

ADVERTISING MEDIA PLAN TEMPLATE EXAMPLE

User to enter Quantity, Projected Cost Per Unit, and additional Campaign Types. Subtotals and Chart Information will populate automatically.

PROJECTED
SUBTOTAL
TO DATE
\$ 70,025.00

Campaign Type	Qty	Projected Cost Per Unit	Projected Subtotal	Comments
National Marketing			\$ 2,500.00	
Banner Ads	4	\$500.00	\$ 2,000.00	
			\$ -	
			\$ -	
Local Marketing			\$ 13,500.00	
Newspaper	6	\$600.00	\$ 3,600.00	
Outdoor Advertising	3	\$3,500.00	\$ 7,000.00	
POP	2	\$500.00	\$ 1,000.00	
In-Store Marketing	4	\$400.00	\$ 1,600.00	
			\$ -	
Public Relations			\$ 800.00	
Public Events			\$ -	
Sponsorships			\$ -	
Press Releases	8	\$100.00	\$ 800.00	
Webinars			\$ -	
Conferences			\$ -	
Client Events			\$ -	
			\$ -	
Content Marketing			\$ 14,400.00	
Sponsored Content			\$ -	
Landing Page	12	\$1,200.00	\$ 14,400.00	
White Papers / eBooks			\$ -	
			\$ -	
Social Media			\$ 4,800.00	
Twitter	20	\$100.00	\$ 2,000.00	
Facebook	20	\$100.00	\$ 2,000.00	
Snapchat	10	\$100.00	\$ 1,000.00	
Instagram	10	\$100.00	\$ 1,000.00	

- National Marketing

Public Relations

Social Media

Advertising

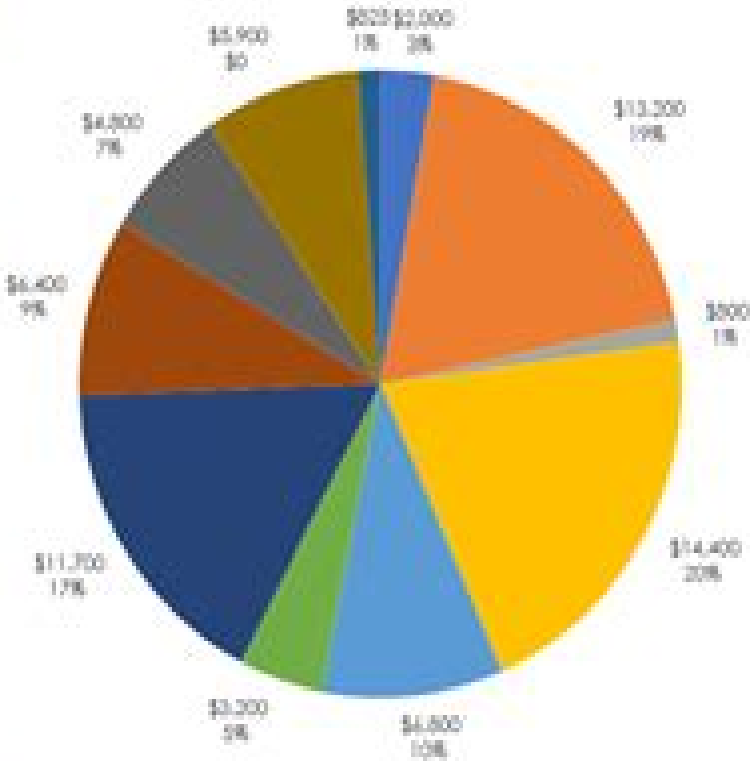
Market Research
- Local Marketing

Content Marketing

Online

Web

Campaigns



Media Planning Guide Malaysia 2013

Michele Gregory



Media Planning Guide Malaysia 2013:

Malaysian Politics in the New Media Age Pauline Pooi Yin Leong, 2019-08-21 This book provides a comprehensive overview of the impact of the Internet on Malaysian politics and how it has played a pivotal role in influencing the country's political climate. It lays out the background of Malaysia's political history and media environment and addresses the ramifications of mediaisation for the political process including political public relations, advertising, and online campaigns. The book examines the Internet's transformative role and effect on Malaysian democracy as well as its consequences for political actors and the citizenry such as the development of cyber warfare and the rise of propaganda or fake news in the online domain. It also investigates the interplay between traditional and new media with regard to the evolution of politics in Malaysia, especially as a watchdog on accountability and transparency, and contributes to the current discourse on the climate of Malaysian politics following the rise of new media in the country. This book is particularly timely in the wake of the 2018 Malaysian general election and will be of interest to students and researchers in communications, politics, new media, and cultural studies.

Regime Resilience In Malaysia And Singapore Greg Lopez, Bridget Welsh, 2022-11-08 Prominent scholars across the political divide and academic disciplines analyse how the dominant political parties in Malaysia and Singapore, United Malays National Organisation (UMNO) and the People's Action Party (PAP), have stayed in power. With a focus on developments in the last decade and the tenures of Prime Ministers Najib Tun Razak and Lee Hsien Loong, the authors offer a range of explanations for how these regimes have remained politically resilient.

Discursive Approaches to Politics in Malaysia Kumaran Rajandran, Charity Lee, 2023-01-01 This open access book examines Malaysian politics using a linguistic perspective. It explores how language serves to de-legitimise governance and its subsequent policies and activities in Malaysia. Grounded in discourse studies, this edited volume presents research on the discourses produced by and on Barisan Nasional, Pakatan Harapan, and Perikatan Nasional from 2008 to 2020, studying how political actors de-legitimise their governance through discursive means. The thirteen original chapters select spoken, print, and digital texts in English, Malay, Mandarin, and Tamil and deploy varied theoretical and methodological approaches. Their linguistic analysis unearths the language features and strategies that facilitate de-legitimation. It shows how political actors shape the discursive representation and evaluation of multiple concerns in Malaysia. Consequently, *Discursive Approaches to Politics in Malaysia: Legitimising Governance* improves our understanding of contemporary Malaysian political discourse. It is of interest to graduates and researchers in the field of discourse studies seeking to understand the discursive contours of politics in this developing Asian country.

Media Planning Guide Malaysia 2013, **Handbook of Research on Urban Governance and Management in the Developing World** Mugambwa, Joshua, Katusiimeh, Mesharch W., 2018-05-09 With the emphasis on market-led development initiatives, sustainable urbanization is a challenge, especially in growing nations. Regional administrative efforts are crucial for cities to meet the planned city operations and specific targets and objectives.

The Handbook of Research on Urban Governance and Management in the Developing World is a research publication that explores contemporary issues in regional political and administrative practices and key challenges in implementing these strategies in growing nations. Featuring coverage on a wide range of topics such as urban and regional economics, supply chain management and environmental concerns, this book is geared toward city development planners, policy makers, researchers, academics and students seeking current and relevant research on the regional bureaucracy and its practices and how they affect growing nations.

The Face of the Firm Michele Gregory, 2016-02-12. Despite decades of greater gender awareness at work in Western countries, gender inequality in the executive suites is alive and well. *The Face of the Firm* highlights new critical perspectives on the relationship between hegemonic masculine cultures, gender embodiment and gender disparities in corporate organizations. Using data from over 100 interviews with female and male executives who worked for some of the most prestigious advertising and computer firms in the world, the book makes important connections between the empirical data and contemporary sexism in the United States and United Kingdom. The book refocuses the debate of executive work, organizational spaces and gender inequality on gendered bodies at work. It also demonstrates that gendered and sexualized relations among executives often construct the production process. The book makes a contribution to masculinity, gender and work scholarship and is organized along three key concepts: homogeneity, homosociability and heterosexuality. These address such factors as the organizational locker room, sexual and heterosexual spaces at work and the construction of women and men as different workers. This conceptual model is crucial for evaluating the mechanisms that support male dominance among highly skilled professionals and executives.

Eleventh Malaysia Plan, 2016-2020 Malaysia. Unit Perancang Ekonomi, 2015.

Practices of Public Administration in Malaysia Kuppusamy Singaravello, Raja Noriza Raja Ariffin, Loo-See Beh, 2019. This book is a pioneering endeavor on practices of public administration in Malaysia.

Malaysia, 2014.

ASEAN Renewable Energy Policies, 2016.

TV realiti di Malaysia Juliana Abdul Wahab, 2015.

Critics on reality television program in Malaysia.

Commonwealth Yearbook 2013 Commonwealth Secretariat, 2013-11-03.

The Commonwealth Yearbook is the flagship annual publication of the Commonwealth Secretariat. It is the essential reference guide to the countries, organizations, activities and values of the modern Commonwealth. The 2013 edition has been fully updated and includes analysis from leading commentators as the Commonwealth approaches 2015 and new global goals on development. The Commonwealth in Action: a review of the Commonwealth's work in democracy, development and diversity. Details of the Charter of the Commonwealth signed by Her Majesty the Queen on Commonwealth Day 2013. Essential communiqués and declarations forming the background to the Charter. The history, structure and activities of the Commonwealth Secretariat and other leading organizations. A guide to Commonwealth Heads of Government Meetings and other key summits. Comprehensive profiles of 54 member states including overseas territories. A directory of around 80 Commonwealth intergovernmental, cultural and professional organizations. An extensive statistics and reference section.

Published by Nexus Strategic Partnerships for the Commonwealth Secretariat Capital Market Development in Malaysia, 2014 **World Guide to Television**, 1998 *Journal of Contemporary Issues in Education*, 2021 **Library & Information Science Abstracts**, 2006 **Media Planning Guide Malaysia 07**, 2007 Towards Sustainable and Inclusive Higher Education Melissa Lee Yen Abdullah Ng, Ahmad Nurulazam Md. Zain, 2016 In building sufficient efficient human resources massification of higher education is a common phenomenon It is to this end that sustainability and inclusiveness have become such critical issues in higher education and its literature This book looks into the major question of financial sustainability for the higher education institution revealing the university's struggles in the face of limited public funds Coping strategies and feasible alternatives are extensively examined The authors also tackle the area of higher education systems and collaboration in ensuring sustainability Here matters such as the public private equilibrium sustainable alumni networks and research and publication competitiveness are deliberated One distinguishing feature of this publication however is its discourse on higher education access giving unique insight into the plight of certain underrepresented groups in higher education The writers champion inclusiveness by analysing and recommending the best practices in bolstering these marginalised factions towards academic success Readers will certainly gain a more profound understanding of sustainable and inclusive higher education **Mergent International Manual**, 2009 **International Directory of Company Histories** Tina Grant, Thomas Derdak, 1996 Multi volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location For students job candidates business executives historians and investors

Unveiling the Power of Verbal Artistry: An Emotional Sojourn through **Media Planning Guide Malaysia 2013**

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https://crm.allthingsbusiness.co.uk/results/detail/HomePages/Music_Festival_2025.pdf

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