



# **PRESS & PR GUIDE**

**ADVERTISEMENT RATE CARD 2010**

A Publication by

**perception  
media**

# 11 YEARS OF

1997



1998



1999



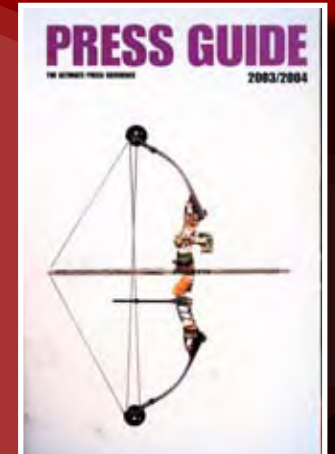
2000/2001



2002/2003



2003/2004



# CONTENTS

NEWSPRINT COST ♦ CIRCULATION OF NEWSPAPER ♦ NEWSPAPER SUBSCRIPTION

♦ ADEX TREND ♦ TOTAL ADEX NEWSPAPER

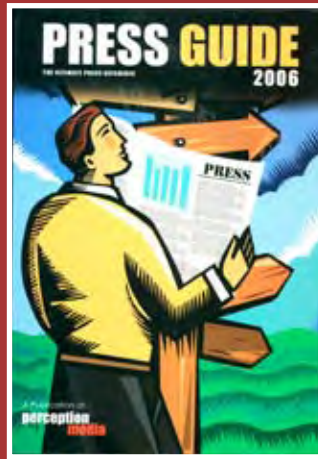
♦ ADEX BY TITLE ♦ NEWSPAPER REVENUE ♦ NEWSPAPER MARKET SHARE

# PUBLISHING

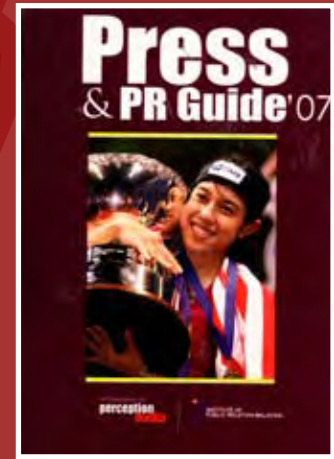
2005



2006



2007



2008



2009



◆ LEGISLATION ◆ GOVERNING THE PRESS

◆ NEWSPAPER ◆ MAGAZINE ◆ BROADCASTING ◆ FOREIGN NEWS AGENCY

◆ SECRETARIES ◆ INFORMATION OFFICES ◆ PR AGENCIES ◆ WRITER

◆ EMBASSIES & HIGH COMMISSIONS ◆ WHAT IS PR ◆ PR GLOSSARY

# ADVERTISEMENT BOOKING ORDER

Booking of advertisement space in the **Press & PR Guide 2010** as follows:

ADVERTISEMENT RATES	RM
<input type="checkbox"/> Inside Front Cover	6,200
<input type="checkbox"/> Inside Back Cover	5,200
<input type="checkbox"/> Outside Back Cover	6,900
<input type="checkbox"/> Full Page Color - ROB	4,500
<input type="checkbox"/> Front Cover Gatefold	11,000
<input type="checkbox"/> Back Cover Gatefold	10,000
<input type="checkbox"/> Bookmark - Front & Back	6,600
<input type="checkbox"/> Specified position/loading	15 %

\* Add 5 % Sales tax

TECHNICAL SPECS (H X W)	
Bleed Size	220mm x 158mm
Trim Size	210mm x 148mm
Text Area	200mm x 138mm

## MATERIAL SPECS

### Full Color

CD ROM

(Illustrator or Photoshop - TIFF - File)

1 set of color proof

### Black & White

Positive films 133 screen

## DEADLINE

Booking: **15 November 2009**

Material: **31 November 2009**

Signatory undertakes authority to contract for this advertisement and guarantees full payment when is due. Every full page, full color advertisement will receive 2 complimentary copies upon publication

## ADVERTISER'S DETAILS

Advertiser : \_\_\_\_\_

Product : \_\_\_\_\_

Contact person : \_\_\_\_\_

Tel : \_\_\_\_\_

Fax No : \_\_\_\_\_

Authorised Signature & Company Stamp:

A Publication by:



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