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# Media Kit

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# FMT Profile

## About Us

FMT News is a vibrant, upbeat portal pulsating with news about life as we experience it. Whether it's the politics of the day, the sports greats that are making history or the celebrities that are creating an over-the-top buzz, you can count on reading it on FMT News. It's on-the dot reporting that covers events affecting every facet of your life big or small. No matter your age, lifestyle or political leanings.

## Current. Relevant. Exciting. Exacting.

Our dedicated team of experienced newshounds can sniff out a good story either from across the world or in our backyard and bring it to you in a flash. It's our way to keep you in the loop so you can make informed decisions about the events affecting your life no matter who you are or where in the world you may be.

## What we offer

Balance. Variety. And a dash of spice. Best yet, the communication is two-way – as much as we love writing for you, we would love hearing from you too. Make your own news by submitting your views and opinions, which can form the basis of exclusive stories for us. Exciting times are ahead for the country and for FMT News. We're inviting you to be a part of it, to be in the thick of action as history unfolds over here and around the world.

## Statistics

**Page Views**

**40 million/mth***

**Visitors**

**8 million/mth***

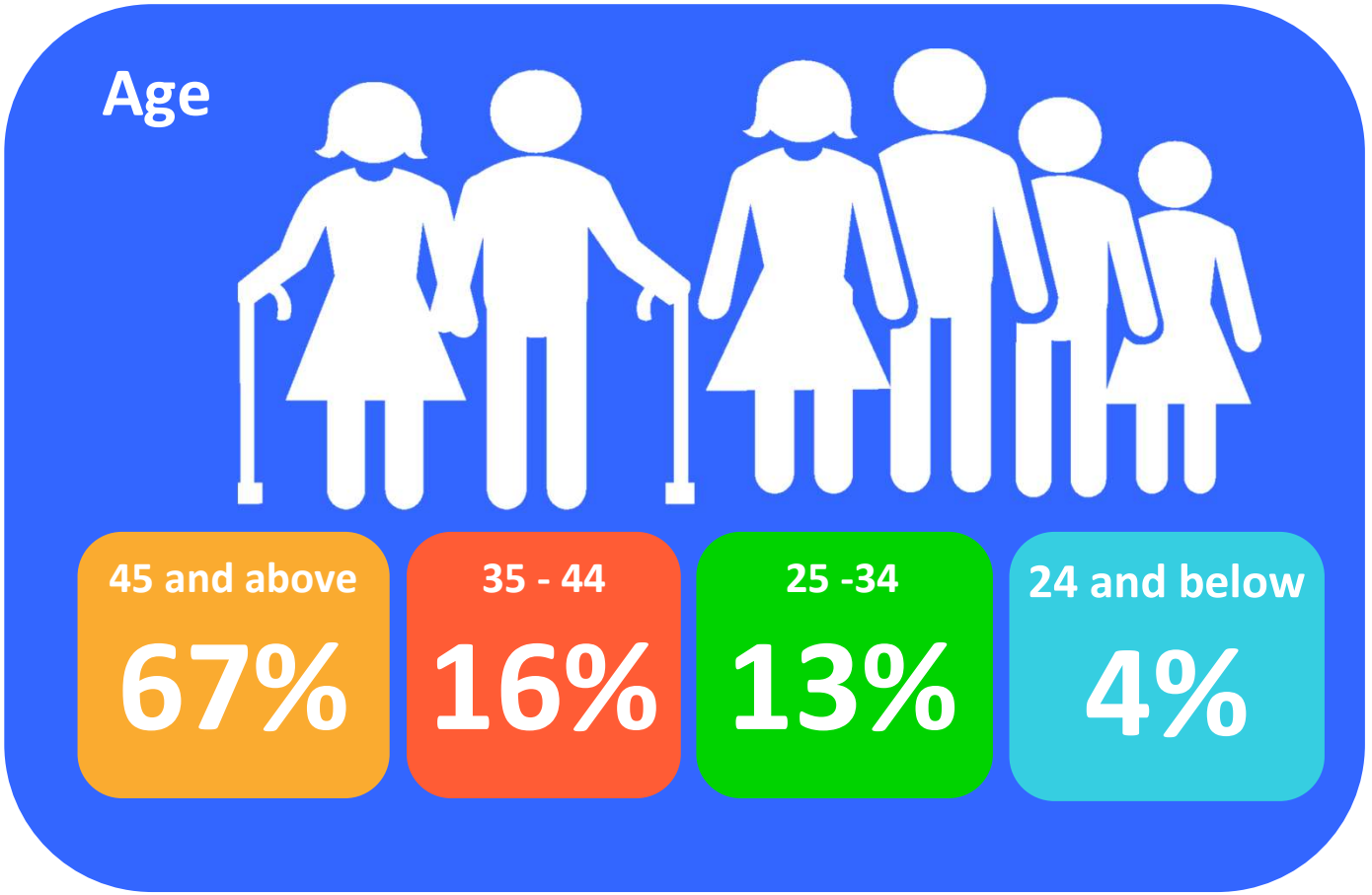
*Source: Google Analytics, Actual Figures (January 2016 to July 2016)
**Source: Clicky Web Analytics (January 2016 to July 2016)

## Statistics

**Facebook**
**534,000 Likes**

**Twitter**
**37,300 Followers**

## Demographics comparison:




Source: Google Analytics

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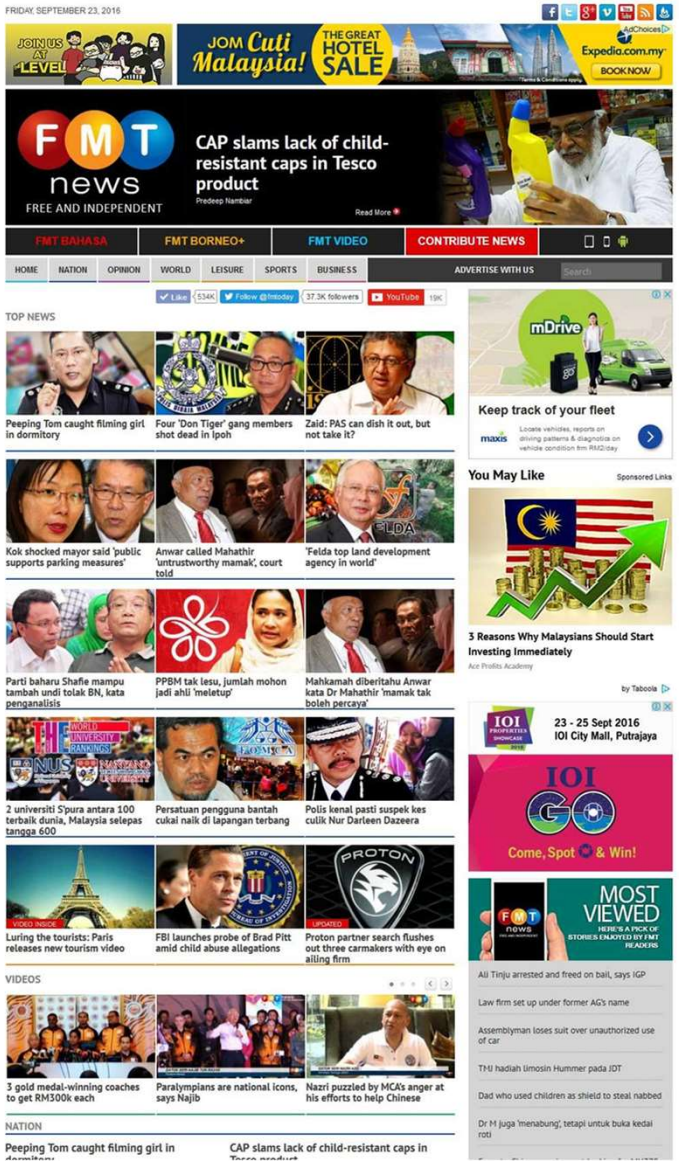
# FMT News homepage



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ROS

FRIDAY, SEPTEMBER 23, 2016

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Educate girls. Change the world. | girlrising.com

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CAP slams lack of child-resistant caps in Tesco product
Predeep Nambiar
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# Four 'Don Tiger' gang members shot dead in Ipoh

FMT Reporters | September 23, 2016

**The four men, including the leader, had opened fire at police who tried to flag them down.**

PETALING JAYA: Police shot dead the leader and three members of the "Don Tiger" gang in Jalan Tambun, Ipoh, last night.

The Star Online quoted Perak Deputy Police Chief DCP Hasnan Hassan as saying the four men, aged 20 to 30, were high on the police wanted list.

A police patrol car on crime prevention rounds had spotted a grey-coloured Honda Accord being driven in a suspicious manner and tried to flag it down at 10.50pm.

"The car, however, sped off towards the Tambun main road. It rammed into a patrol car, then a street light pole."

When policemen approached the car, the front passenger in the car opened fire at the police, causing them to retaliate and shoot back.

Checks revealed that all four men had criminal records.

The gang had been actively carrying out robberies in Ipoh and Kampar since August last year.

Police recovered a Remington Colt .45 pistol, a machete, a packet of syabu, a cutter, iron rods and mobile phones in the suspects' possession.

The Honda used by the gang was also reported stolen on Aug 27.

Police are looking for more of the gang's members.

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# Advertising Opportunities

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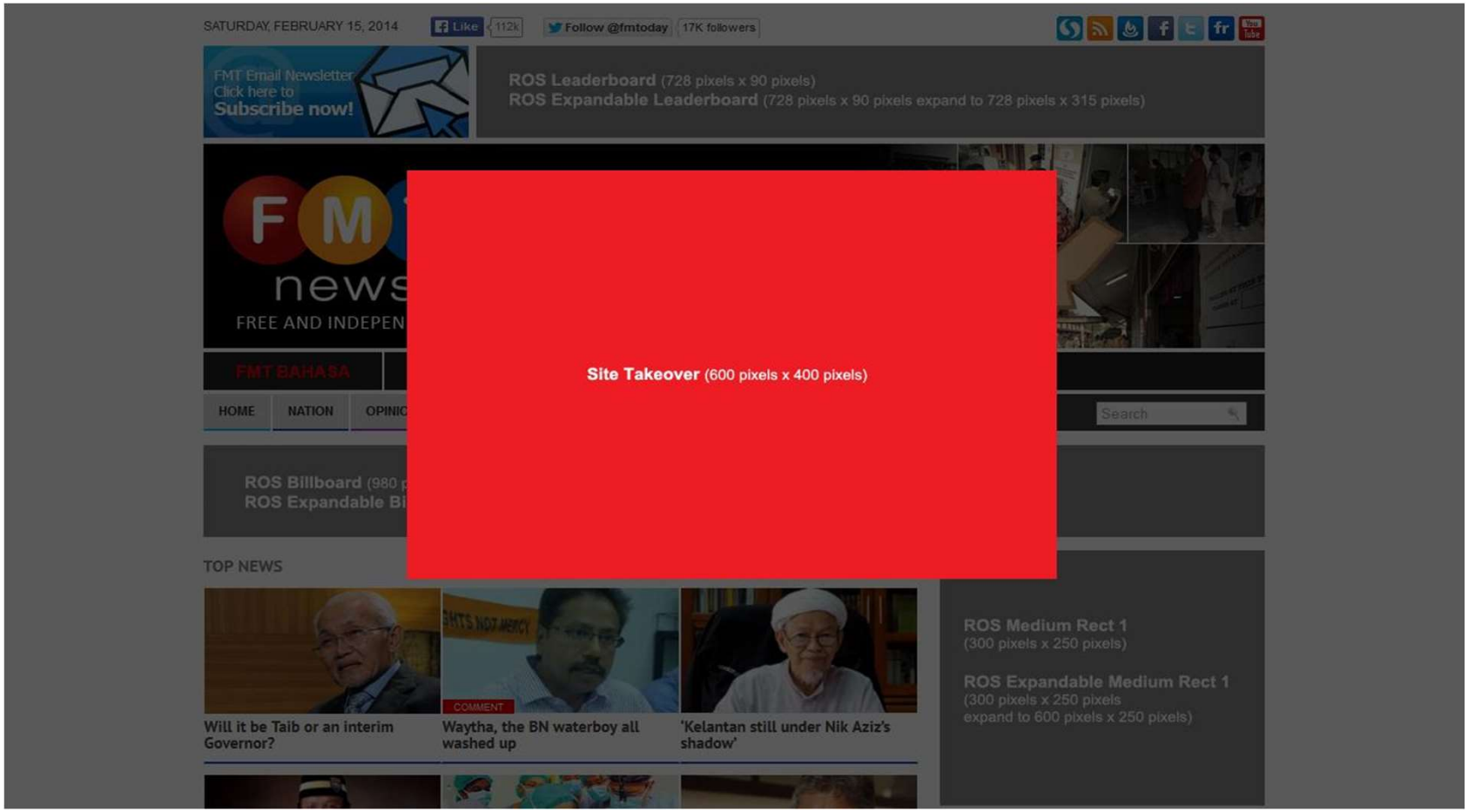
# Site Takeover



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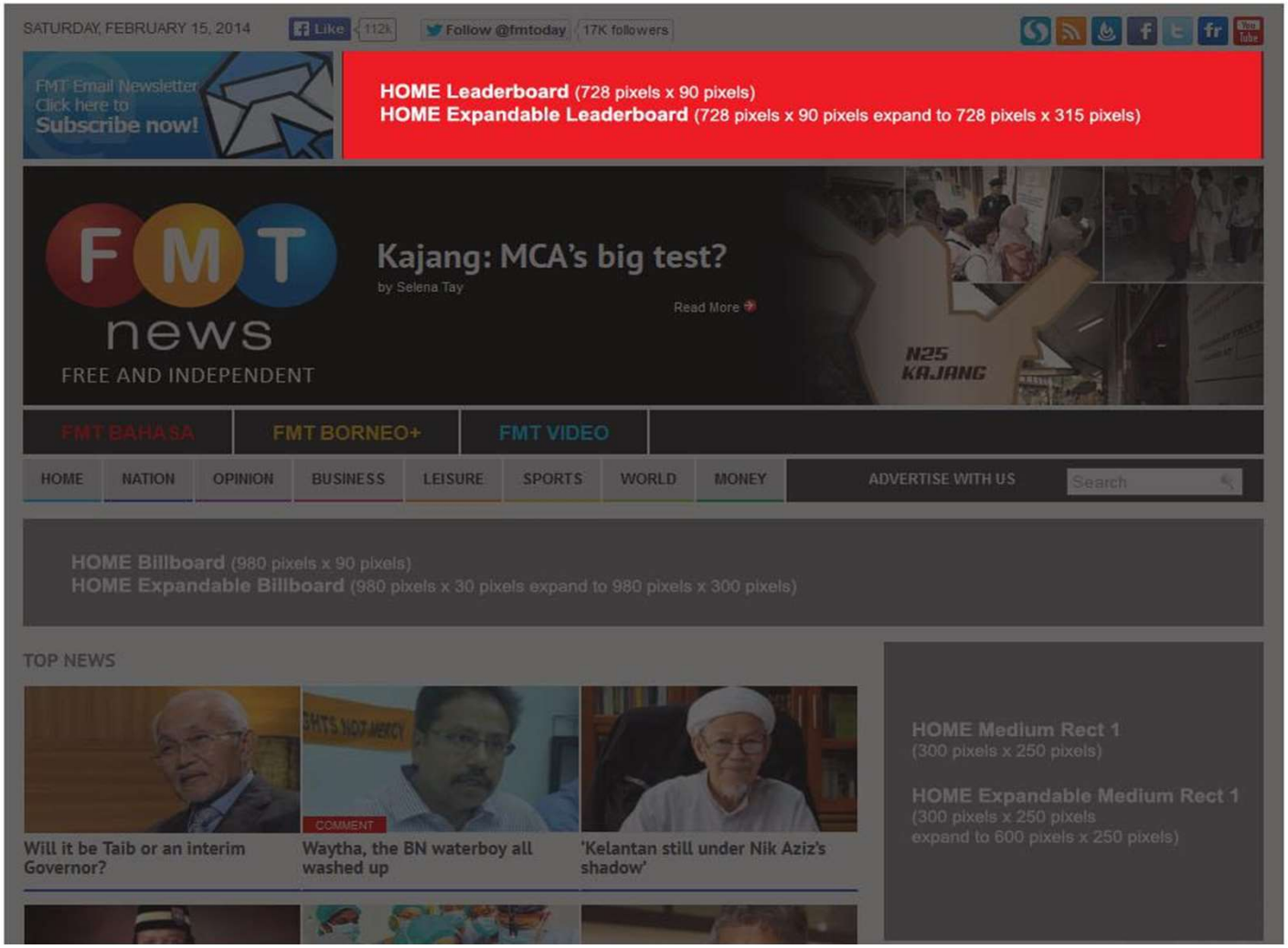
# Leaderboard



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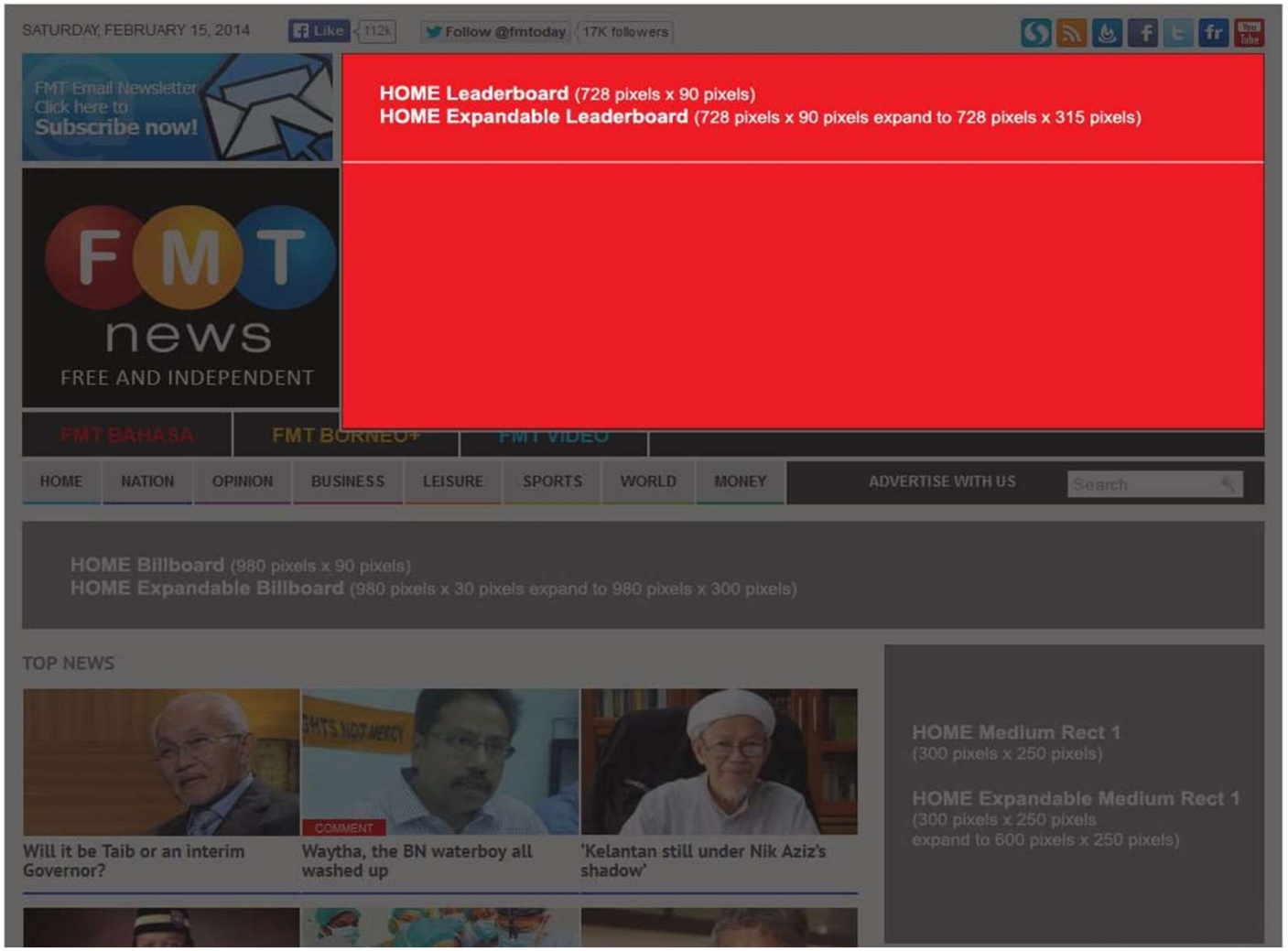
# Leaderboard



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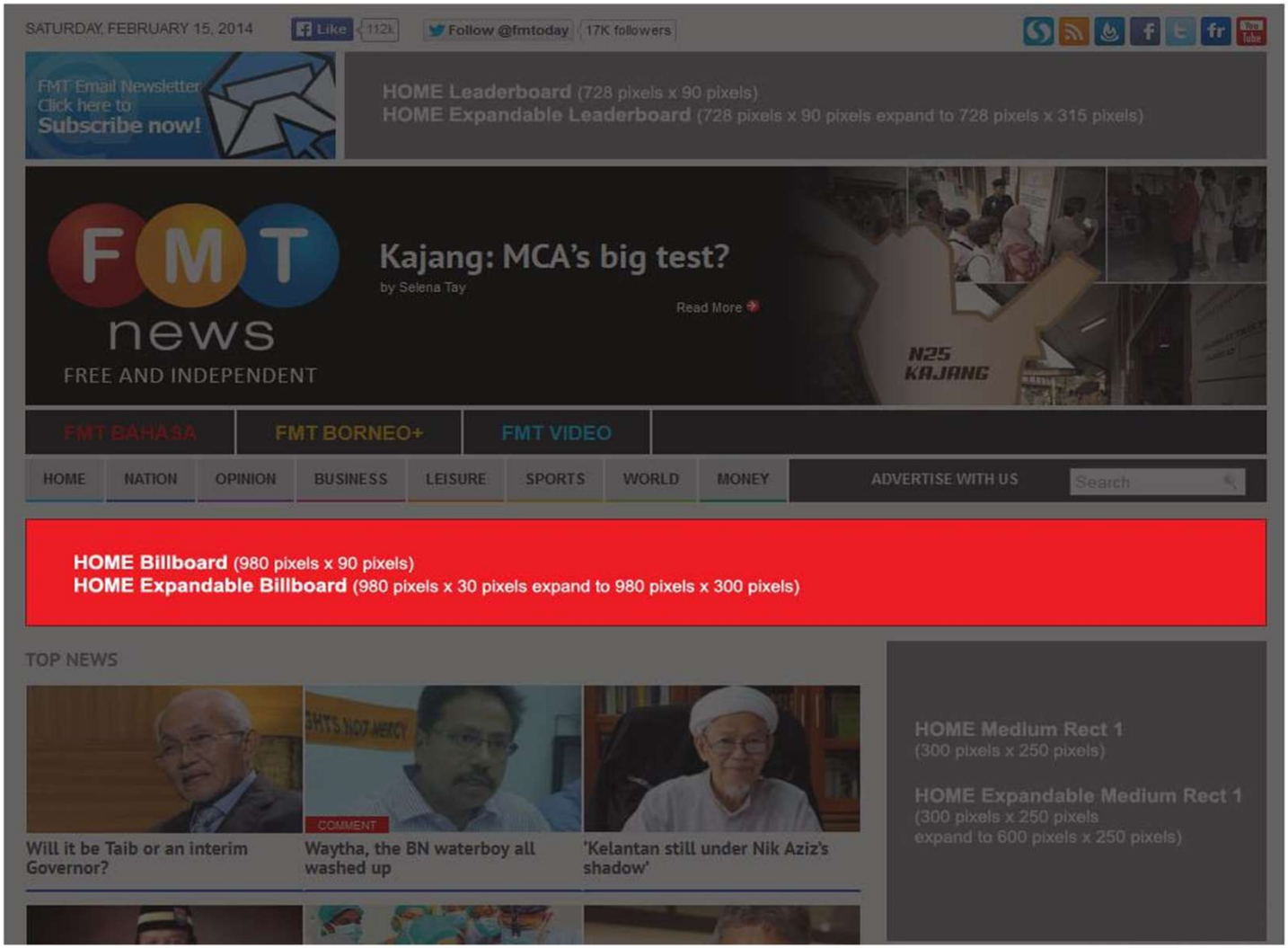
# Billboard



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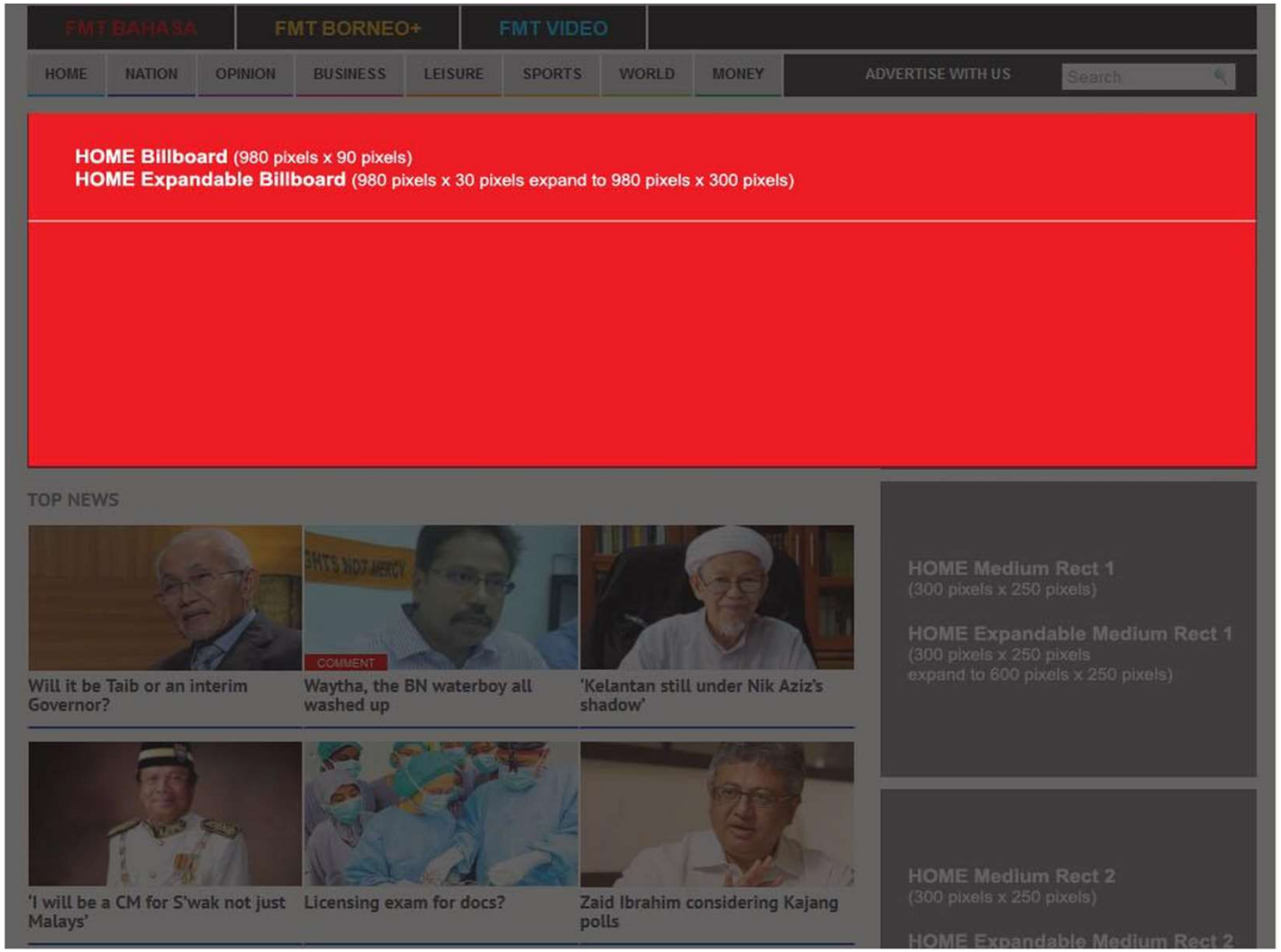
# Billboard



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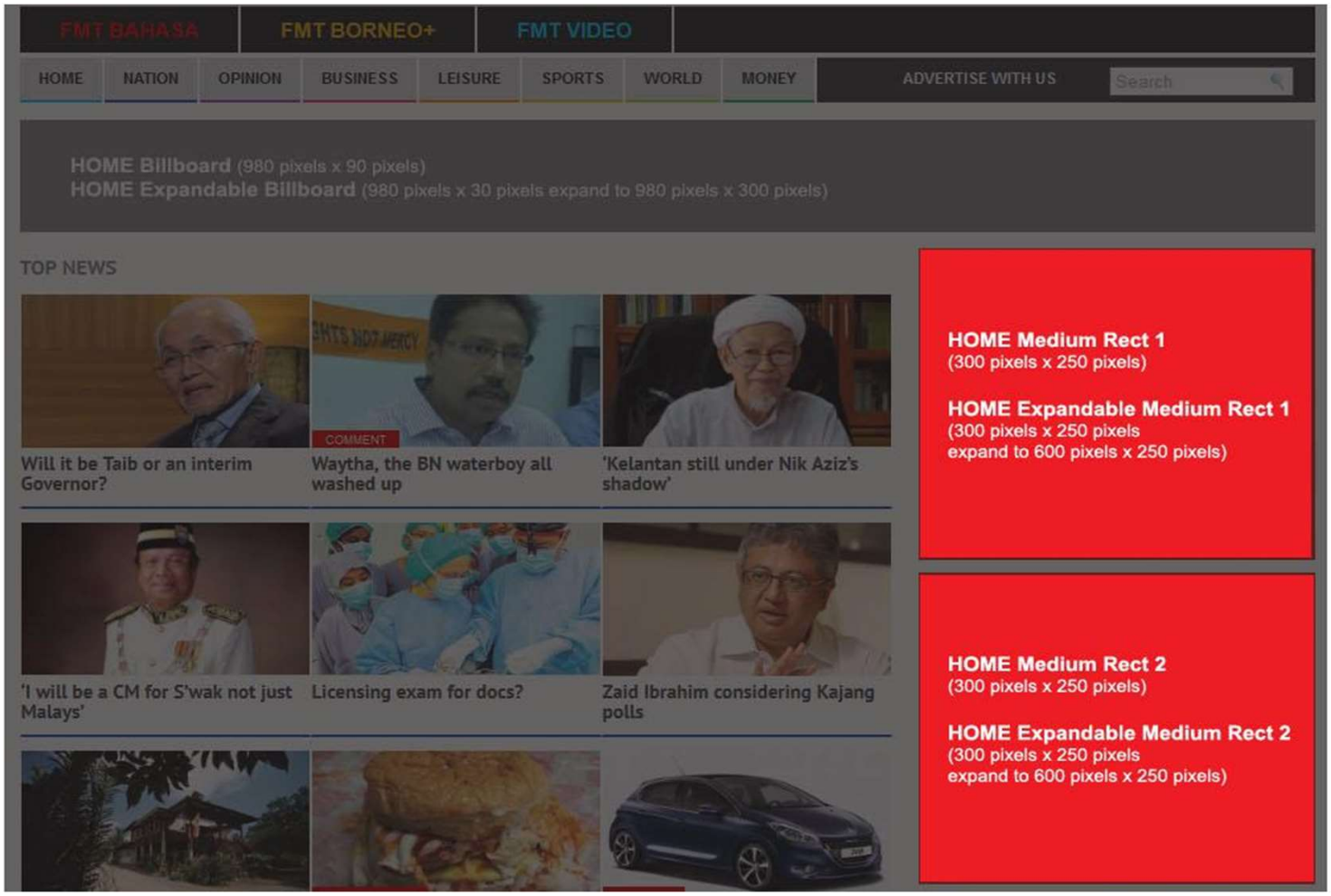
# Medium Rectangular



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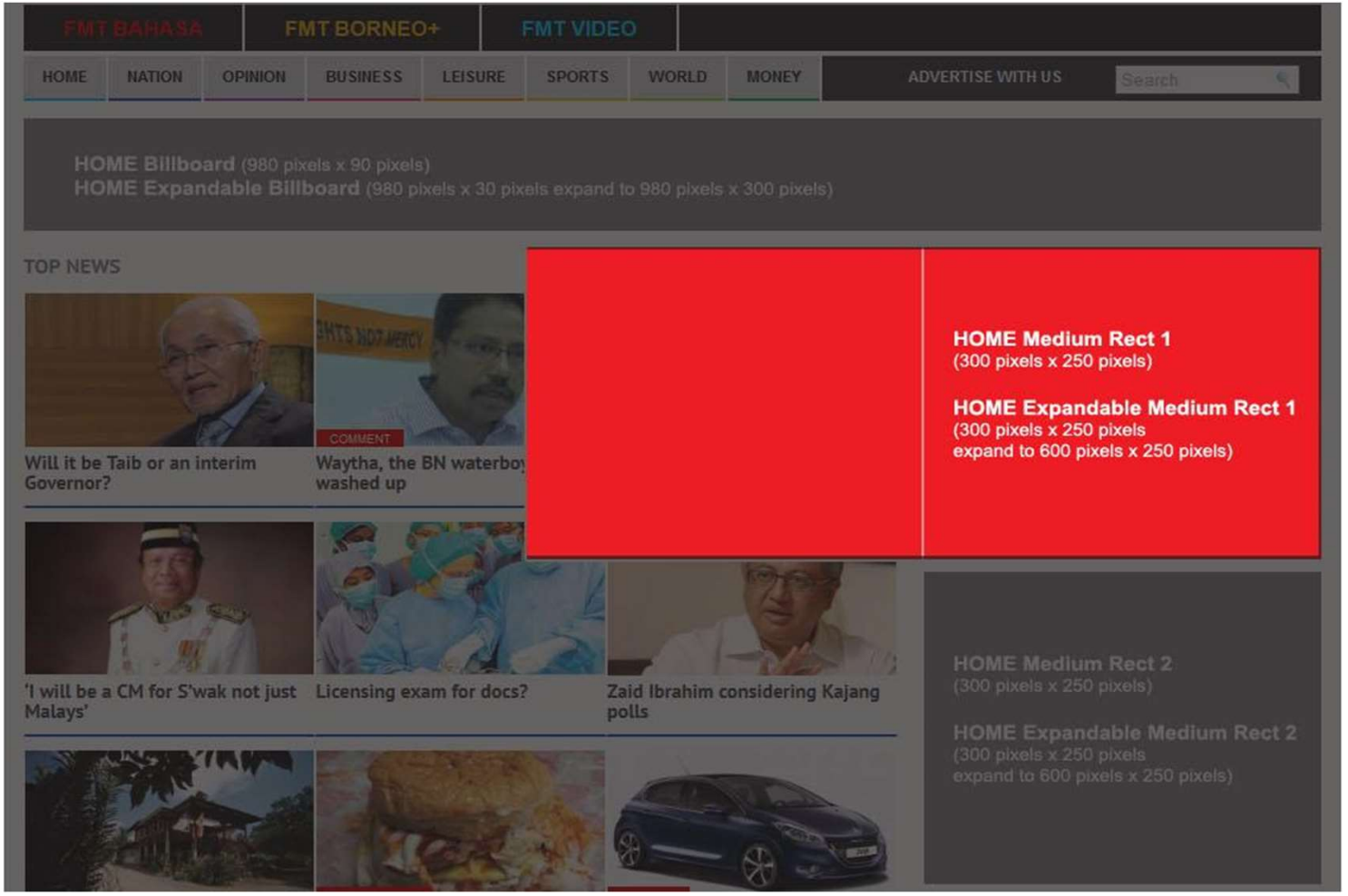
# Medium Rectangular



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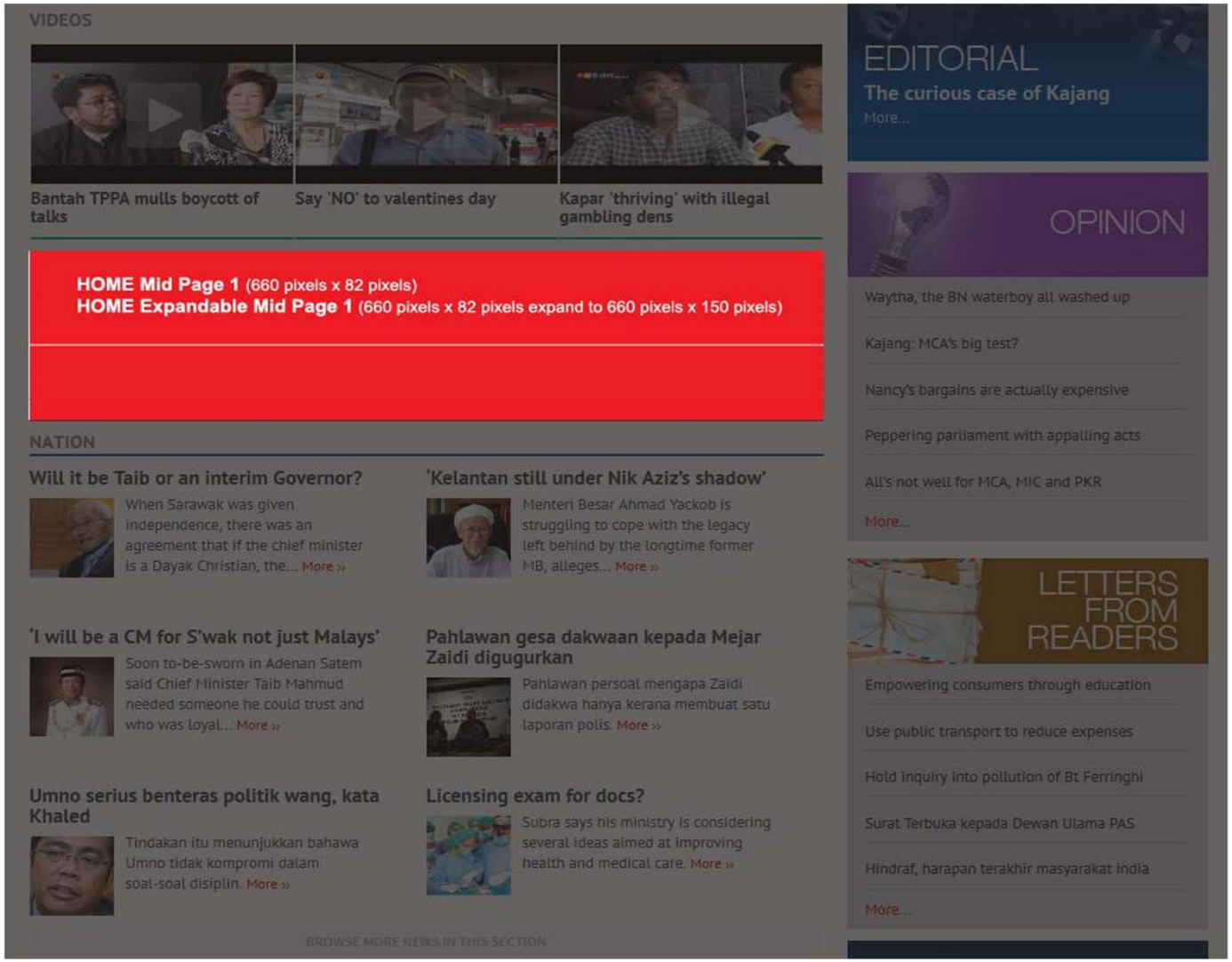
# Mid Page



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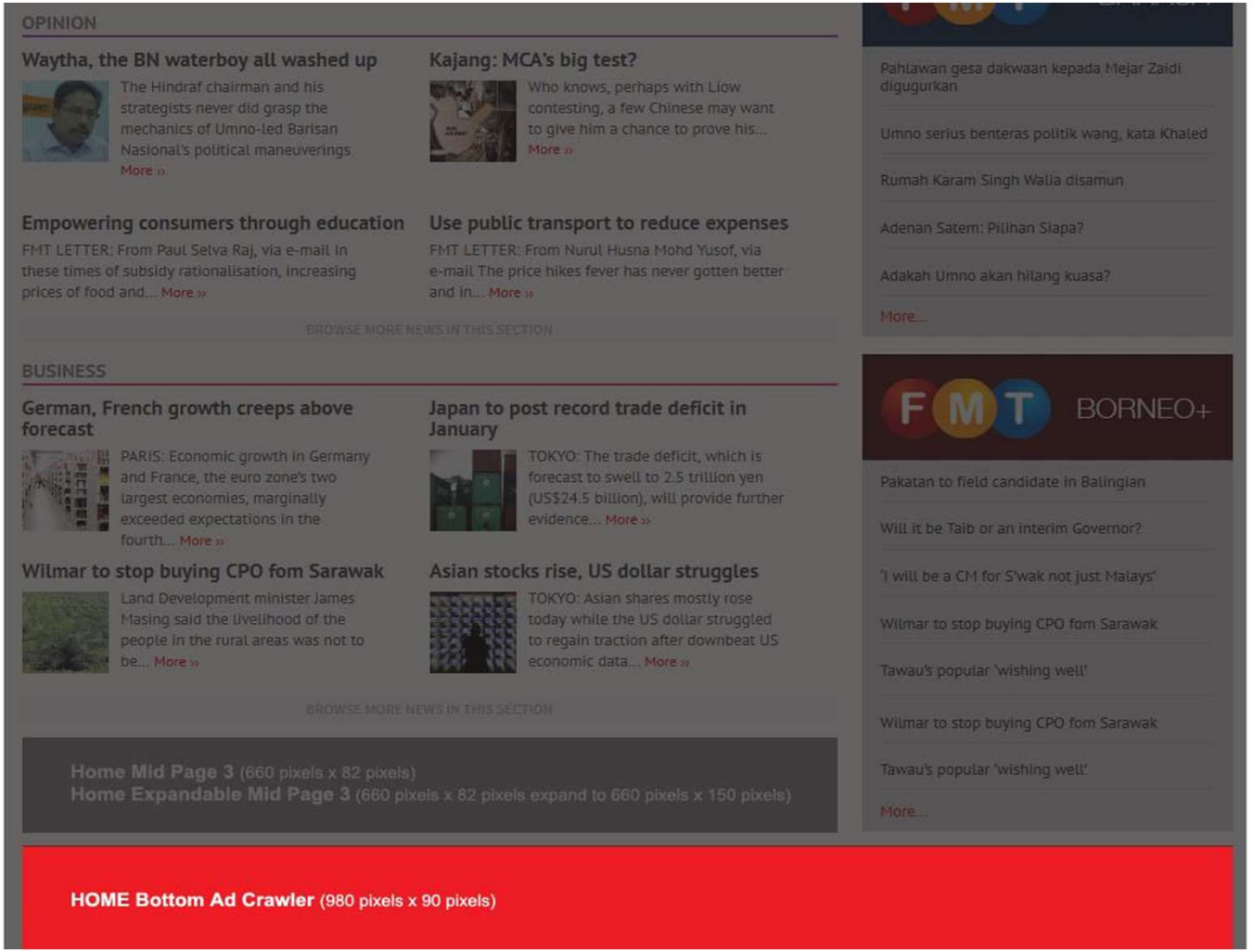
# Bottom Ad Crawler



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# FMT Ad Format and Rates

| FMT Ad Format and Rates | | | | | | |
|---|---|---|---|---|---|---|
| **Ad Unit** | **Daily Rates in RM** | **Weekly Rates in RM** | **Monthly* Rates in RM** | **Banner Size Width x height** | **File Size** | **Description** |
| Site Takeover | 12,000 | NA | NA | 600 pixels x 400 pixels | 50 KB | 10s Auto Close timer<br>Click to close button |
| Bottom Ad Crawler | 10,000 | NA | NA | 980 pixels x 90 pixels | 50 KB | Click to close button |
| Leaderboard | 2,800 | 14,000 | 42,000 | 728 pixels x 90 pixels | 35 – 40 KB | |
| Expandable Leaderboard | 3,800 | 19,000 | 57,000 | 728 pixels x 90 pixels expand to 728 pixels x 315 pixels | 40 – 45 KB | Click to close button |
| Medium Rectangular | 1,800 | 10,000 | 30,000 | 300 pixels x 250 pixels | 25 – 30 KB | |
| Expandable Medium Rectangular | 2,500 | 12,500 | 37,500 | 300 pixels x 250 pixels expand to 600 pixels x 250 pixels | 35 – 40 KB | Click to close button |

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# FMT Ad Format and Rates

| FMT Ad Format and Rates | | | | | | |
|---|---|---|---|---|---|---|
| **Ad Unit** | **Daily Rates in RM** | **Weekly Rates in RM** | **Monthly* Rates in RM** | **Banner Size Width x height** | **File Size** | **Description** |
| Mid Page | 1,300 | 8,000 | 24,000 | 660 pixels x 82 pixels | 20 – 25 KB | |
| Expandable Mid Page | 1,800 | 10,000 | 30,000 | 660 pixels x 82 pixels expand to 660 pixels x 150 pixels | 30 KB | Click to close button |
| Text Link | 1,000 | 5,000 | 35,000 | Max of 8 words | N/A | 14px, Arial, Dark blue color, No underlines. Begin with text, "Sponsored Ad" |
| Billboard | 6,000 | 40,000 | 120,000 | 980 pixels x 90 pixels | 50 KB | |
| Expandable Billboard | 10,000 | 65,000 | 195,000 | 980 pixels x 30 pixels expand to 980 pixels x 300 pixels | 50 KB | Auto expand for 1st view only<br>Click to close button |

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# FMT Ad Format and Rates

| ROS (Rotation of up to 4 Advertisers) | | | | | | |
|---|---|---|---|---|---|---|
| **Ad Unit** | **Daily Rates in RM** | **Weekly Rates in RM** | **Monthly* Rates in RM** | **Banner Size Width x height** | **File Size** | **Description** |
| Bottom Ad Crawler | 8,000 | NA | NA | 980 pixels x 90 pixels | 50 KB | Click to close button |
| Leaderboard | 2,500 | 11,500 | 34,500 | 728 pixels x 90 pixels | 35 – 40 KB | |
| Expandable Leaderboard | 3,500 | 16,500 | 49,500 | 728 pixels x 90 pixels expand to 728 pixels x 315 pixels | 40 – 45 KB | Click to close button |
| Medium Rectangular | 1,600 | 8,000 | 24,000 | 300 pixels x 250 pixels | 25 – 30 KB | |
| Expandable Medium Rectangular | 2,300 | 11,000 | 33,000 | 300 pixels x 250 pixels expand to 600 pixels x 250 pixels | 35 – 40 KB | Click to close button |

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# FMT Ad Format and Rates

| ROS (Rotation of up to 4 Advertisers) | | | | | | |
|---|---|---|---|---|---|---|
| **Ad Unit** | **Daily Rates in RM** | **Weekly Rates in RM** | **Monthly* Rates in RM** | **Banner Size Width x height** | **File Size** | **Description** |
| Mid Page | 1,100 | 6,500 | 19,500 | 660 pixels x 82 pixels | 20 – 25 KB | |
| Expandable Mid Page | 1,600 | 8,000 | 24,000 | 660 pixels x 82 pixels expand to 660 pixels x 150 pixels | 30 KB | Click to close button |
| Billboard | 5,500 | 35,000 | 105,000 | 980 pixels x 90 pixels | 50 KB | |
| Expandable Billboard | 9,000 | 55,000 | 165,000 | 980 pixels x 30 pixels expand to 980 pixels x 300 pixels | 50 KB | Auto expand for 1st view only Click to close button |

## For further enquiries, please contact us:

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