

At A Glance

AdEasy is Southeast Asia's first online marketplace for offline ad space. It allows anybody to buy traditional ad space directly from media owners and in just a few clicks.

Our Mission

Our mission is to help advertisers and media owners alike save time and gain value, by democratising the traditional advertising industry via price transparency and making it more accessible for SMEs to advertise in mass media.

The business concept behind AdEasy won **Top 13 Finalist** of the **2013 Alliance Bank SME Innovation Challenge**

How It Works

For Media Owners

1. Create media profile pages and list ad space
2. Set pricing, ad space availability, and booking requirements all in one place
3. Manage bookings and material submissions directly from the AdEasy dashboard

For Advertisers

1. Discover ad space using search filters such as price, demographics, location, media type, and more
2. Book ad space directly with media owners in just a few clicks
3. Submit and deliver final ad materials through the AdEasy dashboard.

Advertise With Ease



Signing up and viewing media profiles is free for all users, forever.



100% information transparency for advertisers to compare media.



Largest online inventory of all traditional media: Television, Cinema, Radio, Print, and Out-Of-Home.



Advertisers save time by doing research, media planning, booking, and ad delivery, all in one place.



Enables the selling and buying of ad space without a single phone call.



Media owners have an additional platform to sell ad space without spending extra money and time.

The Team

More than 12 years of experience from both the buying and selling side of media.



Melissa Sim
CEO & Co-Founder

10 years of media experience with UPD Outdoor, Media Prima Radio and Trapper Havas Media.



Therine Goh
COO & Co-Founder

12 years of brand and marketing experience with Resorts World Berhad and General Mills, with two "Best Marketed Restaurant" MIGF awards under her belt.