



DAPUR 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	2x	4x	6x
* Full Page	RM 5,000	4,500	4,000	3,500
* 1/2 Page	RM 3,000	2,700	2,400	2,100

* 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



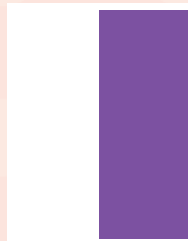
Agency Commission

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

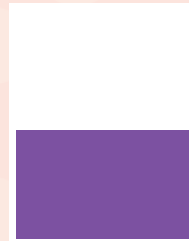
SIZE SPECIFICATIONS (width x height)



FULL PAGE



1/2 PAGE (V)



1/2 PAGE (H)

TRIM SIZE	22.8cm x 27.3cm	11.4cm x 27.3cm	22.8cm x 13.65cm
BLEED SIZE	23.4cm x 27.9cm	12cm x 27.9cm	23.4cm x 14.25cm
TEXT AREA	20.52cm x 24.55cm	10.26cm x 24.55cm	20.52cm x 12.18cm