

## Advertiser's Frequently Asked Questions (FAQ)

1.	<b>What is advertiser module?</b>  The new advertiser module is one of the enhanced feature allows advertiser to create post by themselves..
2.	<b>When advertiser module will be available to advertiser?</b>  This module is available after 12th May 2021.
3.	<b>What is unique about the new package and plan?</b>  For company and individual advertisers Yellow Pages is offering 3 packages, which is Gold Package, Silver Package and Bronze Package.  For individual advertiser, Yellow pages also offer pay-per post plan.  Advertiser gets more value and features to list their products and services.  Please refer to <a href="#">Table below</a> for more details.
4.	<b>How many packages plan can advertiser subscribed to?</b>  Advertiser can purchase as many packages as they wish however only one company name allows to subscribe to 1 package.
5.	<b>Do users need to subscribe to Yellow Pages package to use the tokens?</b>  Yes. Only after subscribed to the Yellow Pages packages or plans, subscribers can utilise the tokens.
6.	<b>How do advertisers utilise the Package's token?</b>  Advertiser may use the token to create, to update, and to modify post after the initial post has published for 24 hours. <i>For example, token will be deducted when it is used to update company profile, individual listing, product contents that includes add, edit, replace photos, videos or PDF documents</i>  Token can be used for add-on services like BUMPS UP or FEATURED to further boost the post.  Tips: Jobs or Buy & Sell posting are currently free and will not deduct tokens at the moment.
7.	<b>Advertiser used up package tokens, can they buy these tokens during their subscription duration?</b>  Yes, advertiser may purchase additional tokens  Please refer to <a href="#">Table below</a> for more details.
8.	<b>Can Advertise carried forward the balance of tokens to the new subscription period upon renewal?</b>  Yes. Once the package is renewed, tokens will be carried forward, it will follow the new package's expiry date. Unless subscription expired without renewal, all tokens will be forfeited.

9.	<p><b>Can business listing have more than 1 category?</b></p> <p>Yes, advertiser is encouraged to purchase the highest package plan to enjoy more than 1 category posting. For example, gold package offers 5 categories</p>								
10.	<p><b>If one advertiser owns few branches, how do they publish all the addresses in the business listing?</b></p> <p>Advertiser may add the addresses in company profile or when they creating post.</p> <p>For Jobs and Buy &amp; Sell Advertiser is advisable to create 1 post with only 1 address; this will ease the users to find post easily with Location filter.</p>								
11.	<p><b>Do advertiser need to provide credit card details when they checkout?</b></p> <p>Yes, it is required to provide credit card details</p>								
12.	<p><b>What is “Review” feature?</b></p> <p>It is a new feature that allows user to leave comments to assess advertiser’s credibility. The more positive reviews the higher the ratings.</p>								
13.	<p><b>Who is entitled to subscribe to the Yellow Pages package and plan?</b></p> <p>It is open to existing Yellow Pages advertisers, new advertisers and new users.</p>								
14.	<p><b>How do existing Yellow Pages advertisers subscribe to the new packages and plan?</b></p> <p>Since 26<sup>th</sup> January 2021, all active advertisers were upgraded to the new package with more values and extra posting tokens.</p> <table border="1" data-bbox="181 1157 1243 1283"> <thead> <tr> <th data-bbox="181 1157 712 1188">Old Package Name</th> <th data-bbox="712 1157 1243 1188">New Package Name</th> </tr> </thead> <tbody> <tr> <td data-bbox="181 1188 712 1220">Premium</td> <td data-bbox="712 1188 1243 1220">Gold</td> </tr> <tr> <td data-bbox="181 1220 712 1251">Plus</td> <td data-bbox="712 1220 1243 1251">Silver</td> </tr> <tr> <td data-bbox="181 1251 712 1283">Starter</td> <td data-bbox="712 1251 1243 1283">Bronze</td> </tr> </tbody> </table> <p>After 12th May 2021, existing Yellow Pages advertisers can choose to subscribe to other package or plan, below is the flow.</p> <ol style="list-style-type: none"> <li>1. Login to your Advertiser account at <a href="https://yellowpages.my">https://yellowpages.my</a></li> <li>2. For first time login, you need to register a valid mobile phone number</li> <li>3. Go to Advertiser Dashboard or login to <a href="https://advertiser.yellowpages.my">https://advertiser.yellowpages.my</a></li> <li>4. Choose package or plan</li> <li>5. Checkout and make payment, remember to click “accept T&amp;C and agree to unifi business payment charges (if any)”</li> <li>6. Approval by Yellow Pages Admin</li> <li>7. Shall wait for Admin to approve for publish the post(s)</li> <li>8. Post is on Yellow Pages now</li> </ol> <p>Note: Only with successful payment, applications will be submitted to Yellow Pages Admin for approval. Approval will take 3-5 working days.</p>	Old Package Name	New Package Name	Premium	Gold	Plus	Silver	Starter	Bronze
Old Package Name	New Package Name								
Premium	Gold								
Plus	Silver								
Starter	Bronze								
15.	<p><b>For existing Yellow Pages advertisers, what will happen to the current subscription if advertiser wants to subscribe to a new package?</b></p>								

Advertiser can upgrade to a higher package however, there is no downgrading of package.

And when upgrade, the old package will be ceased and advertiser will

- start paying the new package price and new contract expiry date
- the balance of tokens will be carried forward to the new package
- tokens' expiry date will be extended to the new contract expiry date

**16. How do new users or potential advertisers subscribe to the new package and plan?**

Please follow the flow below:

1. Sign up a new User account at <https://yellowpages.my/>
2. Login as User account at <https://yellowpages.my/>
3. Click on Post Ads and select "upgrade to Advertiser account". Remember to "accept Advertising Agreement T&C".
4. For first time login, you need to register a valid mobile phone number
5. Go to Advertiser Dashboard
6. Fill up basic information to create individual or company profile
7. Submit the relevant documents
8. Choose package and plan
9. Checkout and make payment\*, remember to click "accept T&C and agree to unifi biz payment charges (if any)"
10. Approval by Yellow Pages Admin
11. Shall wait for Admin to approve for publish the post(s)
12. Post is on Yellow Pages now

Note: Only with successful payment, applications will be submitted to Yellow Pages Admin for approval. Approval will take 3-5 working days.

**17. What are the approval required by Yellow Pages Admin and how long does it take?**

Company Profile	Individual Profile
Subscribed to Gold, Silver or bronze package, only one time approval is required and all posts will automatically publish on Yellow Pages.  For first time profile creation, Yellow Pages Admin will take 1 to 2 working days to approve	Subscribed to Gold, Silver or bronze package every post will subject to by Yellow pages Admin approval.

**18. What are the supporting documents required from user to subscribe to the Yellow Pages package?**

To register a profile under Individual or Company, the required documents is Business Registration Cert or Business License. For those have yet to register with SSM, 1 month Utilities Bill / Identification Card / Passport / Driving License, is required.

**19. What if advertisers wish to terminate existing subscription?**

- Kindly contact our customer service WeCare hotline at [1-300-88-9355](tel:1-300-88-9355) or drop a message to [wecare@tm.com.my](mailto:wecare@tm.com.my) for termination assistance.
- As advertisers has made full payment for their subscription, their business listing will still be available on the new Yellow Pages website until the contract expires.

	<i>Example: If your contract expiry date is 10<sup>th</sup> March 2021 11.59pm, your listing will be inactive starting from 11<sup>th</sup> March 2021 12am.</i>
20.	<p><b>What is the termination Criteria?</b></p> <p>There will no refund or pro rate to any early termination.</p> <p>Every paid advertiser must fulfil the termination criteria, which is a minimum of 12 months subscription means advertiser will need to pay up the remaining balance if the subscription is less than 12 months.</p>
21.	<p><b>To find out more about this package and plan</b></p> <ul style="list-style-type: none"> <li>• Please visit <a href="https://yellowpages.my/">https://yellowpages.my/</a> for more info.</li> <li>• Alternatively contact our sales representative or customer service WeCare hotline at <a href="tel:1-300-88-9355">1-300-88-9355</a> or drop a message to <a href="mailto:wecare@tm.com.my">wecare@tm.com.my</a></li> </ul>

**Table 1**

**New Yellow Pages Package and Plan**

Package	<b>GOLD</b> <i>(for Enterprise)</i>	<b>SILVER</b> <i>(for Pro)</i>	<b>BRONZE</b> <i>(for SDHO)</i>	<b>Pay/Post</b> <i>(for Individual)</i>
<b>New Price</b>	Monthly: RM89 Yearly: RM899	Monthly: RM49 Yearly: RM499	Monthly: RM29 Yearly: RM299	
<b>Previous Package</b>	Premium	Plus	Starter	
<b>No of Ads Tokens</b>	100 (RM9 /post)	20 (RM25/post)	10 (RM30 /post)	Nil
<b>Post Price</b>	1 Token/post	1 Token/post	1 Token/post	Free 1 posting for each advertiser (personal profile only)  RM50 /post (with store name)
<b>Posting time</b>	Immediate posting (after profile is verified)	Immediate posting (after profile is verified)	Immediate posting (after profile is verified)	Approval required for each posting
<b>Post amendment after publishing</b>	Free (within 24 hours)  1 token / amendment	Free (within 24 hours)  1 token / amendment	Free (within 24 hours)  1 token / amendment	Free (within 24 hours)  RM30 / amendment
<b>Ads Position in related Search Result (category and keywords search)</b>	Top position with most Prominent display	Secondary position after Gold	Third liner position after Gold & Silver	Third liner position after Gold & Silver
<b>Company Profile &amp; Post Label</b>	Featured Gold background with highlight description	Featured Silver background with highlight description	Featured White background	White background

<b>Business Badging Selection</b>	Years in Business (upon verification) "Thumbs-up" "Recommended"	Years in Business (upon verification) "Thumbs-up"	No	No
<b>Business Listing Category per post</b>	5 categories	3 categories	2 categories	1 category
<b>Search Keywords per post</b>	20	10	5	5
<b>Ads Validity Period</b>	Within the subscription duration	Within the subscription duration	Within the subscription duration	30 days
<b>Upload photos per post</b> Image size <2Mb/image	10	10	5	5
<b>Upload documents (PDF) per post</b> pdf size <2Mb/image	5	3	1	1
<b>Upload videos per post</b> Video size <50Mb/video	2	1	No	No
<b>Business Analytics Report</b>	Yes	Yes	Yes	No

**Add-on service for Package and Plan**

	Package	Pay-Per-Post
<b>Bumps-Up</b> (Auto-repost the ads daily to boost the ads to top ranking)	1 Token / 2 days 3 Tokens / 7 days 5 Tokens / 14 days	RM12 / 2 days RM35 / 7 days RM 56 / 14 days
<b>Featured Post on Category main page</b>	6 Tokens / 7 days 10 Tokens / 14 days 15 Tokens / 30 days	RM63 / 7 days RM98/ 14 days RM150 / 30 days
<b>Featured Post on main page</b>	7 Tokens / 7 days 11 Tokens / 14 days 18 Tokens / 30 days	RM70 / 7 days RM112 / 14 days RM180 / 30 days
<b>Tokens Top up Price</b>	10 Tokens / RM100 50 Tokens / RM300 100 Tokens / RM500	

**Subscription Condition**

- 1) Minimum 1-year contract for Gold, Silver and Bronze packages and 1 month for Pay/Post plan.
- 2) Auto-renewal after a year and subsequent years until advertisers request for discontinue or termination in written to WeCare / Sales representatives.
- 3) No refund for cancellation within 1-year period.
- 4) Non-transferable.
- 5) No deposit required.
- 6) All prices and descriptions above are subject to change or update without prior notice.
- 7) All prices are subject to 6% SST, subject to change or update in accordance to Malaysia's Service Tax Act.
- 8) The customer must ensure that all images submitted to Yellow Pages must be of original or have obtained written consent from the photographer (please provide to WeCare as proof). TMIM shall not be liable for any

lawsuit case against the said customer from the photographer if found any. (Please refer to Advertisement Agreement Terms & Conditions, Clause 4. INTELLECTUAL PROPOERTY.)

- 9) TMIM has the rights to amend any clauses that have been set without notifying the customer.
- 10) TMIM has the rights to halt the customer from continuing to enjoy the promotion if the customer fails to comply with the Yellow Pages package subscription payment.
- 11) TMIM has the rights to terminate any unlawful business registration despite having completed a successful payment and no refund shall be given.
- 12) The advertising guidelines for item no. 11 shall follow according to the rules that have been set by The Communication And Multimedia Content Forum of Malaysia "CMCF" which forbids advertising of alcoholic drinks, liquor, menacing content as well as various unacceptable products and services such as pornography, gambling and many more. The full guidelines may be obtained from the official website of CMCF.