

PARGOLF MEDIA RATES

CIRCULATION

- Subscription
- Mailing List
- Café's
- Major Book Stores & Newsstands (M'sia, Brunei and S'pore)
- Golf Pro Shops
- Golf Clubs in Malaysia & Singapore
- OCBC Bank (Premier Centers)
- United Overseas Bank (Priority Centers)
- Standard Chartered Bank (Priority Banking Centers)
- The Bankers Club Kuala Lumpur
- Tourism Malaysia Office Worldwide
- On board MALAYSIA AIRLINES
- MAS Golden Lounge – KLIA
- Cathay Pacific Lounge – KLIA
- Thai Airways Lounge – KLIA
- Plaza Premium Lounge – KLIA
- 4 & 5 Star Hotels – Business Centers
- Foreign Embassies
- Selected Golf Tournaments
- Golf Tournaments – "Media Partner"
- Official Magazine: Maybank Malaysian Open (from 2006)

RATES

PAGE POSITION	1x Rate	3x Rate	6x Rate	12x Rate
Series Discount	No Discount	Less 5%	Less 10%	Less 15%
OUTSIDE BACK COVER	RM 14,500	RM 13,775	RM 13,050	RM 12,325
INSIDE FRONT COVER	RM 13,000	RM 12,350	RM 11,700	RM 11,050
INSIDE BACK COVER	RM 11,500	RM 10,925	RM 10,350	RM 9,775
FULL PAGE Premium ROP, page 1- 41	RM 8,500	RM 8,075	RM 7,650	RM 7,225
FULL PAGE ROP	RM 8,000	RM 7,600	RM 7,200	RM 6,800
DOUBLE PAGE SPREAD	RM 12,500	RM 11,875	RM 11,250	RM 10,625
HALF PAGE	RM 4,500	RM 4,275	RM 4,050	RM 3,825
TWO-THIRD PAGE vertical / horizontal	RM 5,000	RM 4,750	RM 4,500	RM 4,250
ONE-THIRD PAGE vertical / horizontal	RM 4,000	RM 3,800	RM 3,600	RM 3,400
BLACK & WHITE	Less 25% ROP			
SPECIAL POSITION & OTHERS	Quotes available upon request			
ADVERTORIAL	RM 7,500	RM 7,125	RM 6,750	RM 6,375

TECHNICAL AND MECHANICAL SPECIFICATIONS

PRINTING METHOD

Computer To Plate (CTP) using Press-Ready Portable Document Format (PDF) file.

PDF SPECIFICATIONS

- Colour must be CMYK format.
- Image files should be 300dpi in TIFF or EPS files.
- All fonts must be enabled and embedded.
- Trapping and overprint should be enabled.
- Cropping mark should be used for correct document layout.
- Bleeding should be 5mm.
- PDF support : 1.3 • Postscript : Level 3
- Resolution : 2400dpi • Frequency : 175 lpi

FINISH ARTWORK (FA) DELIVERY

Asia OnTime

MAGAZINE DIMENSIONS

Trim Size

1 Full page	285mm(h) x 210mm(w)
2 Double page spread	285mm(h) x 420mm(w)
3 Quarter Page	137.5mm(h) x 100mm(w)
4 Half Page (horizontal)	137.5mm(h) x 210mm(w)
5 Half Page (vertical)	285mm(h) x 100mm(w)
6 Two-thirds Page (horizontal)	185mm(h) x 210mm(w)
7 One-third Page (horizontal)	90mm(h) x 210mm(w)
8 Two-thirds Page (vertical)	285mm(h) x 135mm(w)
9 One-third Page (vertical)	285mm(h) x 75mm(w)

Bleed Size

Bleed size of additional 5mm on each side is required.

To Be Seen Area Size

Text or picture intended to be seen must be at least 10mm within the trim size for all advertisement sizes.

