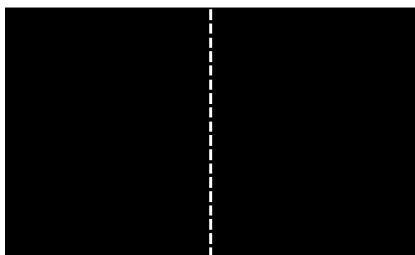


Advertising Rates 2010

The Expat Magazine including Homes & Properties

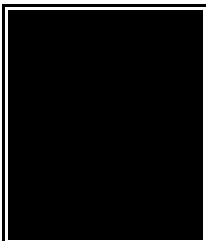


Inside Front Cover Double Page

RM12,000.00

ROP Double Page

RM10,000.00



Back Cover

RM10,000.00

Inside Front Cover

RM8,000.00

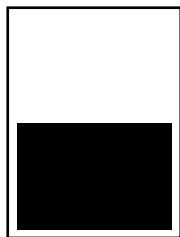
Full Page

RM6,500.00

Text Size: 265mm(H) x 180mm(W)

Trim: 297mm(H) x 210mm(W)

Bleed: 305mm(H) x 215mm(W)

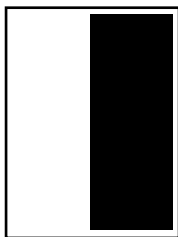


Half Page

(Horizontal)

RM3,400.00

130mm(H) x 180mm(W)

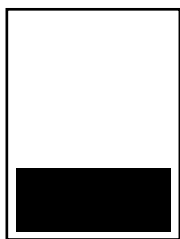


Half Page

(Vertical)

RM3,400.00

265mm(H) x 85mm(W)

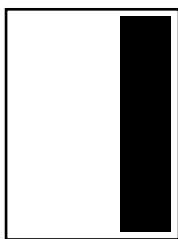


One Third Page

(Horizontal)

RM2,400.00

80mm(H) x 180mm(W)

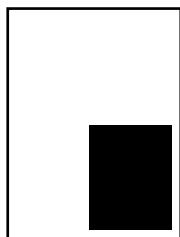


One Third Page

(Vertical)

RM2,400.00

265mm(H) x 55mm(W)



Quarter Page

RM1,900.00

130mm(H) x 85mm(W)



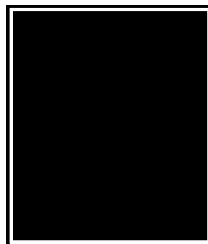
Bottom panel

(Horizontal Only)

RM1,400.00

45mm(H) x 180mm(W)

Expat Information - Dining, Shopping & Services



Inside Back Cover

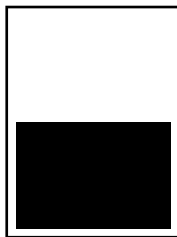
RM6,000.00

297mm(H) x 210mm(W)

Full Page

RM4,200.00

297mm(H) x 210mm(W)



Half Page

RM2,400.00

130mm(H) x 180mm(W)



Quarter Page

RM1,250.00

130mm(H) x 85mm(W)



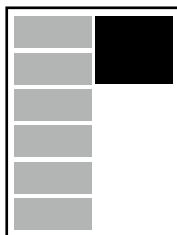
One Eighth

RM650.00

60mm(H) x 85mm(W)

(Note: There is a 10% discount for black & white advertisements.)

Bulletin Board

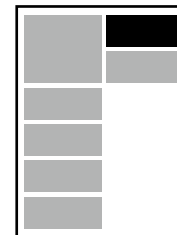


Double Box

80mm(H) x 85mm(W)

Colour:
RM550.00

B&W:
RM450.00



Single Box

40mm(H) x 85mm(W)

Colour:
RM350.00

B&W:
RM225.00

(Note: All Bulletin Board advertisements must be prepaid.)

THE EXPAT MAGAZINE

GUIDELINES FOR SUBMISSION OF ADVERTS

- PDF Format: 300dpi
- InDesign or QuarkXpress – Save with high-res pictures and fonts.
- Illustrator – Text must be outlined and saved together with high-res pictures if pictures are not embedded.
- Photoshop psd/eps/jpeg – 300dpi
- Colour proof must be provided. No film output accepted.
- The Expat Magazine cannot assume liability in the event of faulty Finish Artwork from client.

OTHER NOTES

Advertisement Artwork Fee (One-time design only):
Full page – RM800, Half page – RM500, Quarter page – RM300
Discount for prepayment: 10% in addition to other discounts.
There is no 10% prepayment discount for classified adverts.
Three or less insertions must be paid in advance.
Placement loading: 10% of R-O-P rates.
Above rates are subject to 5% government sales tax.

Advertisement Deadlines:

Booking Deadline: every 1st of the month.
Material Deadline: every 5th of the month.
Final Artwork CD Submission: every 7th of the month.

BORNEO VISION SDN BHD (295020-P)

7th Floor, Tower Block, Syed Kechik Foundation Building, Jalan Kapas, Bangsar, 59100 Kuala Lumpur.
Tel: 03-2093 9539/2094 9664 Fax: 03-2094 9690/2094 9670
E-mail: sales@theexpatgroup.com / expatmagazine@theexpatgroup.com

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include FREE
coverage in
our popular
websites