

management

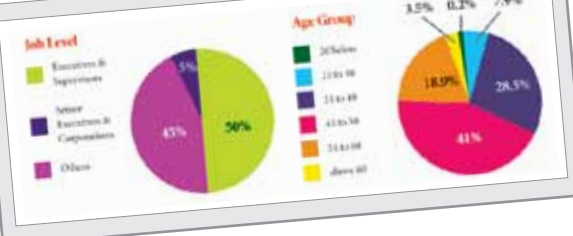
Inception since 1966



≡ RATE CARD 2017

Distribution	
High Impact Circulation	: 35,000
MIM Members, Government Agencies, Subscribers & Major Bookstores.	
Frequency	: January - March
	April - June
	July - September
	October - December
Language	: English

Readership Profile	
Individual Members by Job Function	Percentage
General Management	39%
Accounting / Finance / Professional	13%
Marketing / Sales	8%
Personnel / Industrial Relations	4%
Management Technology & Skills	5%
Production / Operations Research	4%
Government / Public Administration	2%
Secretarial Development	1%
Computer / Data Processing	1%
Consultancy / Management Service	3%
Others	20%



MALAYSIAN INSTITUTE OF MANAGEMENT
Institut Pengurusan Malaysia



Call to get your COMPLIMENTARY* eMANAGEMENT now



Asian Association of Management Organisations
SECRETARIAT • 2017-19
MALAYSIA



Advertising Packages

Advertisement Type	1x Insertion	2x Insertions	3x Insertions	4x Insertions
Prime Position				
Special Buy, Front Cover (SB-FC)	RM15,000.00	RM14,250.00	RM13,550.00	RM12,850.00
Back Cover (BC)	RM12,000.00	RM11,400.00	RM10,800.00	RM10,200.00
Inside Front (IF)	RM8,500.00	RM8,075.00	RM7,650.00	RM7,225.00
Inside Back Cover (IBC)	RM7,800.00	RM7,410.00	RM7,020.00	RM6,630.00
Normal Position				
Double Page Spread (DPS)	RM14,000.00	RM13,000.00	RM12,600.00	RM11,900.00
Full Page (FP)	RM6,800.00	RM6,460.00	RM6,120.00	RM5,780.00
Half Page (HP)	RM5,000.00	RM4,750.00	RM4,500.00	RM4,250.00
Advertorials	RM6,000.00			

Booking Deadline

4 weeks before 1st day of publication month

Material Deadline

3 weeks before 1st day of publication month

Advertising Material Submission

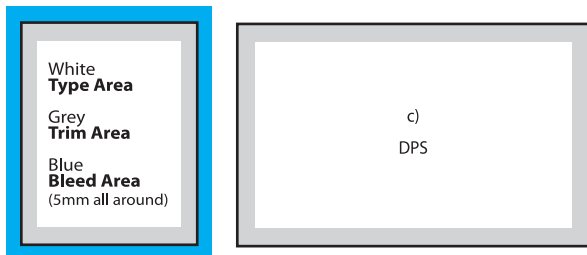
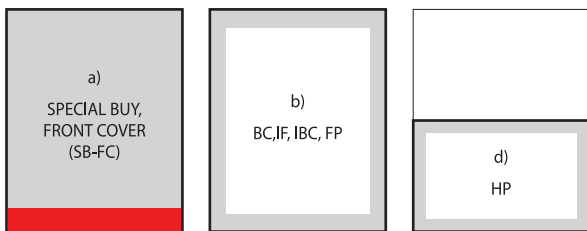
We only accept Digital file formats:
High resolution PDF. Advertisement materials to be supplied on CD or by email. Digital proof must be provided together with artwork.

Special buy/ Colours for non-standard advertising

Specifications quoted above are for basic process colours (CMYK). For special colours, folding and cropping, details can be obtained from the publisher.

Advertisement Specifications

Print Area	Type Area
a) Special buy (SB-FC)	207 x 25
b) BC, IF, IBC, FP	187 x 20
c) DPS	207 x 276
d) HP	187 x 256
	414 x 276
	394 x 256
	207 x 138
	187 x 118



I/We, would like to confirm the booking as below:
Advertising Package RM , .

Please tick (✓)

	1x	2x	3x	4x
<input type="checkbox"/> Special Buy, Front Cover (SB-FC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Back Cover (BC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Inside Front (IF)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Inside Back Cover (IBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Double Page Spread (DPS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Full Page (FP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Half Page (HP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Advertorials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please note the above package is on a first-come first-served basis.
The above package are subject to 6% GST.

Contact person:

Designation:

Company:

Postal Address:

Office Phone / Hand phone:

Email:

Authorised Signature:

Company's Stamp

Date:

Terms & Conditions:

- This contract is non-cancelable / non-refundable (Prime positions only).
- 100% upfront payment, made payable to **Malaysian Institute of Management**. Interbank GIRO (IBG) / Cash Deposit / Cheque (RHB Bank Account Number: 2142 31000 10936).
NOTE: Please email together with your transaction slip including Advertiser name and contact number/s so that we can identify your payment.
- Prices are subject to change and Advertisement spaces are subject to availability and first served basis.
- Subject to these conditions, the Advertiser hereby engages Malaysian Institute of Management to advertise and placement of the order shall be deemed acceptance of these conditions by the Customer.
- All rates are excluded of 6% GST.
- Notwithstanding any provisions in this Agreement, Malaysian Institute of Management reserves its right to reject or cancel any order placed by the Advertiser for the Service without any explanation.



HEAD OFFICE
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WWW.MIM.ORG.MY



TERMS & CONDITIONS

CONTRACT

Contract Period: The agreement is valid for a period of twelve (12) months.

Contract Rates: The advertisement published during the contract period shall be charged in accordance to the rates published in the current PUBLISHER'S advertising rate card.

The PUBLISHER reserves the right to change the advertising rates within one (1) month's notice.

Contract rate is forfeited by ADVERTISER upon cancellation of the contract and advertiser will be billed retroactively at the published rate.

MEDIA ORDERS

A booking order is provided and must be received by the PUBLISHER prior to Advertising Material Submission.

INTEGRITY OF ADVERTISING MATERIAL

The ADVERTISER and advertising agency, if applicable, jointly and severally warrant and represent that any and all material submitted to the PUBLISHER is accurate and original, does not violate any law; infringe the copyrights.

The ADVERTISER and advertising agency, if applicable, jointly and severally agree to defend, indemnify and hold PUBLISHER harmless from and against any and all claims, losses, liabilities, and expenses, including attorney's fee and legal expenses, resulting from or attributable to publication of any submitted by the ADVERTISER and/or advertising agency.

POSITION OF ADVERTISEMENT

The PUBLISHER shall publish all advertisement booked in the run on page as per PUBLISHER 'S discretion. Unless specified and agreed by both ADVERTISER and PUBLISHER based on contract signed.

RESERVATION DEADLINE

4 weeks prior to publishing month.

SUBMISSION DEADLINE

Advertising materials in the format specified in the advertising rate card must be submitted 3 weeks prior to publishing month.

CANCELLATION

Discontinuance of advertisements, changes to advertisement or cancellations of advertisement must be submitted in writing and must be received by the PUBLISHER prior to cancellation deadline.

Only 50% amount from total contract deal would be refunded.

2 weeks prior to publication date.

**One time offer only.*

PRIME PAGE RESTRICTION

Cancellation is not allowed on prime page reservations.

SUSPENSION/REJECTIONS/CANCELLATIONS

The PUBLISHER reserves the right to suspend or cancel any advertisement booked and/or accepted for publication by the PUBLISHER in the event of non-payment of overdue account by the ADVERTISER. The PUBLISHER shall not be liable to any omissions, rejection, suspensions or cancellations of any advertisements booked and/or accepted. The PUBLISHER has the sole right to publish or not publish materials for any reason whatsoever.

CHANGE OF PUBLICATION DATES/SECTIONS/PAGE POSITION

Whilst every endeavor is made to adhere to the date(s), section(s) and page(s) of the publication when these are specifically stated by the ADVERTISER, the PUBLISHER reserves the right to change to other date(s), section(s) and position(s) without prior notice or reference to ADVERTISER and the PUBLISHER shall not be liable for any lost (actual or potential) whatsoever occasioned by the failure of any advertisement(s) to appear on those specific dates(s) to appear on those specific date(s), section(s), page(s) and position(s).

REPRODUCTION

The Publisher shall not be liable for any unsatisfactory reproduction errors, omission if the copies/materials supplied by the Advertiser are not made to the Publisher's specifications as contained in the Publisher's current advertising rate card.

In the event of an error in the printing of a display advertisement, the publisher will re-run the correct version of the same advertisement material in the next available issue published.

ERROR/OMISSION

In the event of any error or omission in the publication of an advertisement, the Publisher's maximum liability shall be limited to the cost of the advertising space. Under no circumstance shall Publisher be liable for consequential damage of any kind.

PAYMENT

Full payment required and are payable within 3 weeks from date of publication.



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