

Company's Name: .....  
 Address: .....  
 .....  
 Tel./Fax: .....  
 E-mail: .....

To: **EU-Malaysia Chamber of Commerce & Industry**  
 Suite 3.02, Level 3, Menara Atlan (Naluri)  
 161B Jalan Ampang  
 50450 Kuala Lumpur

**LETTER OF INTENT**

We are pleased to confirm our participation in the following:-

q	Advertising			
q	<b>EUMCCI Review</b> (quarterly)		<u>Cost for 4 issues</u>	<u>Cost per issue</u>
	q	Double Page Spread	RM 20,000	RM 6,000
	q	Outside Back cover	RM 15,000	RM 4,500
	q	Inside Front/ Back cover	RM 12,000	RM 3,500
	q	Run of page	RM 10,000	RM 3,000
	q	Half page	RM 6,500	RM 2,000
	q	Quarter page	RM 4,000	RM 1,500
	q	Classified	RM 1,700	RM 500
	q	<b>1 issue</b> (specify quarter) <b>1<sup>st</sup> / 2<sup>nd</sup> / 3<sup>rd</sup> / 4<sup>th</sup></b>	q	<b>4 issues</b>
q	<b>EUMCCI e-Bulletin</b> (specify type)	_____ months		
	q	Banner		
q	<b>EUMCCI Website</b> (specify type)	_____ months		
	q	Banner		
q	<b>EU-Malaysia Trade Issues &amp; Recommendations</b>	Type of Ad _____	RM _____	_____
q	<b>EU-Malaysia Business Directory 2011/2012</b>	Type of Ad _____	RM _____	_____
	Total amount to be invoiced in RM _____			

Signature: .....  
 Name: ..... Company stamp: .....  
 Designation: ..... Date: .....

Fax or mail back to: **EUMCCI, Suite 3.03, Level 3, Menara Atlan (Naluri), 161B Jalan Ampang, 50450 Kuala Lumpur, tel: 603-2162 6298, fax: 603-2162 6198, e-mail: eumcci@eumcci.com**

General Terms & Conditions

1. EUMCCI will follow the ad order specifications of the Advertiser solely on the basis of this written, signed, and dated contract. Any modifications will require a resubmission of the contract, properly dated and signed by the advertiser.
2. Cheque payments should be crossed and made payable to the "EU-Malaysia Chamber of Commerce & Industry" or "EUMCCI". Ad placement charge is payable immediately upon receipt of the invoice. Full payment is required before EUMCCI confirms the order of the advertiser and prints the ad.
3. The EUMCCI reserves the right to reject any advertisement submitted if considered inappropriate or against the best interest of EUMCCI.
4. The advertiser shall advise EUMCCI should they wish to have their advertisement changed in future issues. Any changes will take effect from 2 weeks upon acknowledgement of receipt of softcopy of the file.
5. The advertiser shall submit the ad material (CD-Rom or softcopy file in jpeg or pdf format) / banner (file in gif format) to EUMCCI at least three weeks before the scheduled month of release. In the event that ad materials are not received by the deadline, the previous advertisement or a house charity ad will be used instead for which the advertiser will be liable for payment.
6. Colored ads should be accompanied with following: match print or progressive proof. In the case of digital files, cost of negatives and proofs shall be billed to the advertiser. Colored laser printouts or other forms of proofs will not be accepted. Screen lines should be 150-175 for 4-color and black & white film negatives. For ads with full background, provide 3 mm bleed allowance on all sides.
7. EUMCCI will not be responsible for color variations if the advertiser did not provide acceptable proofs. However, it is understood that minor variations may occur when compensating to achieve the best results. The advertiser shall be billed for any pre-press service should it request EUMCCI to provide the service as listed above.
8. The positioning of advertisements is at the EUMCCI's discretion, except when a premium is paid for a specified position.
9. Advertising rates are subject to change without prior notice. Non-EUMCCI members are imposed a 10% surcharge.
10. EUMCCI reserves the right to change the publication date and will keep the Advertiser advised.

### Advertising rates in the EUMCCI Review for 2009

Frequency 4 issues / year  
 Circulation 3,000 copies (all members of the EU Bilateral Business Councils / Chambers, all Embassies, all EU diplomats, Business information counter at KLIA and MIDA, EU Delegations and EuroChambres in Southeast Asia and selected Chambers of Commerce in Europe, Government agencies and organisations in Malaysia)

Rates			
Position		Cost for 4 issues	Cost per issue
Full Colors	Double Page Spread	RM 20,000	RM 6,000
	Outside Back cover	RM 15,000	RM 4,500
	Inside Front/ Back cover	RM 12,000	RM 3,500
	Run of page	RM 10,000	RM 3,000
	Half page	RM 6,500	RM 2,000
	Quarter page	RM 4,000	RM 1,500
	Classified section	RM 1,700	RM 500

Other Advertising Services	
Inserts (one sheet A4 insert only)	RM 3,500
2-page advertorials (incl photos and text)	RM 7,000

*Price + 10% for non-EUMCCI members  
 Rates valid until further notice*

Deadlines	
Booking	5 weeks ahead publication date
Materials	3 weeks before publication date
Next Publication	4th Review: October 2009 Issue <b>14 September 2009</b> 1 <sup>st</sup> Review: January 2010 Issue <b>15 December 2009</b> 2 <sup>nd</sup> Review: March 2010 Issue <b>8 March 2010</b> 3 <sup>rd</sup> Review: July 2010 Issue <b>7 June 2010</b> 4 <sup>th</sup> Review: October 2010 Issue <b>13 September 2010</b>
Specifications	All prices quoted are in full-colour advertisements Acceptable formats: jpeg, pdf, illustrator (outlined text), all materials minimum 300 dpi resolution
Size	Full page A4 (210mm x 297mm)      Bleed size: (216mm x 303mm)
Classified	96mm x 50mm (100mm x 54mm)

### Advertising rates on the EUMCCI e-Bulletin & Website for 2009

e-Bulletin:  
 Frequency 24 issues / year (twice a month)  
 Circulation To all members of the EU Bilateral Business Councils / Chambers, EU Delegations and EuroChambres in Southeast Asia and selected Chambers of Commerce in Europe, Government agencies and organisations in Malaysia = 3,500 readers

Rates				
Form	1 year	6 months	3 months	1 month
Banner (horizontal) in e-Bulletin	RM 5,000	RM 3,000	RM 2,000	RM 1,000
Banner in the Website	RM 5,000	RM 3,000	RM 2,000	RM 1,000

*Prices + 10% for non-EUMCCI members  
 Rates valid until further notice*

Deadlines	
Booking	4 weeks ahead publication date
Specifications	Acceptable format: jpeg, pdf, illustrator
Size	e-Bulletin banner - Maximum 100kb (420 x 32 pixels) Website banner - Maximum 100kb (147 x 147 pixels) in EUMCCI sitemap

### Advertising rates in the EU-Malaysia Business Directory 2011/2012

Publication date	<b>December 2010</b> (EUMCCI reserves the right to change)
Printed	2,000 copies
Circulation	Copies sent to all the EU Member States Embassies and Consulates, Delegation of the EU Commission, Bilateral Business Councils / Chambers, Government agencies and organisations in Malaysia, the EuroChambers in Asia
Sales	Sold through the EU-Malaysia Chamber of Commerce and Industry, main bookstores and information centers, KLIA airport

Rates	
Outside Back cover	RM 20,000
Inside Front/Back cover	RM 15,000
Marker or Section Divider	RM 10,000
Run of page	RM 5,000
½ page	RM 3,000
Full page Ad in Directory + Review (one issue)	RM 7,000

***Special Offer:** The above rates inclusive of logo next to Company Profile + 1 complimentary copy of Directory + CD-Rom  
Price + 10% for non-members  
Rates valid until further notice*

Deadlines	
Booking	8 weeks ahead publication date
Materials	5 weeks before publication date
Specifications	All prices quoted are full-colour advertisements
Size	Full page A4 (210mm x 297mm)

### Advertising rates in the EU-Malaysia Trade Issues & Recommendations, the Chamber's position paper

Frequency	Yearly publication. Launch in occasion of the EU-Malaysia Trade Forum
Description	Contains relevant issues and recommendations from all EUMCCI Committee industries / sectors highlighting regulatory changes in the key sectors in EU-Malaysia business
Circulation	2,000 copies (all members of the EU Bilateral Business Councils / Chambers, all Embassies, all EU diplomats, Business information counter at KLIA and MIDA offices abroad, EU Delegations and EuroChambres in Southeast Asia and selected Chambers of Commerce in Europe, Government agencies and organisations in Malaysia)

Rates	
Outside Back cover	RM 15,000
Inside Front/ Back cover	RM 10,000
Full Page (run-of-page)	RM 4,000
½ Page (run-of-page)	RM 2,500

*Price + 10% for non-members*

Deadlines	
Booking	TBA
Materials	5 weeks before publication date
Specifications	All prices quoted are full-colour advertisements
Size	Full page A4 (210mm x 297mm)

**For further details and to book your space -  
please contact Minna Saneri/SF Wong of EUMCCI –  
603-2162 6298 / eumcci@eumcci.com**