



IMPIANA ADVERTISING RATES

SPECIFICATIONS					
Premium Position	Full Colour				
* Outside Back Cover	RM 6,800				
* Inside Front Cover	RM 6,200				
* Inside Back Cover	RM 5,600				
Run On Book (ROB)	Casual	3x	6x	9x	12x
* Full Page	RM 5,000	4,750	4,500	4,250	4,000
* 1/2 Page	RM 3,000	2,850	2,700	2,550	2,400

* All advertisement rates are subjected to 6% Government Service Tax



Deadlines

Booking Deadline

- 6 weeks before the publication date

Material Deadline

- 4 weeks before the publication date

Cancellation

- 5 weeks before the publication date



Material Requirements

Advertising Agencies

- Digital delivery of advertisements via Quickcut / Asia On Time (AOT)
- 1 set of color proof

Direct Advertisers

- Portable Document Format (PDF)
- 1 set of color proof



Terms & Conditions

- Prime position, Booklet & Gatefold are non cancellable
- All confirmed booking must be published within the agreed calendar year
- A surcharge based from the normal rate will be levied for unfulfilled insertions



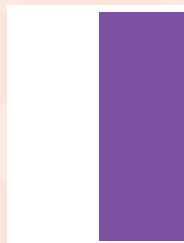
Agency Commission

- All accredited agencies will be entitled for 15% of agency commission

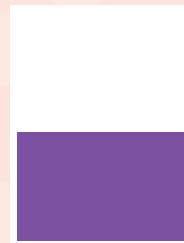
SIZE SPECIFICATIONS (width x height)



FULL PAGE



1/2 PAGE (V)



1/2 PAGE (H)

TRIM SIZE	23cm x 27.3cm	11.5cm x 27.3cm	23cm x 13.65cm
BLEED SIZE	23.6cm x 27.9 cm	12.1cm x 27.9cm	23.6cm x 14.25cm
TEXT AREA	20.7cm x 24.55cm	10.35cm x 24.55cm	20.7cm x 12.18cm