

Oretha's SENIOR CITIZEN'S GUIDE

RATE CARD 2025



Hello!

I'm Oretha



Five years ago, I started Oretha's Senior Concierge Services, which primarily provides hospital accompaniment services for senior citizens. Our mission is to help elderly individuals feel safe, cared for, and confident during their hospital visits, while also giving peace of mind to their children, knowing their parents are in compassionate hands when they can't be there themselves.

Over the years, I've had the privilege of working closely with many elderly individuals. But I've also witnessed a heartbreaking reality—many low-income seniors, particularly from the B40 community, struggle to access the free government healthcare that should be available to them. Limited mobility, lack of support, and financial constraints often stand in their way. It's incredibly difficult to see these seniors unable to get the care they need, especially when our public healthcare system is meant to serve all.

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At Oretha's, we believe that everyone — regardless of age or income — deserves *fair* and *equal* access to quality healthcare. To help bridge this gap, we've created a discount newsletter that not only provides valuable offers but also raises funds to sponsor hospital accompaniment services for vetted B40 seniors.

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I'm reaching out to corporations, organizations, and entrepreneurs who share our vision of a more equitable healthcare system. Together, we can make a real difference in the lives of our elderly citizens who need it most.

If you'd like to be a part of this cause and help us, make a lasting impact, I would love to hear from you. Please feel free to call me at +60 11-5625 9852 or email care@orethas.com

Thank you for considering this opportunity to bring care and dignity to those who need it most

Oretha Herrera

YOUR SUPPORT MATTERS

CARING FOR THE HARDCORE POOR

By advertising in our guide, funds will be channeled to help B40 elderly individuals receive accompanied healthcare to hospitals.

HOW YOU CAN HELP

SUITABLE FOR COMPANIES / SMALL MEDIUM BUSINESSES / ENTREPRENEURS

ADVERTISING

The Senior Citizen Guide focuses on retail discounts and promotions for Malaysian Senior Citizens.

The next issue in March / April 2025 that will also include tips and useful information for households with elderly individuals.

Information

About the Guide

Frequency	Quarterly
Next issue	March/April 2024
Theme	TBC
Format	PDF with clickable links
Price	Free copy to all readers

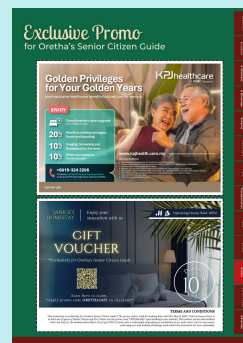
Categories

Here are the available categories:

- Education
- Entertainment & Leisure
- Fitness & Wellness
- Food & Beverages
- Government Schemes
- Healthcare
- Hotel
- Public Transportation
- Telco

Note: If your product is not within the list as above, do let us know and we *might* be able to accommodate new categories.

Snapshot of Current Issue



Other ways to contribute

For CSR sponsorship, kindly contact us directly to schedule a meeting for further discussion.

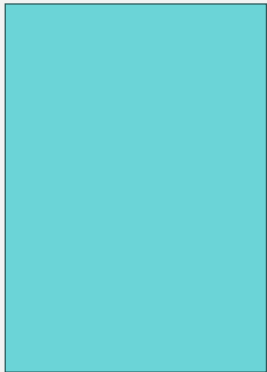
 +60 11-5625 9852



RATE CARD

AD TYPES

RATE



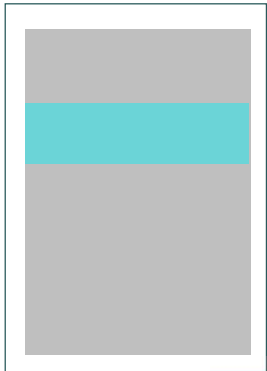
Full Page (A4)

- Advertisers must provide the advertisement visual in .png or .jpg format (Size: A4)
- If visual design is required, the service is available for RM 250 - 400 per artwork.

Value-add

1. Social media post
2. Shared on Oretha's WhatsApp Community

One issue	RM 550
Two issues	RM 500 <small>per issue</small>
Three or more	RM 450 <small>per issue</small>
(same artwork in consecutive issue)	



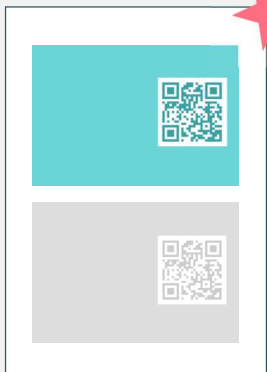
Listing Highlight

- An advertiser's row will be highlighted to attract full attention in the category listing.
- A maximum of two (2) highlights per category is available on a first-come, first-served basis.

Value-add

1. Social media post
2. Shared on Oretha's WhatsApp Community

One issue	RM 150 <small>per issue</small>
Two issues	RM 100 <small>per issue</small>
Three or more	-
(same details in consecutive issue)	



Exclusive Promo

- Advertisers must offer a promotion exclusively for Oretha's readers.
- To redeem, customers can either present the promo in-store or use a promo code online.
- Advertisers should provide all necessary details and ensure all branches are informed about the promotion.

Value-add

1. Social media post
2. Shared on Oretha's WhatsApp Community

One issue	RM 100
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Size of coupon: A5 Landscape

Tentative release date: March / April 2025

Advertiser's Role

1. Must include a link to the promotion on their website or social pages for readers to view.
2. Re-share the social post published by Oretha's Senior Care via Feed and Story.
3. Mention that the advertiser is part of Oretha's Senior Care program to support the B40 community.

Important Deadlines

- **Booking:** 1 March 2025
- **Artwork submission:** 7 March 2025

Specifications

.jpg or .png

Email to care@orethas.com



Oretha's SENIOR CARE

DAYCARE | CONCIERGE | TRAVEL

Scan to chat with us!



+60 11-5625 9852