



Why become a member of the MDA?

The unity of our industry is so critical for growth. Now is the time for collaboration and cooperation. Growth in the digital ADEX will signify the time for competition. But we have much to do to achieve this and can only do so by standing together as an industry.

By becoming a member **you** are helping to unify and grow the industry.

Unity in the industry will allow things like the standardization of measurement, audited reports and ADEX revenue reporting. A common set of guidelines can be enforced for creative and technical standards which will make it much easier for media buyers.

Much enhancement and growth in knowledge about digital amongst Advertisers, Agencies and Educational institutions is also needed.

All of these things are the building blocks to growing the industry and ADEX.

Becoming an MDA member will add credibility to your business. It shows that you are part of a community of digital professionals that abide by a common set of guidelines and best practices.

Membership Benefit Summary

	Discounts	Ordinary Member	Assoc Member Tier 1	Assoc Member Tier
Voting Rights		x		
Able to be nominated as Committee Member		x		
MDA Programs/Events/Seminars/Workshops	15%	x		
	10%		x	x
Website Tagging and Statistic Dashboard (Effective Measure)	Free	x	x	x
Discount on Audience Insight Tool (Effective Measure)	10%	x	x	x
Access to Digital Wednesday (cost/person)		RM10	RM10	RM10
Special discounts for offers (tiered)		x	x	x
Members Directory Listing		x		
Associate Members Directory Listing			x	x
MDA membership logo (differentiated by type of membership)		x	x	x
Access to tracking & measurement studies		x		
Access to audited & published statistics		x		
Guidelines to Common Standard of Measurement		x	x	x
Guidelines to Common Creative & Technical Standards		x	x	x

MDA Publisher Benefits

- **Basic Monthly Dashboard Report**
- **FREE to MDA Publisher members**
 - Free tagging
 - Real time data access and provision
 - Basic Dashboard Report Provision:
 - Total Monthly Page Views
 - Total Monthly Unique Visitors
 - Ave Length of Stay
 - Traffic Sources
 - Top 10 Content Pages
 - Geographic Location
 - Browser Profile (vendor and version)
 - Operating System (vendor and version)
 - Connection Speed
 - Demographics (Gender, Age, Race, Income, Occupation and Interests)
 - Please note that this report is the de-facto report Advertisers and Agencies refer to for website data (statistics) for media buying decisions.
- **Audience Insight & Measurement Solution**
- **10% Discount for MDA Members (off Standard Pricing Rate Card below):**
 - All Data
 - Site and Section Demographics
 - Audience Research Tools
 - 5 Custom Research Questions per month
- **Standard Pricing Rate Card**

Annual Fees [USD]	Page Views/Month
500	500,000
1,000	2,000,000
2,000	8,000,000
2,500	12,000,000
3,000	16,000,000
3,500	20,000,000
4,000	30,000,000
4,500	40,000,000
5,000	50,000,000
5,500	60,000,000
6,000	70,000,000
6,500	80,000,000

Please also let us know your ideas and suggestions for benefits that you would like to see the MDA provide. We will undoubtedly study the feasibility and if possible, make them available to our members.