

MEDIA KIT 2016

THE EDGE MARKETS™

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www.theedgemarkets.com

We enrich you

WITH BREAKING NEWS, DATA, ANALYTICS, ALERTS, PORTFOLIO MODELS AND MORE TO HELP YOU **make better decisions**



Platform to consume news, review data + explore investment ideas

Bird's-eye view — share price performance of a company, key performance ratios, shareholders, board of directors



Proprietary news

Malaysian Insider



Tools to compare a company's performance against that of its peers & industry

Graphical comparison of selected companies

Comparable companies' data, risk & fundamental scores

STOCKS WITH MOMENTUM

SYMBOL	PRICE	DATE / TIME	VALUATION	FUNDAMENTAL
WILLOWGLN	0.865	3/30/14 14:09:13	3	1.5
PROLEXUS	1.45	3/30/14 14:09:13	2.5	1.8
ELSOFT	1.89	3/30/14 14:09:13	2.8	0.3

* Times used to generate alerts are generated.

Explanatory Notes

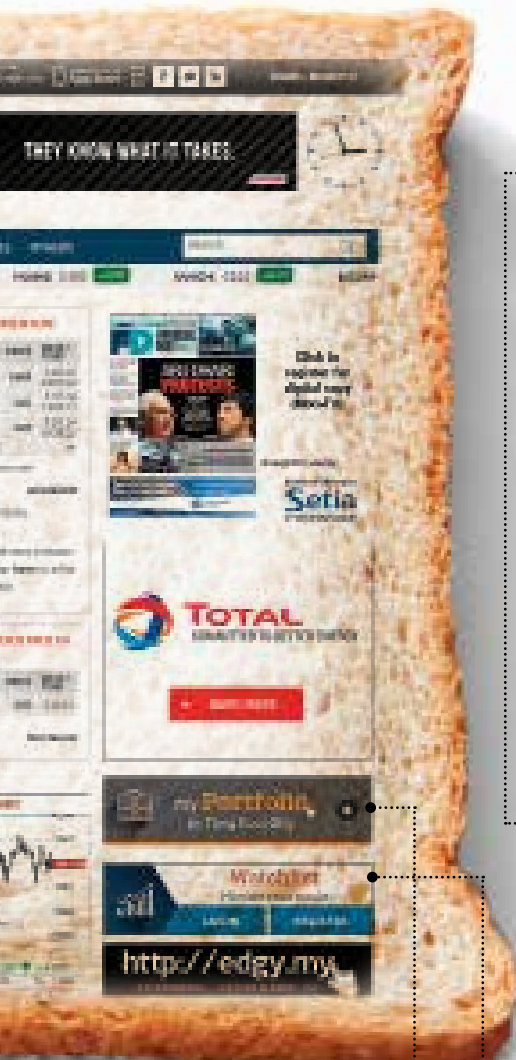
POWERED BY ANTICIPATORY ANALYTICS

If you would like to read more on Stocks with Momentum, register [here](#) for a free sponsored Financial Daily

Disclaimer

Alert you to stocks with momentum based on proprietary algorithm

Red flag stocks with momentum but weak fundamentals



Holistic presentation of a company

- Graphical performance of a company
- Key information of a company, risk & fundamentals
- Other related news
- Likelihood of corporate action

Track why stock prices went up or down in the past

- News and corporate announcements that moved stock prices

Portfolio models

Portfolio start date	8 Jul 14		
Portfolio to date	10 Sep 14		
Initial capital	100,000.00		
Trading Account (USD)	Qty	Bought price USD	Current price USD
Shares held			
AMC	22,000	0.32	0.30C
Corporis	12,000	0.42	0.415
Official	10,000	0.30	0.30
ESL Holdings	4,000	2.44	4.28
Portfolio returns	7.8%		
Annualised returns	41.88%		

- Follow the portfolio of high-profile investors
- Set up and track your own portfolio with risk management tools & email alerts





Empowering socio-economic inclusion

WE EMPOWER YOU WITH NEWS, DATA & FINANCIAL ANALYTICS FOR **FREE** TO HELP YOU MAKE BETTER BUSINESS & INVESTMENT DECISIONS, IN LINE WITH OUR CORPORATE MISSION TO PROMOTE SOCIO-ECONOMIC INCLUSION.

The key features of www.theedgemarkets.com:

- Proprietary news from our team of journalists in Malaysia & Singapore
- Business & Markets news from the region from our media partners in Indonesia, the Philippines, Thailand, Hong Kong and China
- Global financial news from AFP, Bloomberg & Reuters
- Historical news & financial data on every company listed on Bursa Malaysia & Singapore Exchange
- Tools to compare the financial and stock price performances of all Bursa and SGX companies with their industry peers & any other Bursa and SGX companies.
- Assessment of the fundamental valuation of companies, their risks & those that are likely to undertake corporate exercises
- Track the portfolios of market personalities
- Stock Pick of the Day by Insider Asia
- Be alerted on Stocks with Momentum picked by a proprietary algorithm powered by Anticipatory Analytics Sdn Bhd
- Create a Watch List of stocks you follow and get email alerts on news about them and Stocks with Momentum
- Execute trades through brokerage firms & banks using direct links from www.theedgemarkets.com

AD POSITIONS

The screenshot displays the layout of The Edge Markets website, highlighting various advertising opportunities with their dimensions:

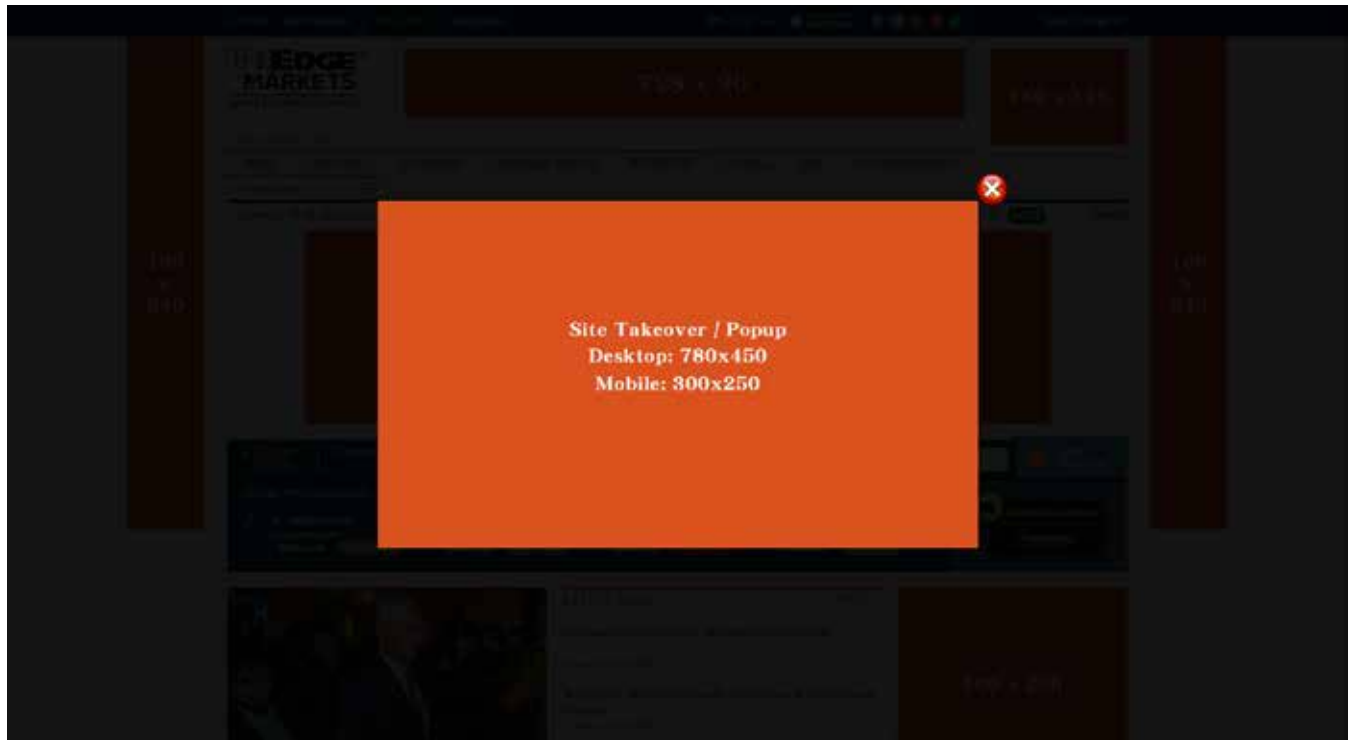
- Top Header:** 728 x 90 (center), 180 x 125 (right)
- Left Sidebar:** 100 x 640 (vertical)
- Right Sidebar:** 100 x 640 (vertical)
- Main Content Area:**
 - Hero Section:** 970 x 250 (large central banner)
 - News Section:** 300 x 250 (multiple articles)
 - Native Ad:** 300 x 250 (integrated content)
 - Event Calendar:** 300 x 250 (calendar view)
 - Video Section:** 400 x 60 (thumbnails)
 - Large Video:** 800 x 200 (main video player)
 - Small Video:** 300 x 250 (thumbnails)
 - Forum Section:** 300 x 600 (discussion area)
- Bottom Section:** 400 x 60 (thumbnails), 400 x 60 (thumbnails)

The website features a clean, professional design with a blue and white color scheme. The navigation bar at the top includes links for Home, Markets, and News. The main content area is organized into sections for news, analysis, and market data. The sidebar on the left provides additional context and related content. The bottom of the page includes a footer with contact information and social media links.

[illegible]

[illegible]

AD POSITIONS



AD FORMAT DETAILS

Ad Type	Dimensions (pixels)	Expandable (pixels)	File Size	Animation	Remarks
Leaderboard	728(W) x 90(H)	-	40kb images / HTML5	Max 5 secs	
Leaderboard — expandable	728(W) x 90(H)	Expandable to 728(W) x 90(H) or 728(W) or 315(H)	40kb images / HTML5 (initial load)	Max 5 secs	Audio user-initiated. Mouse-over opening. Mouse-off retraction. Auto Expansion Ad — max 5 secs animation. Close X mandatory.
Medium Rectangle	300(W) x 250(H)	-	40kb images / HTML5	Max 5 secs	
Medium Rectangle — expandable	300(W) x 250(H)	Expandable to 500(W) x 250(H)	40kb images / HTML5 (initial load)	Max 5 secs	Audio user-initiated. Mouse-over opening. Mouse-off retraction. Auto Expansion Ad — max 5 secs animation. Close X mandatory.
Billboard	970(W) x 250(H)	-	50kb images / HTML5	Max 5 secs	
Button	280(W) x 60(H)	-	40kb images / HTML5	Max 5 secs	
Event Banner	840(W) x 90(H)	-	40kb images / HTML5	Max 5 secs	
Sponsored Event	840(W) x 380(H)	Custom sizes allowed with fixed width of 840px	50kb images / HTML5	Max 5 secs	
Full Banner	468(W) x 60(H)	-	40kb images / HTML5	Max 5 secs	
Half Page	300(W) x 600(H)	-	50kb images / HTML5	Max 5 secs	
Large Banner	830(W) x 200(H)	Custom sizes allowed with fixed width of 830px	50kb images / HTML5	Max 5 secs	
Site Takeover / Pop-up	Desktop — 780(W) x 450(H) Mobile — 300(W) x 250(H)	-	50kb images / HTML5 (initial load)	Max 30 secs	Non-video: Max 15 secs Video: Max 30 secs
Skinner	100(W) x 640(H)	-	40kb images / HTML5	Max 5 secs	
Time Keeping Sponsorship	180(W) x 125(H)	-	40kb images / HTML5	-	
Video Player	260(W) x 193(H)	-	Video link / MP4 / OGG / WebM	Max 30 secs	

Note: All rich media creatives are hosted by a third party server.

ADVERTISEMENT RATES

www.theedgemarkets.com

With effect from Jan 1, 2016

Ad Position (Home + ROS)	Weekly Rate (RM)	Ad Position (Home + ROS)	Weekly Rate (RM)
Leaderboard	9,000	Full Banner	5,000
Leaderboard — expandable	11,000	Half Page	9,000
Medium Rectangle	9,000	Large Banner	9,000
Medium Rectangle — expandable	11,000	Site Takeover / Pop-up	10,000
Billboard	15,000	Skinner	10,000
Button	5,000	Time Keeping Sponsorship (monthly)	18,000
Event Banner	7,000	Video Player	15,000
Sponsored Event	10,000		

Note: These rates are for the Malaysia pages on www.theedgemarkets.com

Please email mkt.ad@bizedge.com for more creative ad options or sponsorship details

Notes:

- Sections: Markets, Corporate, Property, Personal Wealth, Enterprise, Lifestyle & others.
- Ad Rotation: maximum 3 rotations per ad position.
- Sponsorship / Section sponsorship rate is subject to campaign period and availability

Ad Submission Instructions:

- Creative ad code(s) rotation is allowed. Maximum of 1 time instance code or image change per week unless otherwise specified for a particular placement and agreed by theedgemarkets.com.
- Ad creatives should reach theedgemarkets.com no less than 5 working days before scheduled campaign flight.
- Ad delivery address: mkt.ad@bizedge.com

Terms & Conditions

- All rates quoted are subject to 6% GST
- Ad positions are subject to availability upon time of confirmation
- Bookings from agencies/clients accredited with The Edge Communications Sdn Bhd will enjoy 30 days credit terms. Non-accredited business will be accepted on "payment before campaign flight" basis.