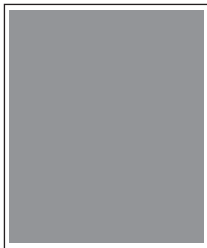


THE EXPAT ADVERTISING RATES 2012

RUN OF PAGE (ROP)



Inside Front Cover Double Page - RM12,000
ROP Double Page - RM10,000

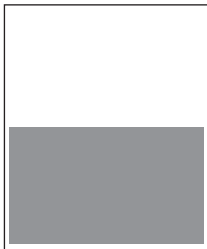


Back Cover
 RM10,000

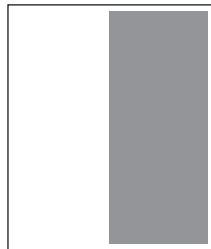
Inside Front Cover
 RM8,000

Full Page
 RM6,900

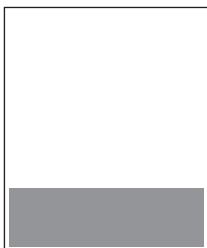
Text Size: 265mm(H) x 180mm(W)
 Trim: 297mm(H) x 210mm(W)
 Bleed: 305mm(H) x 215mm(W)



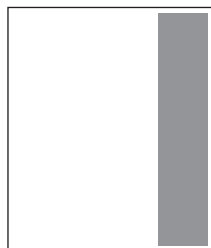
Half Page (Horizontal)
 130mm(H) x 180mm(W)
 RM3,700



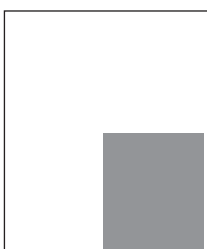
Half Page (Vertical)
 265mm(H) x 85mm(W)
 RM3,700



One Third Page
 (Horizontal)
 80mm(H) x 180mm(W)
 RM2,600



One Third Page
 (Vertical)
 265mm(H) x 55mm(W)
 RM2,600

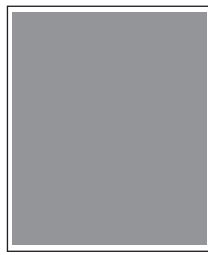


Quarter Page
 130mm(H) x 85mm(W)
 RM2,000

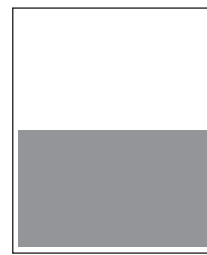


Bottom Panel
 45mm(H) x 180mm(W)
 (Horizontal only)
 RM1,500

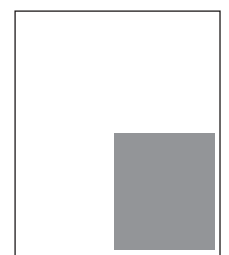
EXPAT INFORMATION - DINING, SHOPPING & SERVICES



Inside Back Cover
 297mm(H) x 210mm(W)
 RM6,000



Half Page (Horizontal)
 130mm(H) x 180mm(W)
 RM2,500



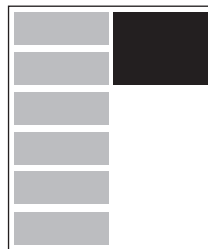
Quarter Page
 130mm(H) x 85mm(W)
 RM1,300

Full Page
 297mm(H) x 210mm(W)
 RM4,500

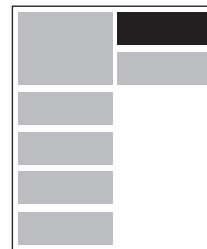
Half Page (Vertical)
 265mm(H) x 85mm(W)
 RM2,500

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

BULLETIN BOARD



Double Box
 80mm(H) x 85mm(W)
 RM700



Single Box
 40mm(H) x 85mm(W)
 RM400

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

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 6% 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.