



8M+



1M+



132.7K+



69.6K+



6.1K+

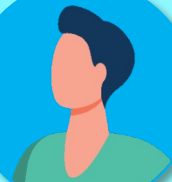


18-24

25-34

45%

51%



42%

53%



## THE NUMBERS

A quick look at where we stand

UNIQUE VISITORS **300k+**

PAGEVIEWS **2.3M+**



# *the platform*



## **Sabay News**

*Provides unlimited entertainment and focuses on important news related to youth.*

*The primary objective of the webpage **news.sabay.com** is to provide main contents such as entertainment, life, society, technology and sports.*



## **Kanha**

An e-Portal targeted at the Cambodian woman.  
**kanha.sabay.com** exclusively cover only woman related content including Family, Beauty, Fashion, and Health.





# THE INTERNATIONAL



## 38,490 persons

Immigration of Cambodians to Canada is relatively recent. From 1980 to 1992, Canada welcomed more than 18,000 Cambodia refugees who were fleeing the Khmer Rouge regime. They settled in Canada's major urban areas. In the 2016 Census, **38,490 people** reported being of Cambodian ethnic origin.

## 276,667 persons

The 2010 census counted **276,667** persons of Cambodian descent in the United States, up from **206,052** in 2000. Of them, **231,616** (84%) are all-Cambodian and 45,051 part-Cambodian.

## 16,869,522 persons

[worldometers.info/world-population/cambodia-population](http://worldometers.info/world-population/cambodia-population)

## 80,000 persons

**Cambodians in France** consist of ethnic Khmer people who were born in or immigrated to **France**. The **population** as of 2020 was estimated to be about 80,000, making the community one of the largest in the **Cambodian diaspora**.

## 66,000 persons

There are over **66,000** people of Cambodian origin living in Australia (2016 Census). Cambodian refugees began arriving in Australia after the Khmer Rouge regime gained power in 1975, with numbers peaking in the 1980s.

## KH Citizens

## KH Diaspora

## KH's Friends of friend of friend



# WEBSITE DISPLAY ADS

2023 **RATECARD**

SABAY.COM



N	ADS FORMAT	SABAY NEWS	KANHA	BUSINESS	KLEY KLEY	REMARK
1	<b>BANNER IMPRESSIONS</b> - LEADER BOARD - MR1 - M2	\$3				Ads display in rotation with other Ads (Able to input the landing page)
2	<b>VIDEO IMPRESSIONS</b>	\$4				Video ads display in rotation with other Ads (Cannot input the landing page)
3	<b>IN-TEXT ADS</b>	\$4				In-text ads display as impression
4	<b>IN-TEXT (PER SECTION)</b>	\$ 3,000 PER MONTH	\$ 1,500 PER MONTH	\$ 1,000 PER MONTH	\$ 1,000 PER MONTH	Exclusive in-text ads on selected section
5	<b>POP-UP (PER SECTION)</b>	\$ 3,000 PER MONTH	\$ 1,500 PER MONTH	\$ 1,000 PER MONTH	\$ 1,000 PER MONTH	Exclusive pop-up ads on selected section
6	<b>POP-UP EXCLUSIVE</b>	\$ 8,000 PER MONTH	\$ 4,000 PER MONTH	\$ 3,000 PER MONTH	\$ 3,000 PER MONTH	Exclusive pop-up ads on all sections
7	<b>SECTION SPONSOR</b>	\$ 6,000 PER MONTH	\$ 3,000 PER MONTH	\$ 2,000 PER MONTH	\$ 2,000 PER MONTH	Companion Ads display on selected section (LeaderBoard, MR1 & MR2)
8	<b>SECTION SPONSOR EXCLUSIVE</b>	\$ 8,000 PER MONTH	\$ 4,000 PER MONTH	\$ 2,500 PER MONTH	\$ 2,500 PER MONTH	Exclusive companion ads display on selected section (LeaderBoard, In-Text, MR1 & MR2)
10	<b>IN-STREAM ADS – 1<sup>ST</sup> DISPLAY</b>	\$ 500 PER ADS				10 Seconds Ads embedded in video content Ads appear at 00:00:30 (30th second of the video)

**NOTE: All price are subjected to 10% VAT**





N	ADS FORMAT	SABAY NEWS	KANHA	REMARK
11	<b>WRITE-UP</b>	\$ 300		Article written by Sabay and release on selected website and Facebook <ul style="list-style-type: none"> <li>• <b>Post:</b> Sabay News Website</li> <li>• <b>Share:</b> Sabay News Facebook</li> </ul>
12	<b>PRESS RELEASE</b>	\$250		Article given by client, edited by Sabay then release on selected website and Facebook <ul style="list-style-type: none"> <li>• <b>Post:</b> Sabay News Website</li> <li>• <b>Share:</b> Sabay News Facebook</li> </ul>
13	<b>EVENT COVERAGE</b>	\$ 350		Covering the event with photos and article written by Sabay and release on selected website and Facebook <ul style="list-style-type: none"> <li>• <b>Post:</b> Sabay News Website</li> <li>• <b>Share:</b> Sabay News Facebook</li> </ul>
14	<b>EVENT COVERAGE + VDO</b>	\$1,500		Covering the event with photos + VDO and article written by Sabay and release on selected website and Facebook <ul style="list-style-type: none"> <li>• <b>Post:</b> Sabay News Website &amp; Sabay YouTube</li> <li>• <b>Share:</b> Sabay News Facebook</li> </ul>

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# PR & INSTREAM ADS PACKAGE

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ITEMS	USD 1,500 FOR 3 MONTHS	USD 3,000 FOR 6 MONTHS	USD 6,000 FOR 1 YEAR
<b>PR Package</b>	6 PRs + 200,000 Impressions	12 PRs + 500,000 Impressions	24 PRs + 1,200,000 Impressions

ITEMS	USD 1,800 FOR 3 MONTHS	USD 3,600 FOR 6 MONTHS	USD 7,200 FOR 1 YEAR
<b>Write-up Package</b>	6 Articles + 200,000 Impressions	12 Articles + 500,000 Impressions	24 Articles + 1,200,000 Impressions

ITEMS	USD 500 PER WEEK	USD 1,600 PER MONTH	\$3,000 PER MONTH
<b>IN STREAM ADS</b>	1 Video	4 Videos	8 Videos

**NOTE: All price are subjected to 10% VAT**

# VIDEO CONTENTS



## VIDEO CONTENT FORMAT



EXPOSURE	SABAY NEWS	REMARKS
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay News Website</li> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>	<p>STARTING AT <b>\$2,800</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 7-10 Minutes duration (Location scouting included: Phnom Penh)</li> <li>-&gt; In-house Talent</li> </ul> </li> <li>- <b>Press Release x1</b> (Promote review model)</li> </ul>
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay News Website</li> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> <li>- Sabay TikTok (Short feature video)</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>	<p><b>\$3,500</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 7-10 Minutes duration (Location scouting included: Phnom Penh)</li> <li>-&gt; In-house Talent</li> <li>-&gt; 3 Short Feature Videos (Function, Interior &amp; Exterior and Performance)</li> <li>-&gt; 10 – 15 Photos of the car beauty shot</li> </ul> </li> <li>- <b>Video review as voice over x1</b> (1 – 2mn)</li> <li>- <b>Fun Fact poster x1</b></li> <li>- <b>Press Release x1</b> (Promote review model)</li> </ul>
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>	<p><b>\$1,200</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 3 - 5 Minutes duration</li> <li>-&gt; In-house Talent</li> </ul> </li> </ul>
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> <li>- Sabay TikTok</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>	<p><b>\$1,500</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 2- 3 Minutes duration</li> <li>-&gt; In-house Talent</li> </ul> </li> <li>- <b>Short video on TikTok x1</b> (On trigger part)</li> <li>- <b>Fun Fact poster x1</b></li> </ul>

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## VIDEO CONTENT FORMAT



EXPOSURE	SABAY NEWS	REMARKS	
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>	<p><b>\$1,500</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 3 - 5 Minutes duration</li> <li>-&gt; In-house Talent</li> </ul> </li> </ul>	
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> <li>- Sabay TikTok</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>		<p><b>\$1,800</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 2- 3 Minutes duration</li> <li>-&gt; In-house Talent</li> </ul> </li> <li>- <b>Short video on TikTok x1</b> (On trigger part)</li> <li>- <b>Fun Fact poster x1</b></li> </ul>
<p><b>Post</b></p> <ul style="list-style-type: none"> <li>- Sabay Technology Facebook</li> <li>- Sabay YouTube</li> </ul> <p><b>Share</b></p> <ul style="list-style-type: none"> <li>- Sabay News Facebook</li> </ul>		<p><b>\$600</b> PER REVIEW</p>	<ul style="list-style-type: none"> <li>- <b>Pre-production:</b> Concept, Script &amp; PPM</li> <li>- <b>Production &amp; Post Production</b> <ul style="list-style-type: none"> <li>-&gt; Video Production of 2- 3 Minutes duration</li> <li>-&gt; In-house Talent</li> </ul> </li> </ul>





# PREMIUM ADS

2023 **RATECARD**

SABAY.COM



Sabay Premium Ads are a compelling creative format that grab attention and engage with audiences at first visit.



**DESKTOP POP-UP**  
900x600px



**MOBILE POP-UP**  
640x1280px



**MOBILE IN-TEXT**  
640x1280px

# IMPRESSION ADS

2023 **RATECARD**

SABAY.COM



Sabay Impression Ads display your advertisement to the right audience. With proper placement and positioning, our platform shares the value in increasing brand & product awareness to drive more sales.



DESKTOP MEDIUM  
RECTANGLE (MR) &  
LEADER BOARD (LB)  
MR 300X250px  
LB 728x90px



MOBILE MR  
300X250px



MOBILE LB  
728x90px



ISN'T EVERYTHING  
DIGITAL THESE DAYS?

SO, LET'S KEEP  
MAKING NEW THINGS  
TOGETHER!

អរគុណច្រើន

THANKS

