

旅游玩家

Travelmate

TRAVELMATE Advertisement Rate Card 2013 Full colour

Position	Size	Rate (RM)
Back Cover	Full page	RM 5,800.00
Inside Front Cover	Full page	RM 5,400.00
1st Inside page	Full page	RM 5,500.00
Inside back Cover	Full page	RM 5,500.00
ROP Full page	Full page	RM 4,800.00
ROP 1/2 page	1/2 page	RM 4,000.00
ROP 1/4 page	1/4 page	RM 2,800.00

Specified Position

Spread Plus 30%
Other specified position Plus 10%

Series Discount

3 insertions minus 5%
6 insertions minus 15%

Copy Requirements

1. Size

Full page

Bleed 285mm X 220mm
Trim 275mm X 210mm
Text area 255mm X 190mm
1 set proof

1/2 page

Bleed 147.5mm X 220mm
Trim 137.5mm X 210mm
Text area 117.5mm X 190mm
1 set proof

1/4 page

Bleed 78mm X 220mm
Trim 68mm X 210mm
Text area 48mm X 190mm
1 set proof

2. Accepted Media

CD (Create Outlines PDF file)

Booking Deadline

Four weeks prior to publication

Frequency

Bi-monthly (6 issues per year)

Language

Chinese simplified

Copy deadline

Three weeks prior to publication

Cancellation

Three weeks prior to publication

Pages

112 pages

Circulation

25,000 copies

Selling price

RM 8.00

Advanced IMAGES

Photography and Digital IMAGING

Advanced Images Advertisement Rate Card 2013 Full colour

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Booking Deadline

Four weeks prior to publication

Frequency

Bi-monthly (6 issues per year)

Language

English

Copy deadline

Three weeks prior to publication

Cancellation

Three weeks prior to publication

Pages

80 pages

Circulation

10,000 copies

Selling price

RM 8.00