



**MEGA TREND
ADVERTISING**

www.megatrendad.com

'A-Z Solutions' For All Your Advertising & Printing Needs!



About Us

MTA Advertising Sdn Bhd

Originated from a sole proprietorship in 1995. Over the past three decades the company has built an impressive track record of satisfied and discerning corporate clients from a variety of business sectors - education, property, retail, tourism, etc. It is also accredited with all the major local Print, Online/Internet, TV & Radio and Outdoor media publishers and is also able to provide advertisement placements with overseas media publishers.

The Company provides **"A-Z Solutions"** covering the whole spectrum of advertising and printing services, such as Online/Internet services, Graphic Design services, Production, Printing and Distribution of print media such as annual reports, magazines, flag-lines, buntings, billboards (erection and sign-face) and other print media.

**30 YEARS OF
EXPERIENCE** | **EST. 1995**



Our Services

MTA is accredited with all the major local Print, Online / Internet, TV and Radio and Outdoor media, publishers.



We Do...



Above The Line (Mass Ads)

- | | |
|--|---|
| <ul style="list-style-type: none"> • Press Advertising (Local & Overseas) • Magazine Advertising • Billboards / Outdoor Media • TV & RADIO Commercials • Online Advertising | <ul style="list-style-type: none"> • SMS Marketing • Bus / Taxi Advertising • Ai Video Production • Presentations • Recruitment / Classified Ads • Websites |
|--|---|

Below The Line (Targeted Ads)

- | | |
|---|---|
| <ul style="list-style-type: none"> • Buntings / Banners • Corporate Brochures • Poster • Leaflet • Newsletters | <ul style="list-style-type: none"> • Sales Kits • Annual Reports • Vouchers • Stickers • Souvenirs |
|---|---|

Integrated SERVICES

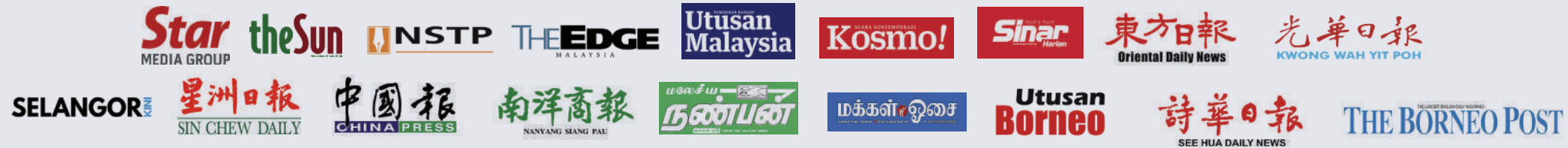
- | | |
|--|--|
| <ul style="list-style-type: none"> • Creative Development • Art Direction • Designing • A&P Planning | <ul style="list-style-type: none"> • Marketing Strategies • Media Booking • Media Planning • Printing - of all sorts |
|--|--|

Some of our Corporate Clients



Our Partners

PRESS



RADIO



OTHER



INTERNATIONAL



OUTDOOR ADVERTISING



HIGH VISIBILITY
WIDE REACH



STRATEGIC
LOCATIONS



REAL AUDIENCE
REAL IMPACT

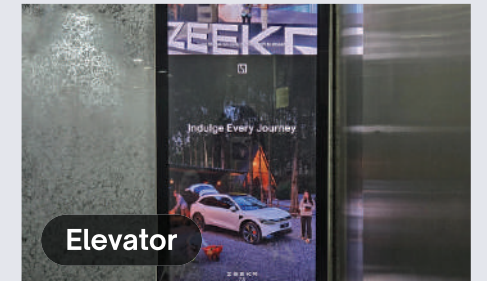
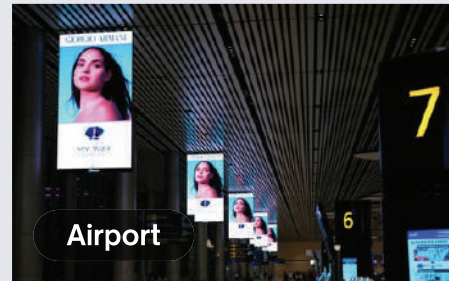
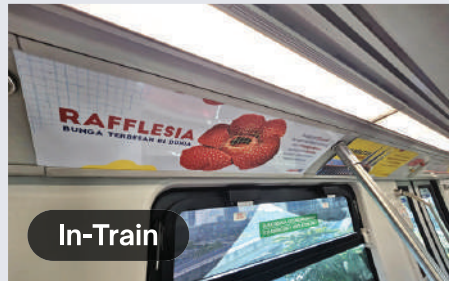


BUILDING BRANDS
EVERYDAY



OUTDOOR

High-Impact Outdoor Media



and more...

ONLINE ADVERTISING



SOCIAL MEDIA
MARKETING



MOBILE
ADVERTISING



SEARCH ENGINE
MARKETING



DIGITAL
CAMPAIGNS

ONLINE

Online Advertising Models



- Traditional “**Mass Advertising**” Model - Mass marketing based on “Ad. Impressions”
- Cost depends on **Ad. Positions** and **Population of Media readership**
- “**Committed Cost**” based on Potential Ad. return

- “**Pay for Performance**” Model - Targeted marketing and Payment based on clearly defined **Marketing Objectives** - **Ad. Impressions, Clicks, Conversions**
- “**Committed Budget**” and Pay based on Ad. Performance

Online Advertising On News Portal



Top 12 News Portal

Top 12 Local Domains visited in Malaysia

*September 2025

RANK		SITE	MONTHLY VISITS
1		malaysiakini.com	12.5M
2		thestar.com.my	12.5M
3		hmetro.com.my	9.8M
4		bharian.com.my	9.4M
5		malaymail.com	7.7M
6		freemalaysiatoday.com	7.7M
7		sinarharian.com.my	7.4M
8		nst.com.my	6.7M
9		mstar.com.my	5.9M
10		chinapress.com.my	4.9M
11		astroawani.com.my	4.9M
12		sinchew.com.my	4.7M

Certified **Google** Partner



Mega Trend Advertising
is a certified Google Partner to create and
manage your advertising campaigns using



which includes:
Google Search and Display Advertising
YouTube Advertising
Mobile App Advertising

Our Google Partner Profile can be found here.
https://www.google.com/partners/#a_profile;idtf=3836987082

Understanding Audience Behavior

We reach the right people,
deliver the right message and
drive meaningful results for
your business.



STEP 1

Audience see your advertisements



STEP 2

Audience search for your product details online



STEP 3

Audience turned into customers

**Over A Million Businesses
Rely On Google Ads**

Here's WHY



Get your business found

Whether you're looking to attract new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google Ads can help.



Connect with customers across the web

You can reach relevant customers on relevant websites across the web. A range of options let you target by website type, audience type or remarketing, when and where it matters.



DISCOVER
YOUR BUSINESS



CONNECT
WITH AUDIENCE



DRIVE GROWTH
& RESULTS

Right Time Right Place



Advertise locally or globally

Target your ads to customers in certain countries, regions or cities-or within a set distance from your business or shop.



Reach the right people at the right time

Your business gets found by people on Google precisely when they're searching for the things that you offer.

GSN or GDN?



Google's Advertising Network

Selecting the right targeting option

There are four phases to a customer's buying cycle

BRANDING - Display ads build awareness, expand reach, and accelerate the buying journey.

DIRECT RESPONSE MARKETING - Search ads drive conversions like purchases, registrations, and downloads.

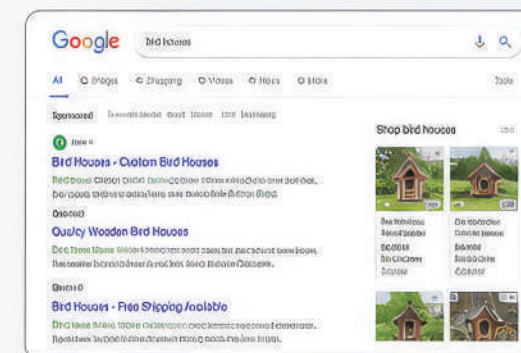


Google's Advertising Network



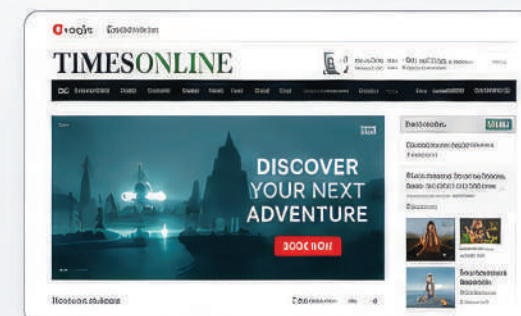
Google Search

- Your ad appear in when user search for keywords related to the product/service you offer
- Most effective way to match your ad with users' searches



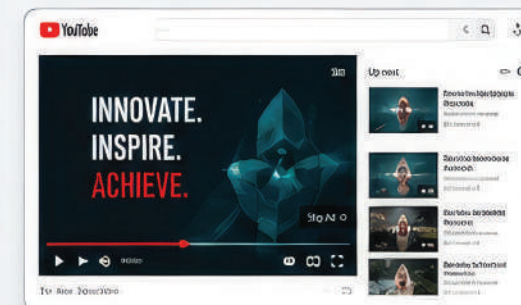
Google Display

- Your ad appear as graphic or animation when user browse the internet
- Target audiences by relevant demographics and interests



YouTube Video Ads

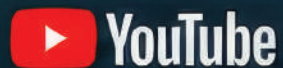
- Your short video ads shown at the beginning of the YouTube video clips



Video Ads (YouTube)

YouTube is the second largest search engine in the world, second only to Google itself. We will put your impactful video brand message in front of your ideal audience.

Using YouTube's TrueView ad format, you will only pay when a user views your video for 30 seconds, or to completion, whichever comes first.



Malaysia's #1 TV channel



20M

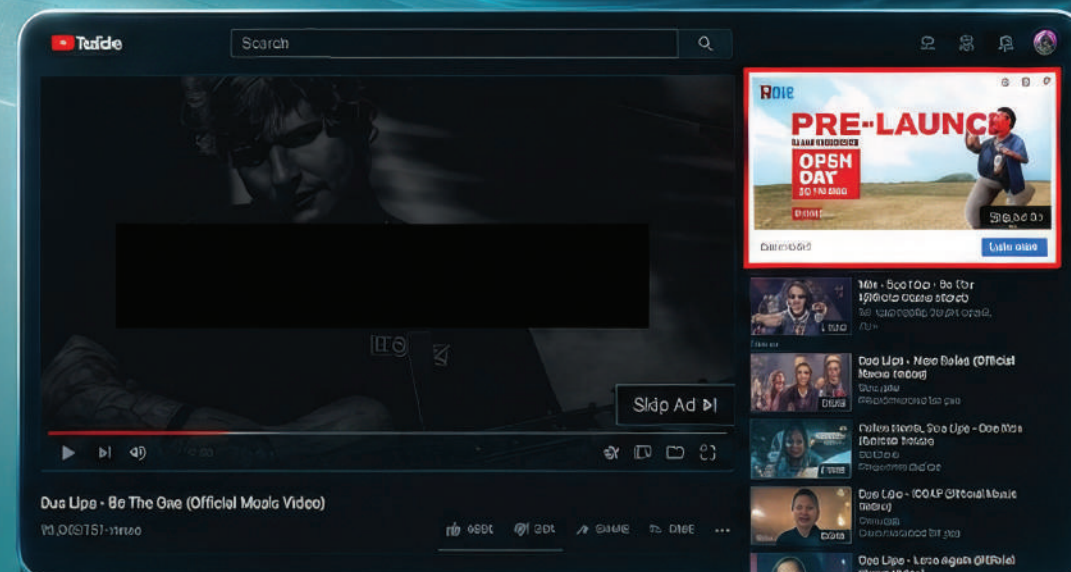
Unique Users in
Malaysia



40M

Impressions per
day

Source: Google Internal data, Malaysia, Feb 2018



TrueView In-Stream Ad (Skippable)

Our Expertise Covers

facebook



Traffic and Leads for Your Website
Link Click Ads
Video Ads
Boosted Page Posts



Sales and Leads for Your Product or Service
Multi-Product (Carousel Ads)
Dynamic Product Ads (DPA)
Facebook Lead Ads
Canvas Ads
Collection Ads



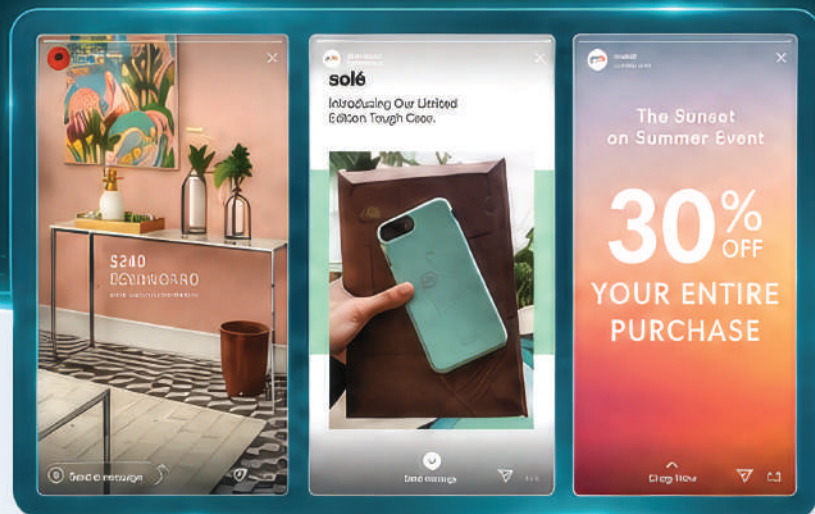
Likes & Engagement for Your Page
Page Like Ads
Page Post Photo Ads
Page Post Video Ads
Page Post Text



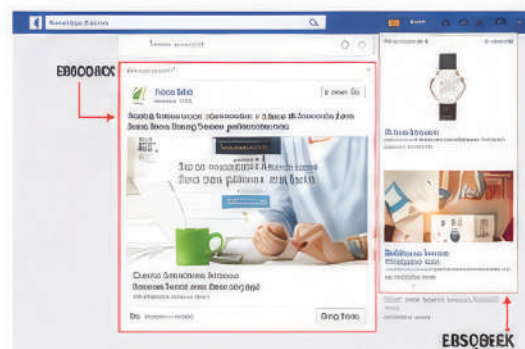
Mobile and Desktop Apps Install
Mobile App
Desktop App
Instagram Mobile App Ads



Visitors for Your Store or Event
Event Ads
Offer Claims
Local Awareness Ads

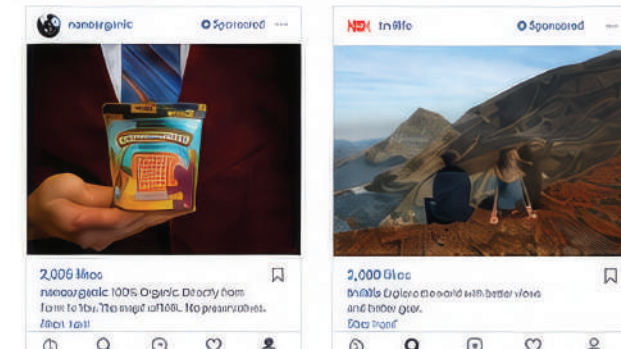


Facebook Ads



Your graphic ad appears on Facebook news feed and side bar as users scroll through their home page.

Instagram



Your graphic ad appears on Instagram as users scroll through their following lists.



TikTok Ads



What is TikTok?

A short-video social media app. It was the world's most downloaded app in 2020.



Who uses it?

69% of users are aged 16 - 24. 31% are 25 and above



How big is it?

800 million monthly users worldwide, across countries like China, the US, Japan, UK, and Malaysia.

Spotify Ads



You are what you stream

People use Spotify for every moment - to relax, focus, work, or have fun. Music reflects how they feel.

That's why Spotify understands not just who they are, but their moods and moments. We call this Streaming Intelligence.

LET'S GROW YOUR BRAND *Together!*

Contact us today and
you will not be
disappointed!



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 **HOTLINE: +6 03 7118 2276**



KUALA LUMPUR, MALAYSIA MAIN OFFICE

Unit No. A-1503, 15th Floor, Block A, Lobby 1,
Damansara Intan, No. 1, Jalan SS20/27,
47400 Petaling Jaya, Selangor, Malaysia

 (+6) 03-7118 2276 / 79 / 98

 (+6) 03-7118 2278



NEW YORK, USA BRANCH OFFICE

4042 202nd St. FL 1
Bayside, NY 11361, USA

 (+1) 347 868 7890



www.megatrendad.com



info@megatrendad.com