</sup> June
Cycle 7	21 <sup>st</sup> June – 18 <sup>th</sup> July
Cycle 8	19 <sup>th</sup> July – 15 <sup>th</sup> Aug
Cycle 9	16 <sup>th</sup> Aug – 12 <sup>th</sup> Sept
Cycle 10	13 <sup>th</sup> Sept – 10 <sup>th</sup> Oct
Cycle 11	11 <sup>th</sup> Oct - 7 <sup>th</sup> Nov
Cycle 12	8 <sup>th</sup> Nov – 5 <sup>th</sup> Dec
Cycle 13	6 <sup>th</sup> Dec – 2 <sup>nd</sup> Jan

# Prime Stores in our Network

Network list of will cover 72 stores throughout Malaysia in 2010



1. Subang Jaya
2. Wangsa Maju
3. Sri Petaling
4. Mid Valley
5. Jalan Peel
6. Putrajaya
7. Kepong
8. Klang
9. Prai
10. Johor Baru
11. Batu Pahat
12. Melaka
13. Ampang
14. Kuantan
15. Skudai
16. Tropicana
17. USJ 19
18. Bandar Tun Hussein Onn\*
19. Bangsar South\*
20. Axis Ampang\*

1. Mutiara Damansara
2. Shah Alam
3. Kajang
4. Ampang
5. Klang
6. Puchong
7. Sungai Petani
8. Penang
9. Ipoh
10. Melaka
11. Seri Alam
12. Taiping
13. Setia Alam
14. Mergong (Alor Setar)
15. Kota Bharu

16. Kampar
17. Station 18, Ipoh
18. Tebrau
19. Semenyih
20. Kuala Selangor
21. Kulai
22. Sungai Dua (Extra)
23. Seremban (Extra))
24. Cheras (Extra)
25. Shah Alam (Extra)
26. Ipoh (Extra)
27. Selayang (Extra)
28. Plentong (Extra)
29. Penang (Extra)
30. Banting
31. Sungai Petani South

1. Cheras Selatan,
2. Kepong
3. Melaka
4. Klang
5. Cheras Maluri
6. Ipoh
7. Alpha Angle
8. Seremban
9. Permas Jaya (JB)
10. Taman University (JB)
11. Bandar Baru Klang
12. MidValley
13. One Utama
14. Bandar Sunway
15. IOI Puchong
16. Taman Equine
17. Queensbay Penang
18. Tebrau City, JB
19. Bukit Indah
20. Setiawangsa AU2
21. Seberang Prai

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## RedBerry



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