

2009

ADVERTISEMENT RATES

Display & Classified



ACCOUNTANTS *Professionalism at the Forefront* today

*.....is an additional enhancer and reinforcer
of corporate image for advertiser the goals and efficacy of any media plans.*

About the Accountants Today

The **Accountants Today** is the official journal of The Malaysian Institute of Accountants and is one of the most highly respected and widely read professional journals in the country.

The Malaysian Institute of Accountants (MIA) is the national accountancy body, representing all accountants in Malaysia with more than 23,000 members nationwide.

The **Accountants Today** is published to assist members to stay abreast of the latest professional and technical standards.

The journal contains a wide variety of topics such as accounting, auditing, taxation, investment, finance, economic, management accounting, computing, lifestyle and easy reading materials. It also carries article concerning developments in the profession, news about members, upcoming events and other general information.

Readership

In excess of 80,000 per month

Distribution

Nationwide. Predominantly in market centres like Kuala Lumpur and the Klang Valley, Penang, Ipoh, Johor Baru, Melaka, Kuching, Sibul, Miri and Kota Kinabalu.

Readership Profile

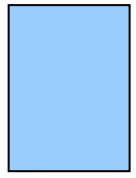
CEO/COO/CFO, managing directors, financial controllers, accountants, bankers, directors, partners of accounting firms, practitioners, academician and investors.

Age & Income Group

From 25 years and above. 75% falls within the 30 years to 45 years age group with earning of RM40,000 and above per annum.

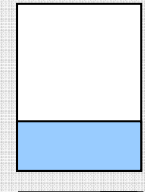
2009 ADVERTISING RATES

Display



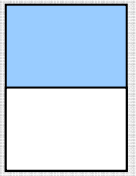
FULL PAGE	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	4,400	4,100	3,900	3,700	3,100
BLACK & WHITE	2,900	2,700	2,500	2,300	1,900

Size: 297mm(h) x 210mm(w) Trim Size
303mm(h) x 216mm(w) Bleed Size



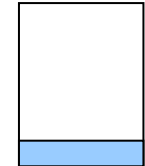
ONE-THIRD PAGE (1/3)	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	2,200	2,100	2,000	1,900	1,300
BLACK & WHITE	1,500	1,400	1,300	1,200	1,000

Size: 99mm(h) x 210mm(w) Trim Size (Horizontal)
105mm(h) x 216mm(w) Bleed Size (Horizontal)
297mm(h) x 70mm(w) Trim Size (Vertical)
303mm(h) x 76mm(w) Bleed Size (Vertical)



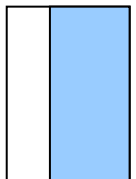
HALF PAGE	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	2,800	2,600	2,400	2,200	1,800
BLACK & WHITE	1,900	1,800	1,700	1,600	1,400

Size: 149mm(h) x 210mm(w) Trim Size (Horizontal)
155mm(h) x 216mm(w) Bleed Size (Horizontal)
297mm(h) x 105mm(w) Trim Size (Vertical)
303mm(h) x 111mm(w) Bleed Size (Vertical)




BANNER	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	1,800	1,700	1,600	1,500	1,300
BLACK & WHITE	1,200	1,100	1,000	950	800

Size: 45mm(h) x 210mm(w) Trim Size (Horizontal)
51mm(h) x 216mm(w) Bleed Size (Horizontal)
35mm(h) x 297mm(w) Trim Size (Vertical)
41mm(h) x 303mm(w) Bleed Size (Vertical)



TWO-THIRD PAGE (2/3)	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	3,400	3,200	3,000	2,800	2,400
BLACK & WHITE	2,300	2,200	2,100	2,000	1,700

Size: 198mm(h) x 210mm(w) Trim Size (Horizontal)
204mm(h) x 216mm(w) Bleed Size (Horizontal)
297mm(h) x 140mm(w) Trim Size (Vertical)
303mm(h) x 146mm(w) Bleed Size (Vertical)



AD STRIP	1 X	3 X	6 X	9 X	12 X
FULL COLOUR	1,400	1,300	1,200	1,150	1,000
BLACK & WHITE	1,000	950	900	855	730

Size: 25mm(h) x 210mm(w) Trim Size (Horizontal)
31mm(h) x 216mm(w) Bleed Size (Horizontal)
20mm(h) x 297mm(w) Trim Size (Vertical)
26mm(h) x 303mm(w) Bleed Size (Vertical)

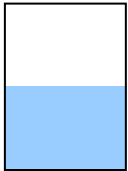
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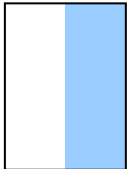
FULL PAGE	MIA MEMBER / MEMBER FIRM	PUBLIC
BLACK & WHITE ONLY	1,200	1,500

Size: 297mm(h) x 210mm(w) Trim Size
303mm(h) x 216mm(w) Bleed Size



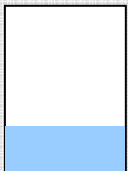
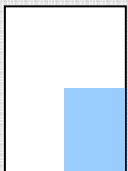
HALF PAGE	MIA MEMBER / MEMBER FIRM	PUBLIC
BLACK & WHITE ONLY	600	1,000

Size: 149mm(h) x 210mm(w) Trim Size (Horizontal)
155mm(h) x 216mm(w) Bleed Size (Horizontal)
297mm(h) x 105mm(w) Trim Size (Vertical)
303mm(h) x 111mm(w) Bleed Size (Vertical)



QUARTER PAGE	MIA MEMBER / MEMBER FIRM	PUBLIC
BLACK & WHITE ONLY	350	500

Size: 74.5mm(h) x 210mm(w) Trim Size (Horizontal)
80.5mm(h) x 216mm(w) Bleed Size (Horizontal)
149mm(h) x 105mm(w) Trim Size (Vertical)
155mm(h) x 111mm(w) Bleed Size (Vertical)



SPECIAL SIZE / CREATIVE ADS

Advertorial/Gatefolds	Negotiable
Front Flap	Negotiable
Loose Insert	Negotiable
Stick on/Sampling/Postcards	Negotiable

PREMIUM POSITIONS & LOADING

POSITIONS	LOADING TERMS
Front Cover Gatefold	Negotiable
Back Cover Gatefold	Negotiable
Centre Spread	60%
Inside Front Cover & Page 1 (DPS)	50%
Double Page Spread	40%
Outside Back Cover	40%
Inside Front Cover	40%
Inside Back Cover	30%
ROP Specified Page/Position	20%
Facing Inside Front Cover (Page 1)	20%
Facing Inside Back Cover	20%

MATERIAL FORMAT

FILM

Black & white ad	Screened positive film
Four colour ad	Screened process colour-separated positives with progressive proofs
Screen	150 lines

CD FORMAT

Formats	PDF, JPEG, Adobe Photoshop, Adobe Illustrator, Adobe Pagemaker or Quark Xpress
Images	300 dpi
Scanned Images	300 dpi
Colour contribution	CMYK

METHOD OF PRINTING/BINDING

Offset printing on 85gsm Matt Art paper with staple binding.

ADVERTISING CONDITIONS

The Publisher reserves the right to revise advertising rates upon 30 days prior written notice. Payment is due in terms of Ringgit Malaysia (RM) rates shown.

Dimension of advertisement must adhere to the Publisher's specification. The Publisher will only carry advertisement either in English or Bahasa Malaysia.

CANCELLATION POLICY

Advertisers who have contracted schedules must notify in writing to the Publisher of their intention to cancel advertisement orders before booking deadline. Failure to fulfill the insertion order after the close of the booking deadline will entitle the Publisher to impose a penalty on the advertiser equivalent to 50% of the contracted advertisement rate.

REQUISITION FORM

Company name : _____

Contact person : _____

Designation : _____

Tel: _____ Fax: _____

Email: _____

Type of Ad: Display Classified / Recruitment

Size: Display Classified / Recruitment
 Full page Full page
 Half page Half page
 Two-third page Quarter page
 One-third page
 Banner
 Ad strip

Colour: Full Colour
 Black & White

Premium Positions : NO YES
Please specify: _____

Creative Ads/ Special size : NO YES
Please specify: _____

Material format : Film CD Softcopy (send thru email)
[jpeg or PDF - 300dpi]

Note:

To advertise in our monthly magazine, please cut out and fill up this form & fax it to **+603-2279 9386**.

Call +03-2279 9344 for further enquiries.