

MMRD Publication

Digital Advertising Rates



MMRD History



MMRD Publications is the provider of the Yangon Directory and the Mandalay Directory, the official directories commissioned by Yangon City Development Committee (YCDC) and Mandalay City Development Committee (MCDC).



In 2002, MMRD Publications launched the first online classified directory in Myanmar, www.YangonDirectory.com which is connecting over a million of buyers and sellers together digitally every year. In 2014, the Yangon Directory mobile application was first launched, providing consumers with access to the classified database of Yangon businesses through the mobile phone.



Until now, we have altogether 1.4 millions active fans in all social media platforms.



MMRD 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.



Introduction to Innity



Established in

1999

300+

dedicated Staff

>1,500

brands

1st & only fully transparent ad serving system in Asia

Things Innity Do



Creative Production

We provide our clients with creative production services along with our media buys.

Content Development

Editorials to video production, ideation and development are done in house.

Branding & Performance

We got your full marketing funnel covered.

Digital Planning

We provide a 360 digital planning strategy.

AD Serve

All our campaigns are served through our own Ad-venue, accredited by IAB.

Reporting & Analysis

Detailed reporting and analysis of your campaign is provided.

Certifications



Certified Rich Media
& Ad Network

Vendor



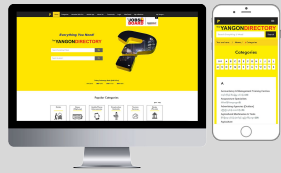
Advertising Provider
for Facebook

Platform



1st Asian company in the region
compliant with the Viewable
Impressions measurement standard

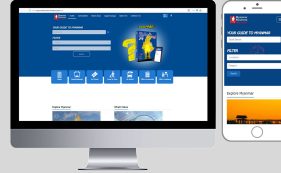
MMRD Sites List



yangondirectory.com



mandalaydirectory.com



myanmarbusiness-directory.com



buildersguide.com.mm



weddingguide.com.mm



sayar.com.mm



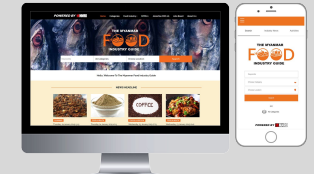
edge.com.mm



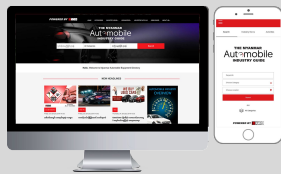
healthproducts.com.mm



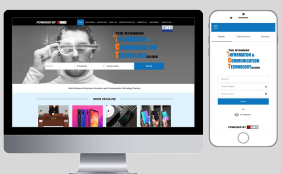
textiledirectory.com.mm



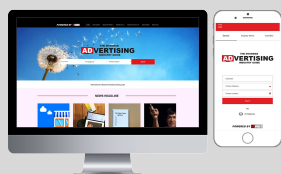
foodindustry.com.mm



automobiledirectory.com.mm



ictdirectory.com.mm



myanmaradvertising.com



industrialdirectory.com.mm



logisticsguide.com.mm

Mobile Cards

1 Ad Format: Swipe to Reveal

2 Dimensions: (w) 640 x (h) 360 pixel

3 Platform: Smartphone

4 Impression: 100,000

5 Duration: 30 Days

Mobile Cards

500,000 MMK



Mobile Underlay Story

1 Ad Format: Swipe to Reveal

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

3 Platform: Smartphone

4 Impression: 100,000

5 Duration: 30 Days

Mobile Underlay Story

500,000 MMK



Mobile Underlay

1 Ad Format: Swipe to Reveal

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

3 Platform: Smartphone

4 Impression: 100,000

5 Duration: 30 Days

Mobile Underlay

500,000 MMK

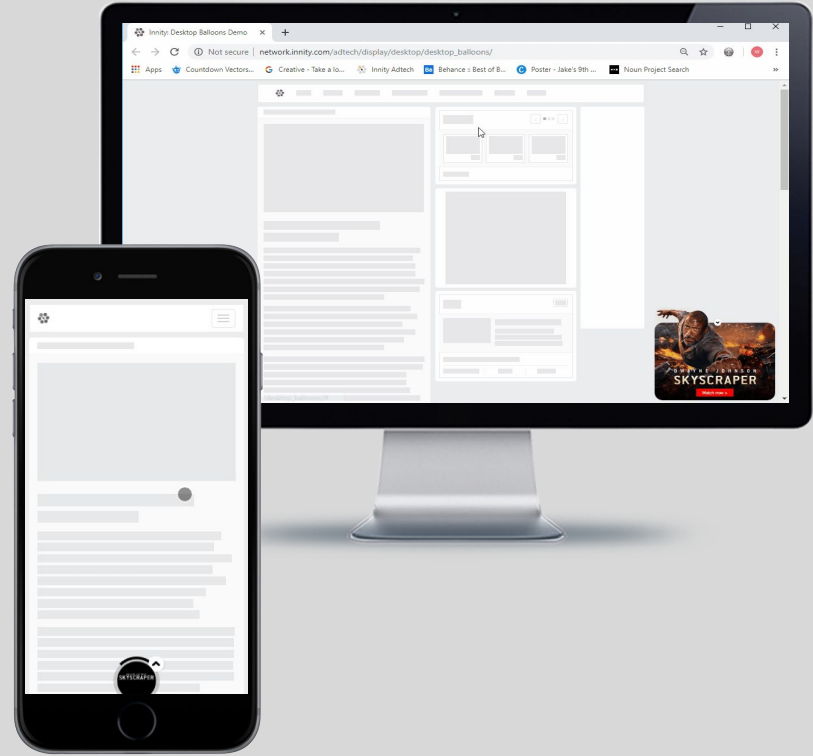


Responsive Balloon

- 1 Ad Format: -
- 2 Dimensions: Responsive
- 3 Platform: Desktop, Tablet, Mobile
- 4 Impression: 100,000
- 5 Duration: 30 Days

Responsive Balloon

500,000 MMK



Responsive Billboard

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: Responsive

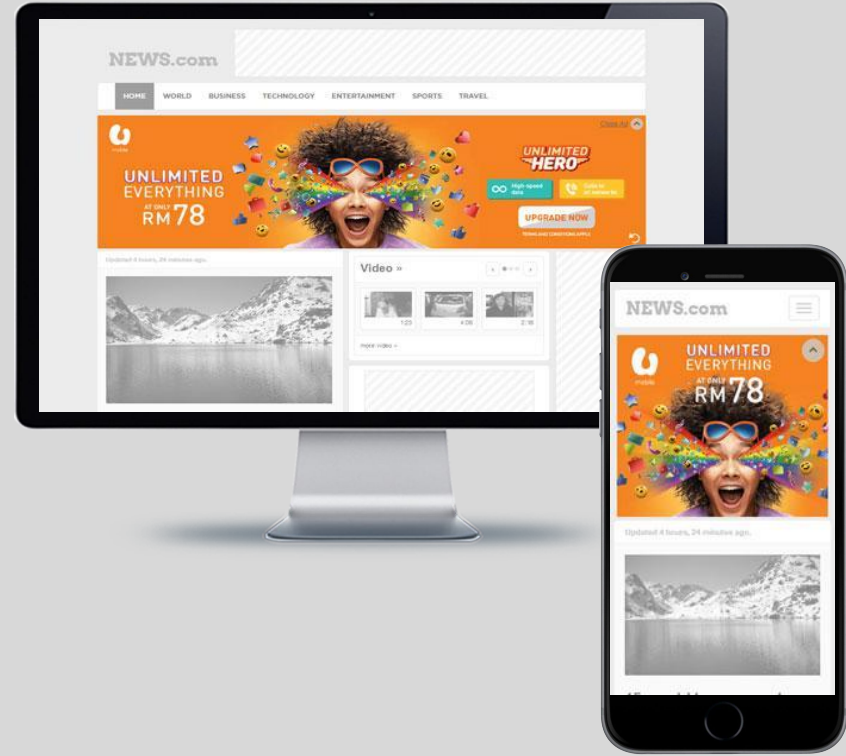
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

Responsive Billboard

500,000 MMK



In-Read Expandable

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: Responsive

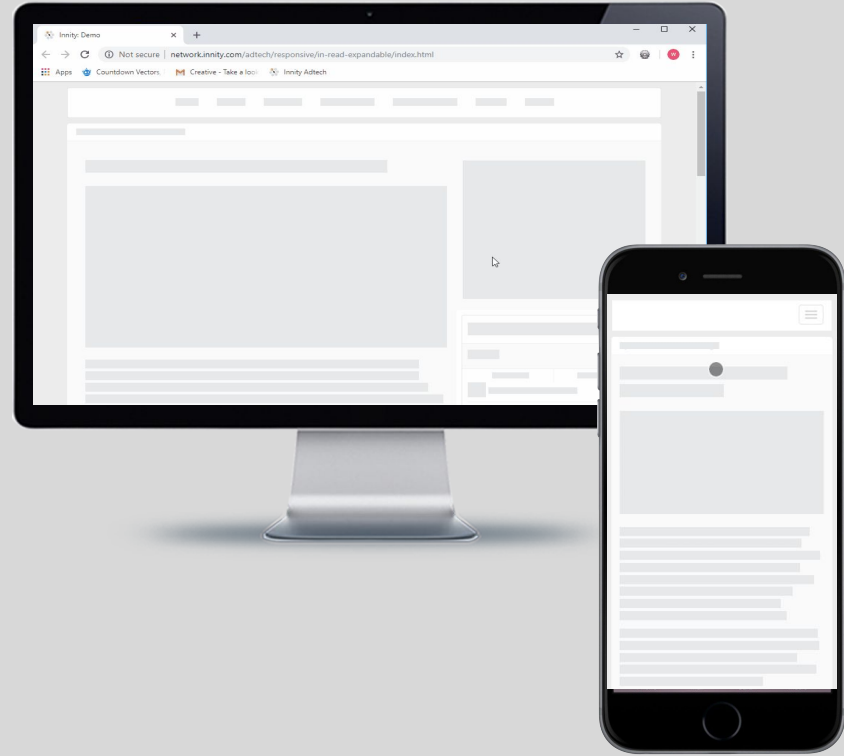
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

In-Read Expandable

500,000 MMK



Flex Frame

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: Responsive

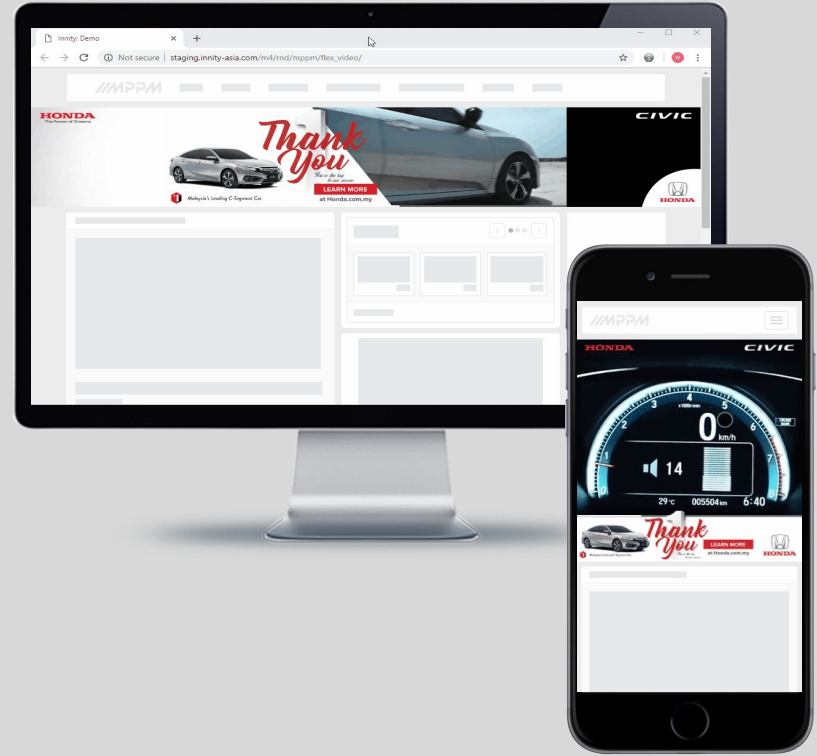
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

Flex Frame

500,000 MMK



In-Banner Video

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: (w) 300 x (h) 250 pixel

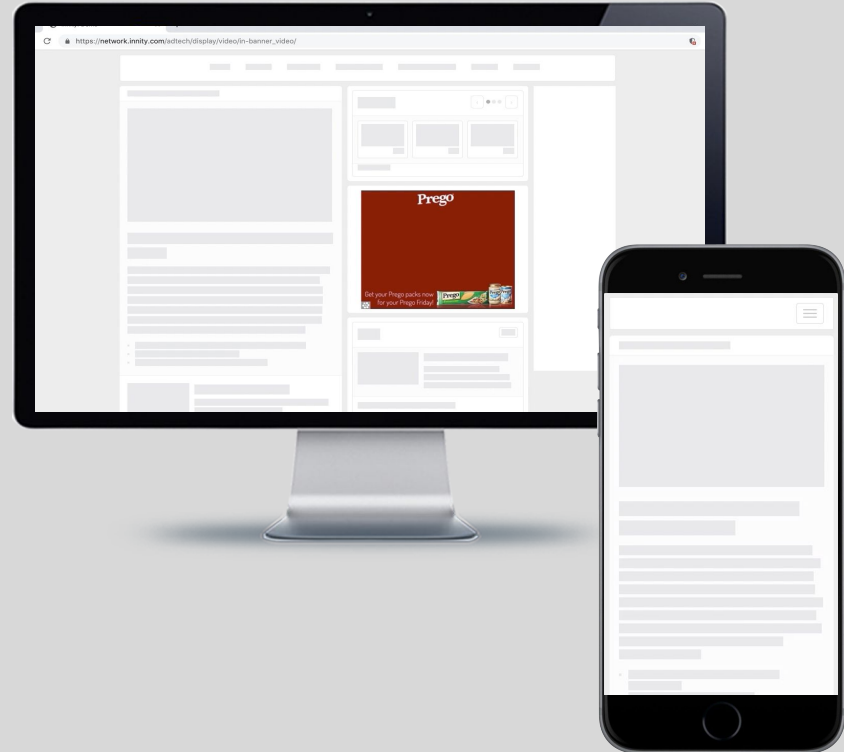
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

In-Banner Video

500,000 MMK



In-Read Video Plus

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: Responsive

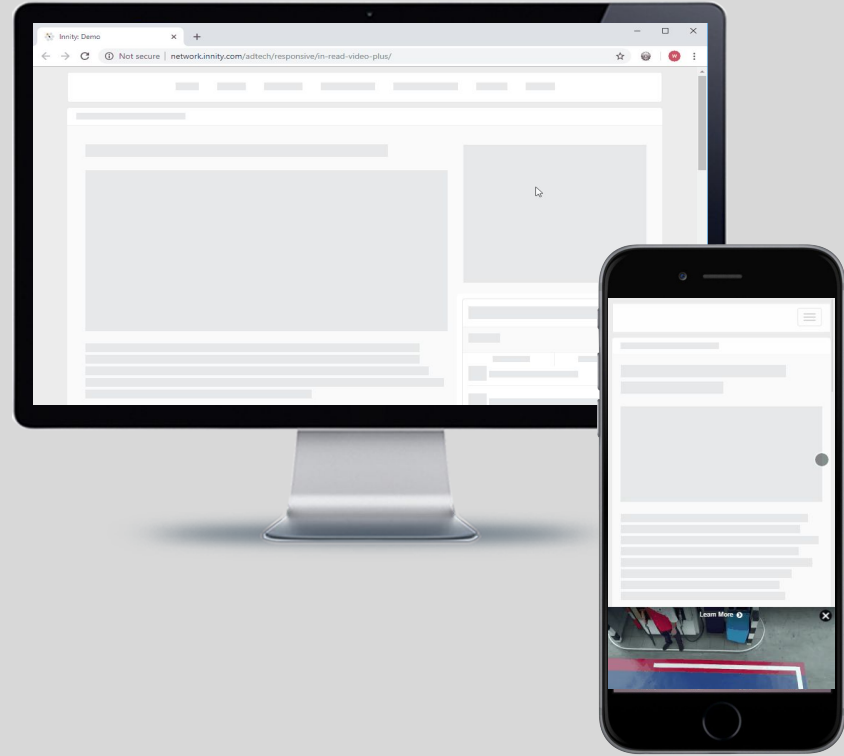
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

In-Read Video Plus

500,000 MMK



Responsive Lightbox

1 **Ad Format:** Video Supported (Max 75s)

2 **Dimensions:** Invitation Units (300mm x 250mm)
Lightbox (900mm x 500mm)

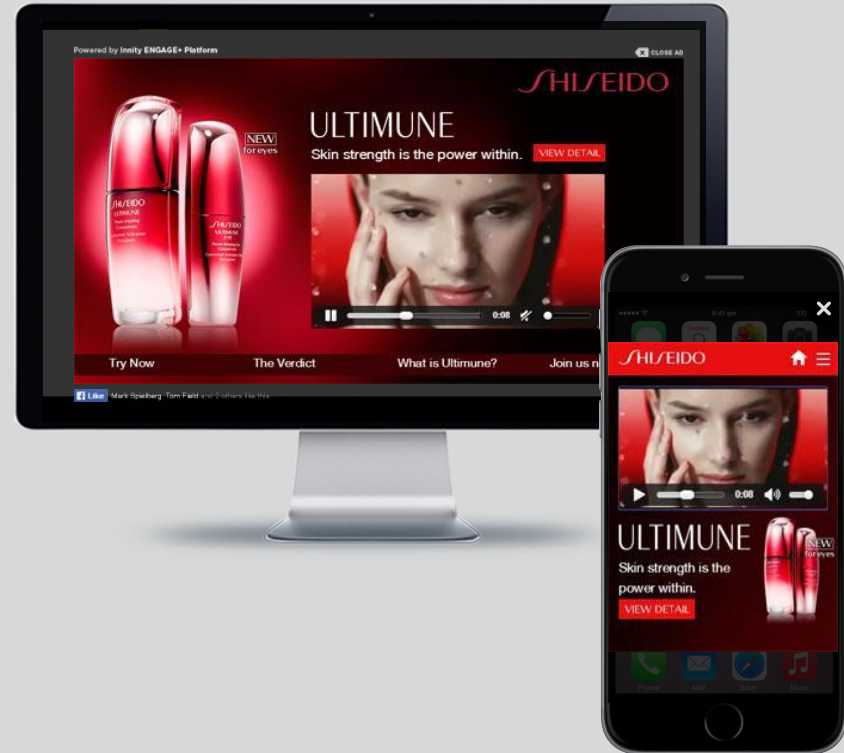
3 **Platform:** Desktop, Tablet, Mobile

4 **Impression:** 100,000

5 **Duration:** 30 Days

Responsive Lightbox

500,000 MMK



In-Read Video

1 Ad Format: Video Supported (Max 75s)

2 Dimensions: Responsive

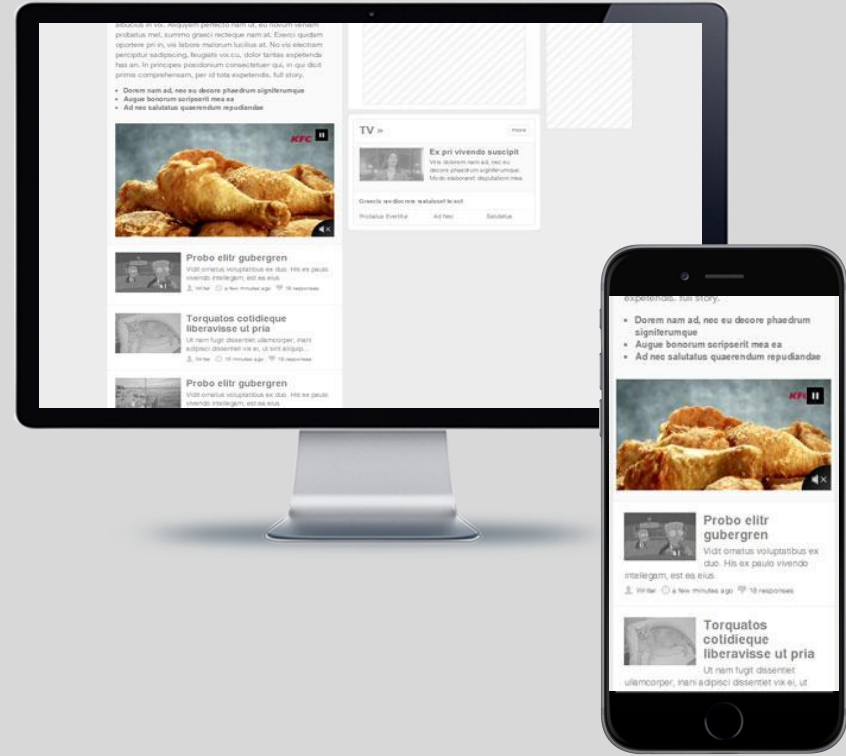
3 Platform: Desktop, Tablet, Mobile

4 Impression: 100,000

5 Duration: 30 Days

In-Read Video

500,000 MMK



“Explore Your Market”

“Advertise with us”

THANK YOU

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