

IDN TIMES

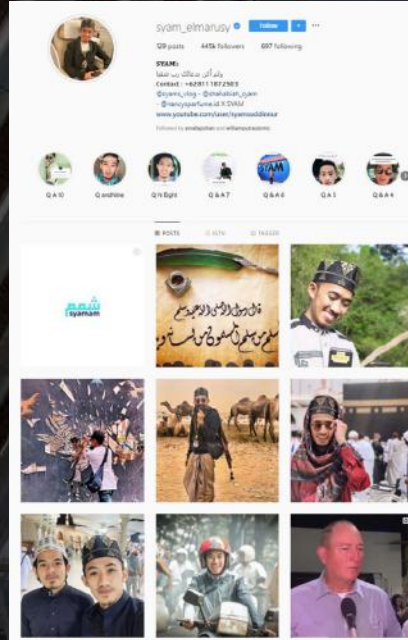
IDN MEDIA

SORE SORE BERKAT

Reaching Indonesian Millennials
During Ramadan

Ramadan Special Programme 2019
(Video Series + Instagram Series)

Prepared by IDN CREATIVE



445,000
Instagram Followers

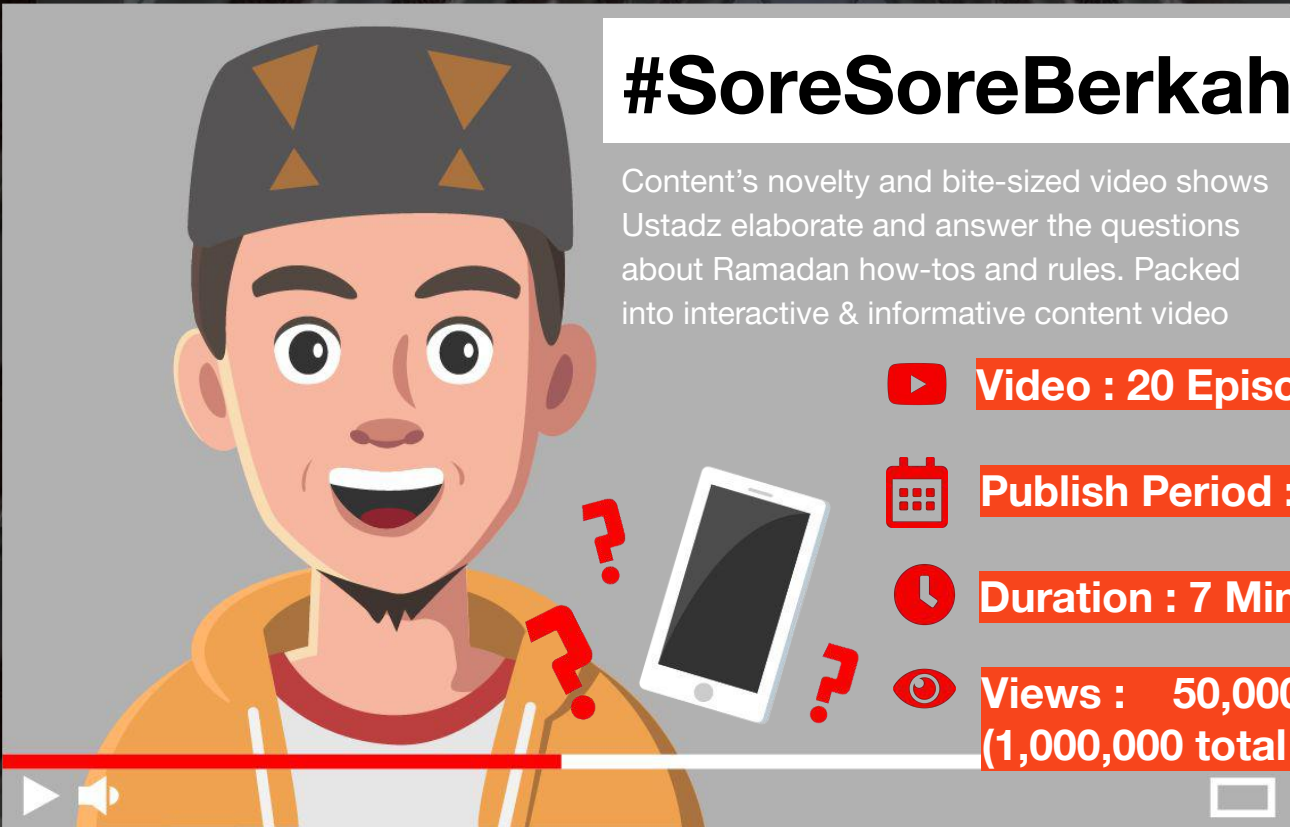
Introducing Our Millennial Ustadz

Introducing our inspiring millennials ustadz, Syam El Marusy. He is generous and multi-talented millennial ustadz with strong vision to embrace Islam as a peace religion and sparks 'Diversity is Beautiful' through wider millennials audience.

He will host our special programme #SoreSoreBerkah kultum-video during Ramadan and answer our millennials audience questions about fasting and Ramadan activities.

#SoreSoreBerkah

Content's novelty and bite-sized video shows Ustadz elaborate and answer the questions about Ramadan how-tos and rules. Packed into interactive & informative content video



 **Video : 20 Episode**

 **Publish Period : 6 May - 3 June 2019**

 **Duration : 7 Minutes / episode**

 **Views : 50,000 views / episode
(1,000,000 total views)**

*Approximately.



SET

Set & Location



📍 **Masjid Istiqlal**
Sawah Besar, Jakarta

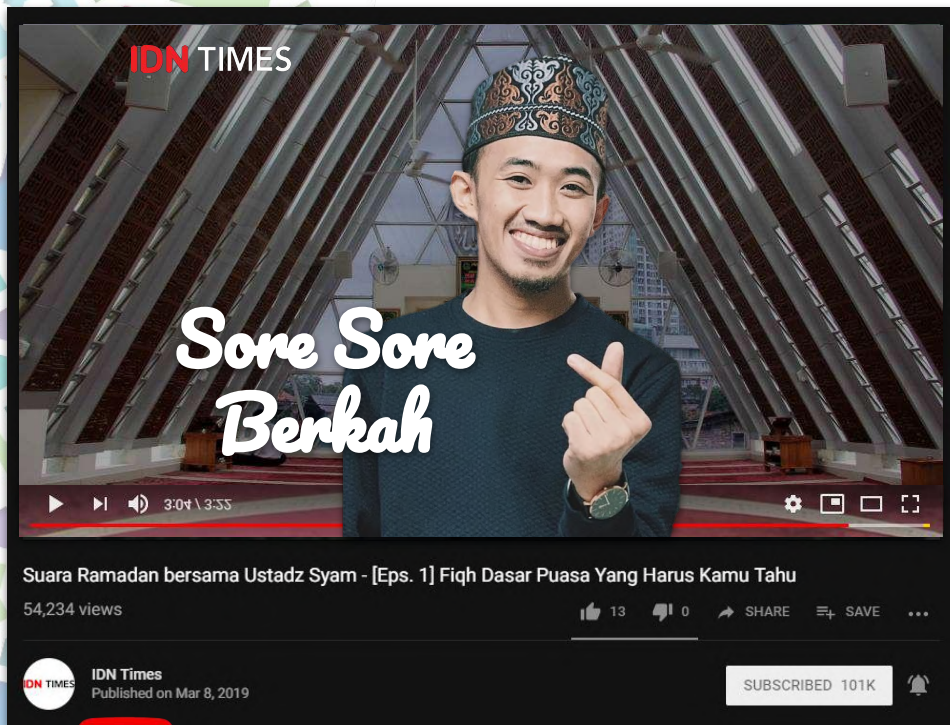


📍 **Masjid Jami Darussalam**
Sawah Besar, Jakarta





OUTPUT



Video Series

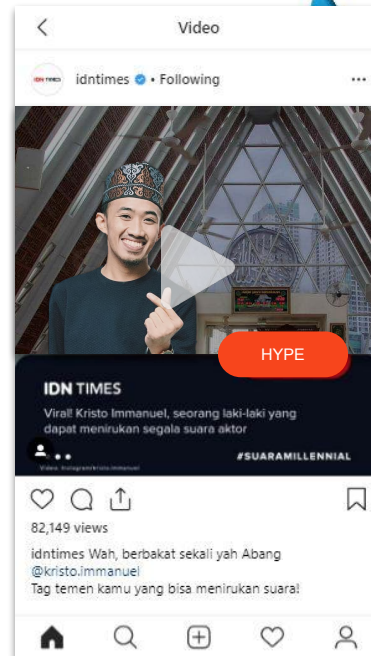
IDN Times Youtube; 100.000+ Subscribers

SORE SORE BERKAH



Instagram Series

IDN Times IG; 1.7mio+ Followers



AD PRODUCT RATE CARD

VIDEO PLACEMENT

Squeeze Frame

SPECIFICATION

Squeeze Frame L : IDR 10,000,000 / slot
Squeeze Frame U : IDR 12,000,000 / slot
Squeeze Frame Square : IDR 15,000,000 / slot

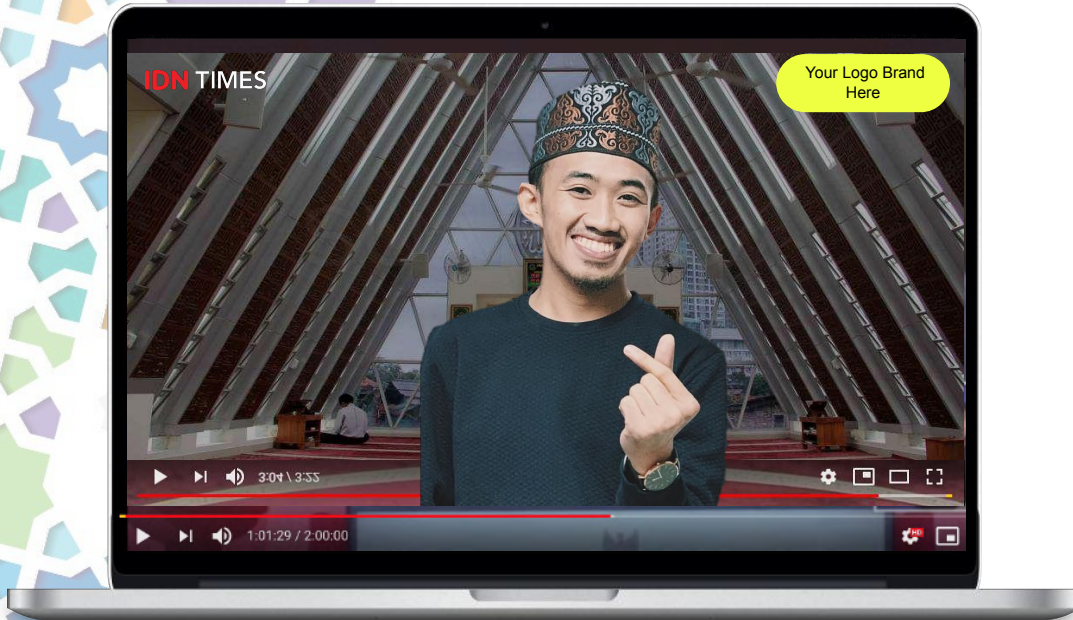
Period : 10 second
Material : Must be received from client h-5
Slots per episode : 2 slots



Time	0.00-0.29	0.30-0.59	1.00-1.29	1.30-1.59	2.00-2.29	2.30-2.59	3.00-3.29	3.30-3.59	4.00-4.29	4.30-4.59	5.00-5.29	5.30-5.59	6.00-6.29	6.30-6.59
Content														
Squeeze Frame	Slot 1				Slot 2									

AD PRODUCT RATE CARD

VIDEO PLACEMENT



Super Impose (Logo on frame)

DELIVERABLES



7 Minutes video with 50,000 views / episode

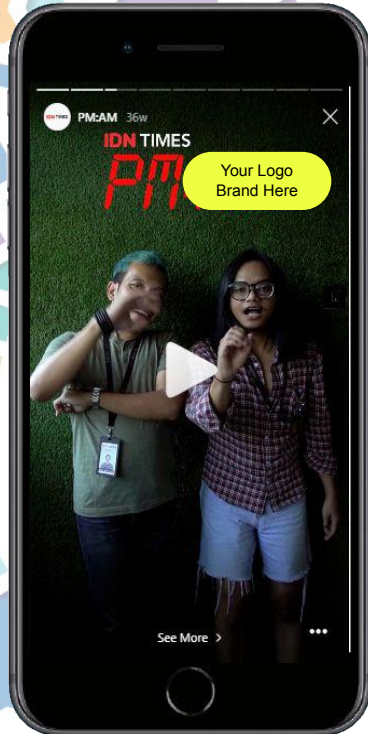


IDR 50,000,000 / episode

Note: Logo will not be shown during
Squeeze Frame (10 second)

AD PRODUCT RATE CARD

SOCIAL MEDIA



Logo on Social Media IG Story

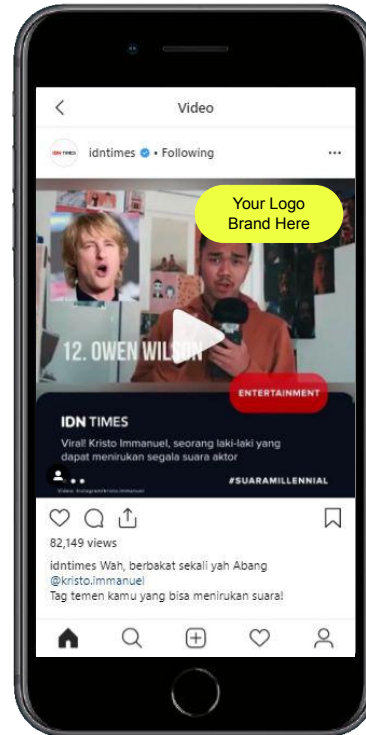
DELIVERABLES



10-series of
Instagram Story



IDR 50,000,000



Logo on Social Media IG Native Post

DELIVERABLES



5 post Instagram
posts



IDR 50,000,000

Package



	Diamond	Gold	Silver	Bronze
Superimpose Logo	20 Episodes [1,000,000 views]	10 Episodes [500,000 views]	5 Episodes [250,000 views]	1 Episode [50,000 views]
Squeeze Frame	20 Episodes (40 slots) [1,000,000 views]	10 Episodes (20 slots) [500,000 views]	5 Episodes (10 slots) [250,000 views]	1 Episode (2 slots) [50,000 views]
Series of Instagram Post	20 Series (100 Instagram Posts) [5,000,000 reach]	10 Series (50 Instagram Posts) [2,500,000 reach]	5 Series (25 Instagram Posts) [1,250,000 reach]	1 Series of 5 Instagram Posts [250,000 reach]
Series of Instagram Story	20 Series (200 Instagram Stories) [1,000,000 impression]	10 Series (100 Instagram Stories) [500,000 impression]	5 Series (50 Instagram Stories) [250,000 impression]	1 Series of 10 Instagram Stories [50,000 impression]
	Rp. 3,600,000,000 Rp. 2,160,000,000 (40%)	Rp. 1,800,000,000 Rp. 1,350,000,000 (25%)	Rp. 900,000,000 Rp. 720,000,000 (15%)	Rp. 180,000,000 Rp. 162,000,000 (10%)

Package

	Diamond	Gold	Silver	Bronze
Superimpose Logo	Rp. 1,000,000,000	Rp. 500,000,000	Rp. 250,000,000	Rp. 50,000,000
Squeeze Frame	Rp. 600,000,000	Rp. 300,000,000	Rp. 150,000,000	Rp. 30,000,000
Series of Instagram Post	Rp. 1,000,000,000	Rp. 500,000,000	Rp. 250,000,000	Rp. 50,000,000
Series of Instagram Story	Rp. 1,000,000,000	Rp. 500,000,000	Rp. 250,000,000	Rp. 50,000,000
	Rp. 3,600,000,000 Rp. 2,160,000,000 (40%)	Rp. 1,800,000,000 Rp. 1,350,000,000 (25%)	Rp. 900,000,000 Rp. 720,000,000 (15%)	Rp. 180,000,000 Rp. 162,000,000 (10%)

