

# LED Advertising Truck



*with display screen and speaker*



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# Company Introduction

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## About

**DMDC** is a well established media representative organization which comprises of two companies, DM Communications and D&C Marketing Sdn Bhd. DM Communications was established in 13<sup>th</sup> Dec 1989 with core business focusing on media management and specialize in developing and marketing of advertising sales. D&C Marketing began operation in 27<sup>th</sup> Oct 1994 to handle the first established English newspaper in Sabah.

## Product & Services

Freestanding billboard, Light-box, Banner, Ad-Panel, Wall Panel, LED Truck and etc  
Provide strategic media advice to the best Out-of-Home advertising in East Malaysia & Brunei

## Why DMDC

Our 25 years of experience in working with East Malaysia media owners, inclusive Print Media, Event management, Out of Home and etc.

Our strong networking allows us to negotiate price and flexibility with media owners across East Malaysia and Brunei

Understand the local needs and environment to ensure selection of media with the highest standard.

### Mobility (Location Targeting)

- Advertising on-the-go / on-demand
- Unavoidable during traffic – literally go out and find the traffic, to ensure your business is highly exposed
- Easier to reach fragmented neighborhood of Sabah & Sarawak
- Enables the ad to be placed in strategic locations that will generate the most interest

### Versatile

- Messages and video can be uploaded easily
- Multiple system input format

### Flexibility

- Advertiser can always have tiny changes
- Short-term (minimum of 1 mth) outdoor advertising made possible

### Visually Appealing

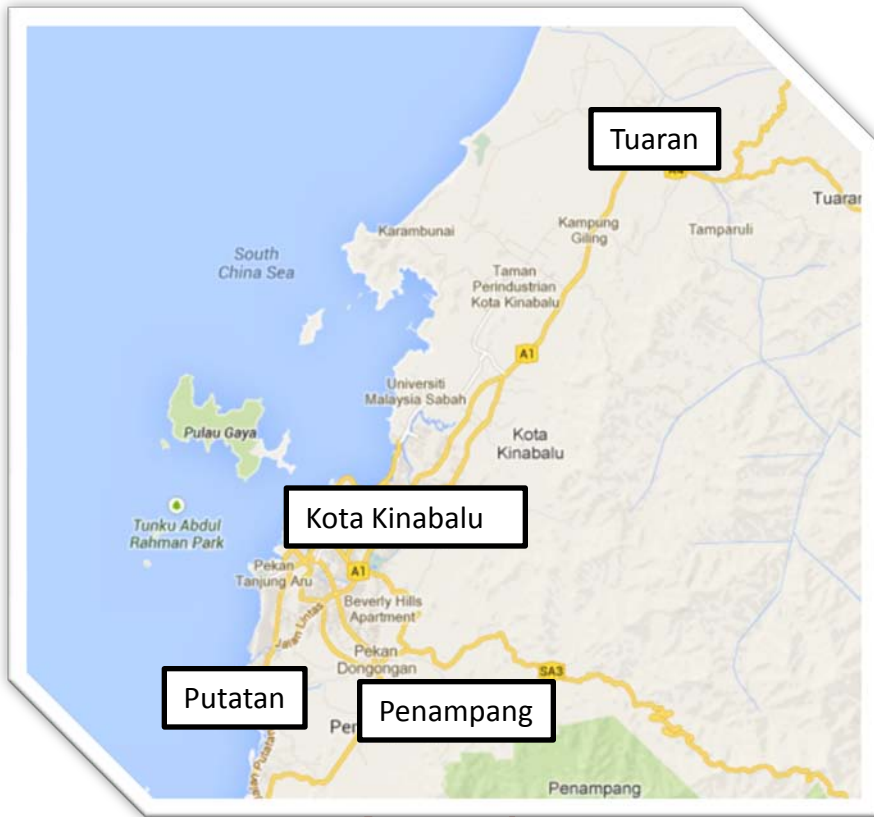
- Attracting and creative videos/images presented
- Full digital video advertising

### LIVE Monitoring

- Track your truck (campaign) LIVE! via GSP system (satellite positioning)



- Multiform file formats, such as AVI, WMV, MOV, MPG, ASF, FLV and so on are comprehensive
- Brightness, contrast, saturation can be adjusted by itself and manual
- Route can be customized for client (terms & conditions apply)
- Build-in Sound system available. You can enhance YOUR campaign with jingle or voice over



## DAILY ROUTE\* (Kota Kinabalu)

*\*suggested route*

**Operation Hours : 9.00am – 9.00pm (Except Monday)**

### 1. Kota Kinabalu City Center Area

Wawasan Complex / Center Point Shopping Mall / Warisan Square / Water Front KK / Gaya Street / Suria Shopping Mall / Jesselton Point / Bandaran Berjaya / Kg air / Segama / Airport Terminal 2 / Tg Aru 1<sup>st</sup> Beach

### 2. Putatan District

Airport Terminal 1 / Putatan / Tmn Ketiau / Lok Kawi / Kinarut

### 3. Penampang District

Kepayan / Bundusan / Dogongan / Beverly Hills / Bukit Padang / Lido / Luyang / Damai / City Mall Shopping Mall / Penampang Baru & Lama

### 4. Tuaran District

Inanam / Kolombong / Menggatal / Alam Mesra / 1 Borneo Hypermall / Tmn King Fisher / KKIP / Sepangar

# SHARING BASIS

Advertiser will be sharing the screen for advertisement with a maximum loop of 20 advertisers.

**COST  
EFFECTIVE**

## Cost to Advertise



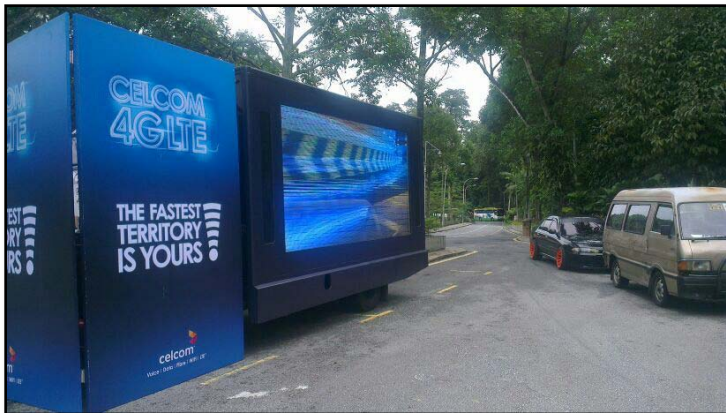
DURATION	PERIOD	RATES	TOTAL SPOTS/DAY
15 Sec (basis)	1 Day	RM170	290 spots per day (minimum)
	2 Weeks	RM2,000	
	1 Month	RM3,500	
	3 Months	RM9,600 or RM3,200 per mth	(145 each side - L&R)
	6 Months	RM18,600 or RM3,100 per mth	
	12 Months	RM34,800 or RM2,900 per mth	

- \* Maximum 20 Advertiser
- \* All price are subject to 6% GST & inclusive of 1 driver cum operator, insurance, local authorities advertising permit, fuel & parking charges (selected area only)

# EXCLUSIVE CHARTER



Whole truck customized for client.  
Only run client's advertisement.



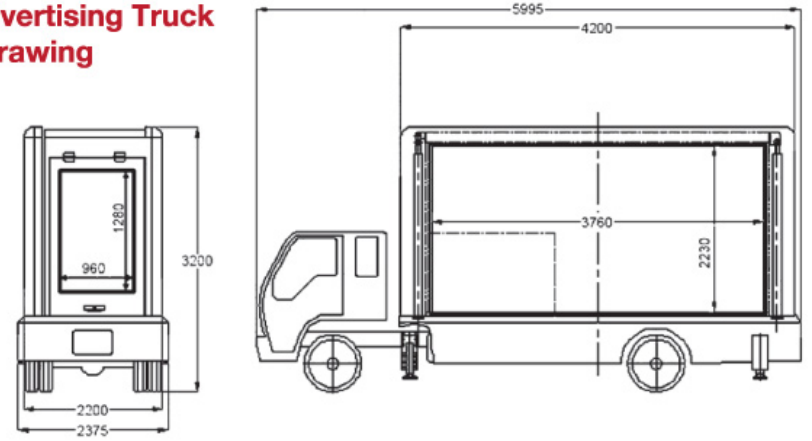
## Cost to Advertise

<b>Weekend (Sat &amp; Sun) only</b>		RM16,000 per truck
<b>1 Week</b>		RM22,000 per truck
<b>2 Weeks</b>		RM44,000 per truck
<b>1 Month</b>	<b>Sabah state</b>	RM80,000 per truck
	<b>Kota Kinabalu</b>	RM55,000 per truck
	<b>Tawau / Sandakan</b>	RM60,000 per truck
	<b>Sarawak state</b>	RM90,000 per truck
	<b>Kuching/ Miri/ Sibul/ Bintulu</b>	RM65,000 per truck
	<b>KK (2 wks) + Kuching (2 wks)</b>	RM 60,000 per truck

- F.O.C Production & Installation of Inkjet Sticker for Truck's Body Worth RM3,800.00 (For exclusive charter – 2 wk & above)
- Freebies: brand ambassador for flyer / brochure distribution – uniform provided by client (For exclusive charter – 2 wk & above)
- All price are subject to 6% GST & inclusive of 1 driver cum operator, insurance, local authorities advertising permit, fuel & parking charges (selected area only)

<b>Operation Hours</b>	12 Hours a Day (excluding 2 hours break)
<b>Travel Distance</b>	Maximum 250km per trip
<b>Route</b>	Customized for client
<b>Booking Deadline</b>	30 days
<b>Material Deadline</b>	5 working days
<b>Video Format</b>	avi, wmv, mov, mpg, mp4, asf, flv
<b>Image Format</b>	jpg, tiff, gif, bmp

**LED Advertising Truck Spec Drawing**



**LED Truck Specifications**

<b>Truck Model</b>	Inokom AD3 light truck with extra long wheelbase (BTM 3810 - BDM 5000)
<b>LED Display Size</b>	3840 (W) x 1920 (H) / Each panel (Left & Right)
<b>LED Outdoor Panel</b>	P10, DIP 346, 1R 1G 1B 2 set side glass panel
	Iron Body Structure
<b>Generator Set</b>	25KVA/Denyo 25ES
<b>Control system with IPC</b>	Video Processor
	Sound System
	Air - Conditioning System
	GPS Tracking System



# Picture Gallery



**SKOL**



**celcom**



**F&N**



**Maybank**



**HONG LEONG BANK**

**DVDC**  
Dynamic Media Partner

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