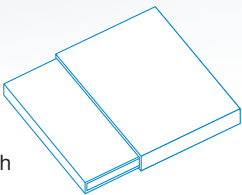


MBAM 70th Anniversary Hardcover Book



A beautifully designed hardcover book will be released in 2024 to commemorate the 70th anniversary of MBAM. The book will serve as an important keepsake for the industry—a lasting record of MBAM's illustrious history as the prime mover and recognised voice of the construction industry in Malaysia



Over 180 pages, Hardcover Format with Protective Slipcase

Advertisement Rates	Position Type	Price	Booking
1 First Advert (Single page, right hand, after title page)	Premium	17,000.00	<input type="text"/>
2 First double-page Advert	Premium	25,000.00	<input type="text"/>
3 Facing Contents page	Plus	16,000.00	<input type="text"/>
4 Facing Messages (GOH)	Plus	18,000.00	<input type="text"/>
5 Facing Messages (Prime Minister) *	Premium	21,600.00	<input type="text"/>
6 Facing Message (MBAM President)	Plus	17,000.00	<input type="text"/>
7 Facing Message (Publication Chairman)	Plus	16,000.00	<input type="text"/>
8 Single Page (ROP)	Standard	10,000.00	<input type="text"/>
9 Double-page Spread (DPS)	Standard	18,000.00	<input type="text"/>
10 Back Spread (Double page spread)	Plus	20,000.00	<input type="text"/>
11 Back Advert (single page, left hand)	Plus	12,000.00	<input type="text"/>

* If position not available, the booking will be converted to (4) Facing Messages (GOH), and the difference in price refunded

Premium = Prime advert position, maximum visibility
Plus = high visibility advert position
Standard = regular visibility advert position

Name of Organisation: _____

Contact Person: _____

Designation: _____

Address: _____

Tel no.: _____ Email: _____

Authorised signature/Company Stamp

Name: _____
Date: _____

General AdvertisingTerms

- You only need to supply a digital artwork of the advertisement, although accurate printed colour proofs are highly encouraged to be submitted together with the digital artwork.
- The publisher will not be responsible for any omission to insert an advertisement and reserves the right to reject or cancel any order notwithstanding acceptance of payment.
- The publisher is indemnified against all claims, actions, suits, demands, losses, costs and expenses in respect of advertisements published under instructions from an advertiser.
- The positioning of the advertisement in standard positions will be at the discretion of the publisher.
- Cancellations will not be entertained.
- Any advertisement artwork adjustment required to be done by the publisher will be subject to artwork charges at standard trade rates.

Advertisement Artwork Specifications

Advertisement Position	Trim Size	Bleed Size
1 First Advert (Single page, right hand, after title page)	220mm x 290mm	226mm x 296mm
2 First double-page Advert	440mm x 290mm	446mm x 296mm
3 Facing Contents page	220mm x 290mm	226mm x 296mm
4 Facing Messages (GOH)	220mm x 290mm	226mm x 296mm
5 Facing Messages (Prime Minister)	220mm x 290mm	226mm x 296mm
6 Facing Message (MBAM President)	220mm x 290mm	226mm x 296mm
7 Facing Message (Publication Chairman)	220mm x 290mm	226mm x 296mm
8 Single Page (ROP)	220mm x 290mm	226mm x 296mm
9 Double-page Spread (DPS)	440mm x 290mm	446mm x 296mm
10 Back Spread (Double page spread)	440mm x 290mm	446mm x 296mm
11 Back Advert (single page, left hand)	220mm x 290mm	226mm x 296mm

Trim size is the actual page size.

Bleed size is larger than the trim size. This is the **extra allowance** given to all sides of the artwork, to ensure that any slight inconsistency in the trimming of pages during printing will not affect the advertisement artwork (white gaps at the edges, text being cut-off, etc...)

- Artwork to be provided in high-resolution PDF format, in CMYK color (no RGB or spot colors).
- Do not submit in other formats: Illustrator (.ai), Photoshop (.psd), JPEG/TIFF (.jpg, .tiff, .png) or others
- Artwork must follow the Bleed Size and have cropmarks to indicate the Trim Size.
- Do not put important text or images closer than 10mm to any edge of the artwork.
- 2pcs of high-resolution color proofs are strongly recommended to be submitted in order to ensure color accuracy.

Crop Marks/Trim Size
Crop Marks/Trim Size indicate the actual page size. Pages will be trimmed (following the crop marks) to the correct size during the final stage of printing.

Sample Advertisement Artwork
Artwork should be made slightly larger than the actual size. This larger size is called the Bleed Size. The Bleed Size is needed to allow for some tolerance in page trimming accuracy during the printing process (to avoid white gaps).

IMPORTANT
Do not put any text, logos or other important elements too close to any edge! Leave at least 10mm gap to the edge of the Trim Size.

INCORRECT: ✗
Text is too close to the edge. There is a risk that the text will be cut-off in the final printed magazine, or be hidden by the binding.

CORRECT: ✓
Text has enough gap from the edge (min. 10mm to the edge)

For further enquiries please contact MBAM Secretariat in charge, Mr Mohd Hanif at mbam17@mbam.org.my