

## Invitation to advertise in MATERIALS MIND, IMM quarterly magazine

For Materials Mind, our articles are read by over 8,000 readers in *print* and *online*. Online articles can be accessed on [www.iomm.org.my](http://www.iomm.org.my). The profiles of the readers are summarized in Tables 1 and 2 (as of March 2016).

Yes, we confirm to advertise in Materials Mind 2016 for the following issue.

Please (✓) your preferred timing for advertisement. (MM 2016 : Issue 16 & MM 2017 : Issue 17-19)

4 <sup>th</sup> Quarter – Issue 16	1 <sup>st</sup> Quarter – Issue 17	2 <sup>nd</sup> Quarter – Issue 18	3 <sup>rd</sup> Quarter – Issue 19

Advertisers will enjoy 10% discount on a full year (4 quarters) advertisement.

Category	Price	Category	Price
<b>Facing Inside Front Cover*</b> Size : A4 210 (w) x 297 (h) mm	RM 2,500	<b>Facing Inside Back Cover*</b> Size : A4 210 (w) x 297 (h) mm	RM1,500
<b>Inside Back Cover*</b> Size : A4 210 (w) x 297 (h) mm	RM 2,500	<b>Standard Full Page*</b> (even numbered page) Size : A4 210 (w) x 297 (h) mm	RM 1,000
<b>Back Cover*</b> Size : A4 210 (w) x 297 (h) mm	RM 2,500	<b>Half Page</b> Product/Services article without advertisement with one photograph	RM 800
<b>Inside Front Cover*</b> Size : A4 210 (w) x 297 (h) mm	RM 2,000	<b>Quarter Page</b> Product/Services article without advertisement with one photograph	RM 500
<b>Standard Full Page*</b> (odd numbered page) Size : A4 210 (w) x 297 (h) mm	RM 1,500	<b>Name Card Size</b> Classified Ads	RM 200

\*Note: Advertisers enjoy free half page technical article in Materials Mind. Please circle the price next to your chosen package.

**Table 1** Profiles of Materials Mind readers

No	Company type	%
1	Operating company (oil & gas, marine and power)	30
2	Equipment / supplier	25
3	Engineering Consultant Company	10
4	Services (QA & QC)	10
5	Education	10
6	Contractor (Fabricator)	10
7	Others	5

**Table 2** Profiles of Materials Mind readers

No	Job classification	%
1	CEO / Manager	30
2	Engineer scientist	20
3	Executive	20
4	Professor / academician	20
5	University student	5
6	Others	5

### Technical requirement

- JPG / Ai / PDF / PSD format
- Ai / Illustrator – Text must be outline and saved together with high resolution picture embedded.
- All formats must be at least 300 dpi for pictures and / or embedded pictures in Ai.
- Films are not acceptable.
- Artwork prepared by the advertiser.

### Payment

50% upon confirmation of booking advertisement space and full amount before publication of the magazine.

### Cancellation

10-day notice before the publication, otherwise deposit will be forfeited.

We enclose our cheque payable to "Institute of Materials, Malaysia".

Advertisement Amount: RM \_\_\_\_\_ Cheque Number: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ HP: \_\_\_\_\_

### Bank Details:

Bank: Hong Leong Bank (M) Bhd

Account Name: Institute of Materials, Malaysia

Account No.: 03200027316

**For more information, please contact :**  
**Suhaila Suhaimi [suhaila@mte.com.my](mailto:suhaila@mte.com.my)**  
**Tel: +603-58823574**

# Advertisement Rates in Materials Mind

<p><b>Inside Front Cover</b></p> <p>Rate: RM 2000 · Size: A4 210 (w) x 297 (h) mm</p>	<p><b>Facing inside Front Cover</b></p> <p>Rate: RM 2500 · Size: A4 210 (w) x 297 (h) mm</p>
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<p><b>Standard full page (odd numbered page)</b></p> <p>Rate: RM 1500 Size: A4 210 (w) x 297 (h) mm</p>	<p><b>Standard full page (even numbered page)</b></p> <p>Rate: RM 1000 Size: A4 210 (w) x 297 (h) mm</p>
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<p><b>Facing inside back Cover</b></p> <p>Rate: RM 1500 Size: A4 210 (w) x 297 (h) mm</p>	<p><b>Inside Back Cover</b></p> <p>Rate: RM 2500 · Size: A4 210 (w) x 297 (h) mm</p>
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<p><b>Back Cover</b></p> <p>Rate: RM 2500 · Size: A4 210 (w) x 297 (h) mm</p>
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<p><b>Half Page</b></p> <p>Product/Services article without advertisement with one photograph RM 800</p>
<p><b>Quarter Page</b></p> <p>Product/Services article without advertisement with one photograph RM 500</p>

<p><b>Name card size Classified Ads RM 200</b></p>
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Note: Advertisers enjoy free half page article

## Technical Requirement

- JPG / Ai / PDF / PSD Format
- Ai / Illustrator - Text must be outlined and saved together with high resolution picture embedded.
- All format must be at least - 300 dpi pictures and / or embedded pictures in Ai.
- Films are not acceptable.
- Artwork prepared by the advertiser.

## Payment

50% upon confirmation of booking advertisement space and full amount once artwork done or Full payment upon collecting the CD if visual prepared by advertiser.

## Cancellation

10 day notice before the publication otherwise deposit will be forfeited.

## For more information please contact:

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Fax: +603-58823524

