

THE MYANMAR
EDUCATION
GUIDE

EDGE

Got Seen Packages



EDGE Background

After all these 27 years, we had partnerships with Real Results and Innity and successfully developed 18 Guides for daily lives as essential needs.



MMRD was founded in 1992 and quickly established itself as a leading market research company and publisher of the first #1 directory in Myanmar – the Yangon Directory.



Established partnerships with Real results & Innity which is the gateway to top media publishers not only in Myanmar but also across Asia and Myanmar's first Facebook advertising platform.



ကုန်ပစ္စည်း



EDGE History

Started Nationwide
Publication and Free Distribution
with 3000 Circulation



2000

Successfully
Launched Educational Directory
Website and Mobile App



2016

Since 2017 and now reached
227K Likes and Followers
with Active Fans



2019

Introduction to EDGE



Facebook



Youtube



Instagram



Viber



Website



Linkedin



Mobile App

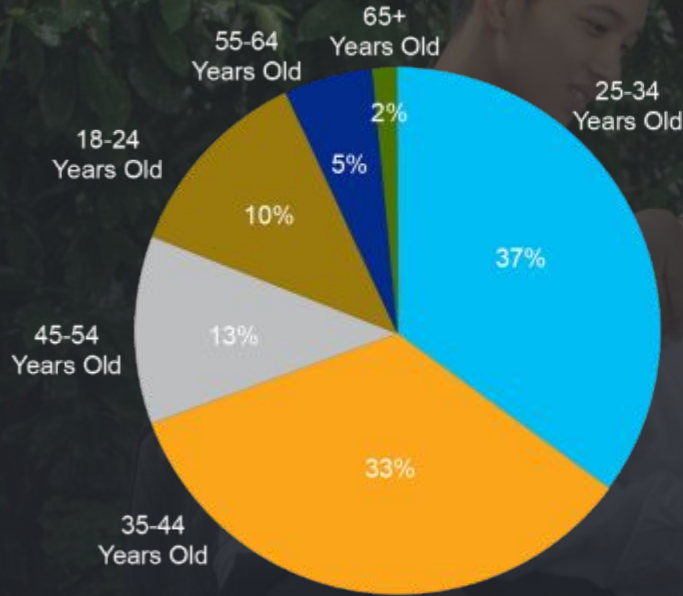


Twitter

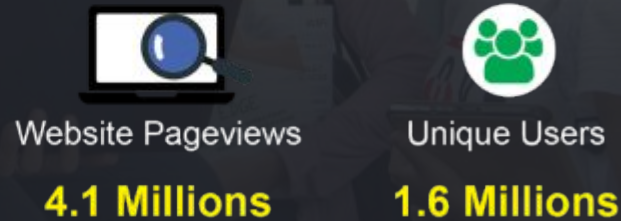
EDGE is the #1 Education Guide which aims to bring up all those who are related to education sector. We've been always trying to provide latest information regarding updated news of Education Ministry, Schools, Universities, Colleges, Public & Private Schools, Institutes, Training Courses and so on.

Since 2000, EDGE has started focusing on providing rich content full of tips and recommendations for all those in the education sector.

EDGE User Quantity



EDGE is solely focused on those at every ages who are willing to learn.



Content/Article Banner Ads

EDGE Facebook Page မှ နေ့စဉ် တင်ဆက်ပေးနေသော ဆောင်းပါးများတွင် လူကြီးမင်းတို့၏ ကြော်ငြာများကို ထည့်သွင်းပေးခြင်း ဖြစ်ပါသည်။



Sponsored Native Ads

လူကြီးမင်းတို့၏ ပညာရေးလုပ်ငန်းနှင့်သက်ဆိုင်သော အကြောင်းအရာများကို EDGE မှ အယ်ဒီတာများကိုယ်တိုင် ရေးသားပြီး တင်ဆက်ပေးခြင်း ဖြစ်ပါသည်။

Tag Page

Logo

Tag Line



Video Ads

EDGE မှ နေ့စဉ် တင်ဆက်ပေးနေသော ပညာရေးဆိုင်ရာ Videos များတွင် Pre-Roll နှင့် Crawler များဖြင့် ကြော်ငြာထည့်သွင်းခြင်း ဖြစ်ပါသည်။

Tag Page

Logo

Tag Line

Crawler



Content / Article Ads

1 Advert with Logo (300 x 250 pixels)

2 Photo with Tagline (300 x 30 pixels)

3 Direct link to Website/Facebook Page/Others

4 Facebook post sponsored to reach 20K

5 Website Article sponsored to reach 3000 Read within 20 Days

6 Allow to chose favourable sector (Higher education, University, College, Scholarship, Vocational news)

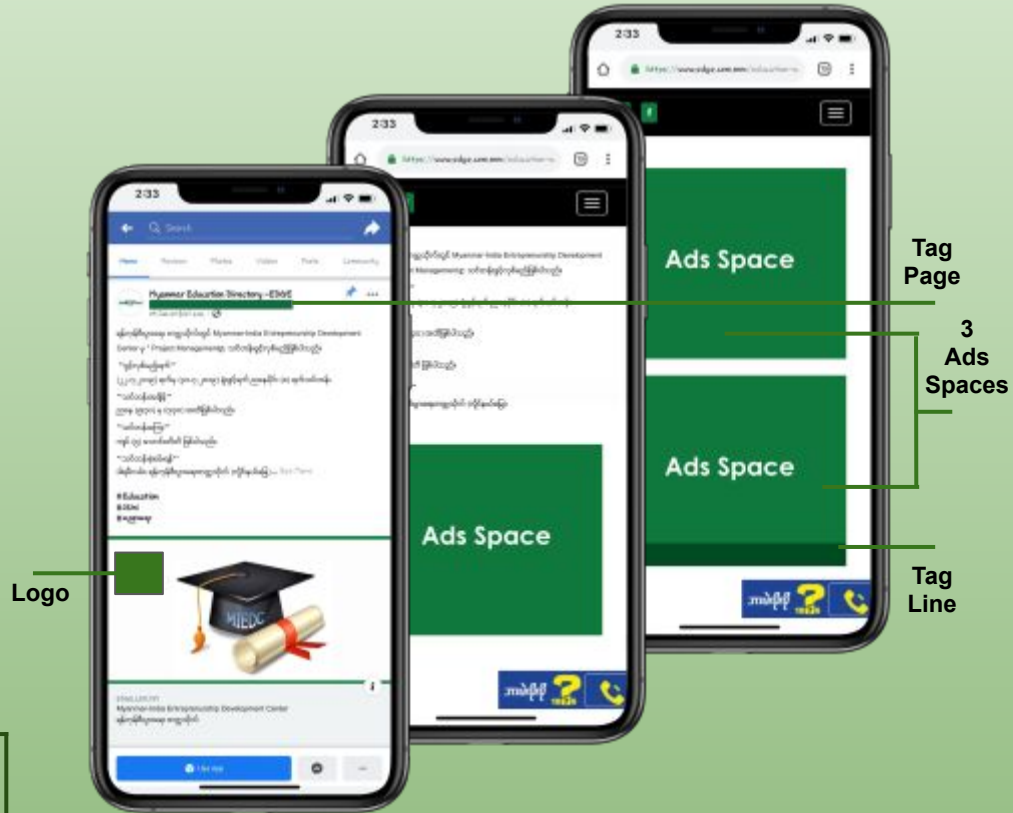
Top Ads	149,000 MMK
Middle Ads	99,000 MMK
Bottom Ads	49,000 MMK



Sponsored Native Ads

- 1 Advert with Logo
- 2 3 Ads Spaces (300 x 250 pixels)
- 3 Photo with Tagline (300 x 30 pixels)
- 4 Tag Page
- 5 Tailored Article Creation
- 6 3 Rounds of amendment allowed
- 7 Direct link to Website/Facebook Page/Others
- 8 Facebook post sponsored to reach 20K
- 9 Website Article sponsored to reach 3000 Read within 20 Days

Sponsored Content Ads	299,000 MMK
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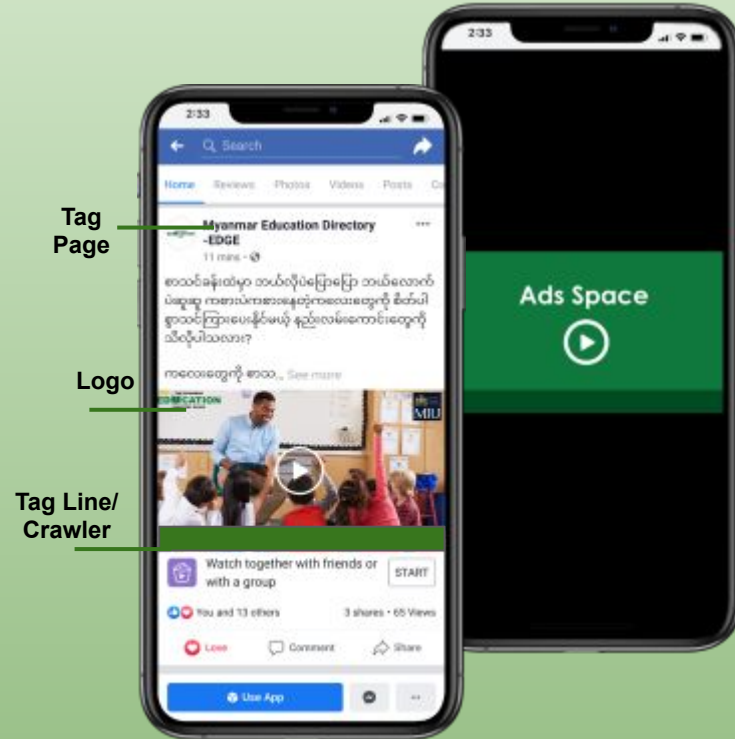


Video Ads

- 1 Video with Logo
- 2 Pre-Roll Ads (5 - 10 sec)
- 3 Crawler Ads (2-times per min)
- 4 Tag Page
- 5 Product Display
- 6 Video in Website
- 7 Facebook post sponsored to reach minimum 1K views within 20 Days

Video Ads

299,000 MMK



Pop Up/ Bumper Ad

1 **Ad Format:** Click to Reveal

2 **Dimensions:** (w) 640 x (h) 1386
(Safe area) (w) 640 x (h) 680 pixel

3 **Platform:** Smartphone

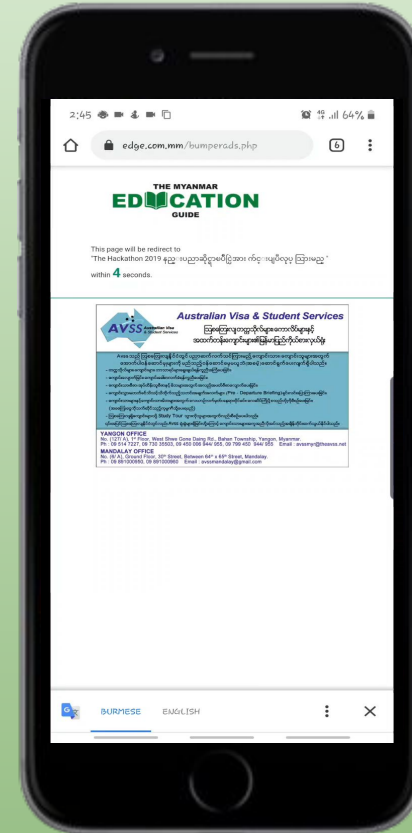
4 **Impression:** Website Article sponsored
to reach minimum 3000 Read

5 **Duration:** 20 Days

Pop Up/ Bumper Ad

399,000 MMK

<https://www.edge.com.mm/advertise-with-us.html>



EDGE Clients



Business Institute Yangon
(BIY)

ပညာတံခွန်
WISDOM BANNER
Education Centre



PETERBANK BOOK CENTRE
Classroom The World's Knowledge



No.1
ICIBAN





“Explore Your Market”

“Advertise with us”

THANK YOU

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