

Sabah Tourism Board
Year 2026 Media Buy For Malaysia Web Portal
Scope of Services

Reference No: STB/Q/2025/15

Period of contract: 1 January - 31 December 2026 (12 months)

The appointed media company will be responsible for executing a 12-month digital media campaign (January to December 2026) aimed at increasing domestic awareness of Sabah as a travel destination. The scope of services includes, but is not limited to, the following:

1. Content Placement

- Publish destination articles/updates and official press releases on high-traffic Malaysian media portals.
- Ensure placements across a mix of national and lifestyle media platforms to maximise visibility and audience reach.
- Ensure placement across a mix of Bahasa Melayu and English online platform.
- Native Ads package with strategic placement will be considered.

2. Content Creation (Optional/If Required)

- Support in drafting, editing, translating or repurposing articles, stories, and press releases as needed.

3. Media Exposure Options

- Offer either:
 - a bundled media buy across multiple publishers, or
 - a dedicated package with a single publisher with proven reach and engagement, depending on the best value and visibility.

4. Performance Tracking & Reporting

- Provide monthly or end-of-campaign reports detailing article performance, reach, impressions, and audience engagement metrics.
- Offer insights and recommendations to optimise future content placement and strategies.
- Provide an estimated PR value per news item.

5. Ad Hoc Support

- Provide flexibility to accommodate urgent changes or placements when needed.