

M.A.P

MICE AT PUTRAJAYA

RATE CARD 2019

RATE CARD 2018



WELCOME TO THE FIRST ISSUE OF M.A.P.

We are delighted to introduce this first edition of the M.A.P. The M.A.P acronym stands for MICE (Meetings, Incentives, Conferences, Exhibition) at Putrajaya and the reason to have such name for this bulletin is to put Putrajaya in a map of MICE as one of the preferred business tourism destinations in Malaysia.

We intend to make it as a regular publication that publish quarterly and to use it to keep us in touch with you on the news and developments which relate to the MICE industry especially in Putrajaya. Not just that, we will also feature a mixture of news, features and regular columns on tourism services in Putrajaya and Malaysia.

Over the next few months, we will continue to expand our content to achieve the largest reach, influence, and impact. Also, we want you to feel included in this process, and encourage you to always feel free to share your input or stories regarding the MICE and tourism industry.

There are more things to come with M.A.P, as we literally just got started. Don't lose touch, get all of the updates of MICE in Putrajaya. We hope you enjoy reading it, Thank you.

OUR REACH

50,000

Readership

20,000

Circulation

50,000

e-copy Website/
Social Media

DISTRIBUTION

2,000

All Tourism
Malaysia offices

3,000

All Ministries
offices

3,000

PULSE Group &
Subsidiaries

5,000

Convention & Exhibition
(Putrajaya) Sdn Bhd

1,000

Putrajaya
Corporation
(Perbadanan
Putrajaya)

800

Members
(PATA,
MATTA,
MACEOS,
MyCEB,
ICCA)

500

Hotels, Resorts
& Spas

900

Clients & Advertising
Agencies

800

Students /
Universities

3,000

Promotion /
Events

20,000

Total copies

READERS PROFILE

- English and Malay speaking
- MICE industry players
- 18 – 55 years old
- Professionals, middle to upper management executives or businessmen
- Hospitality and Tourism Students

CONTENT HIGHLIGHTS

Cover Story

Features

News

What's Going On:
Events

Informative

Activities

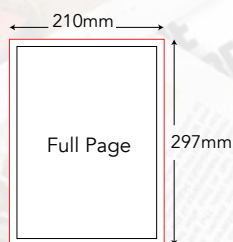
ADVERTISE WITH US

PUBLICATION FACT SHEET

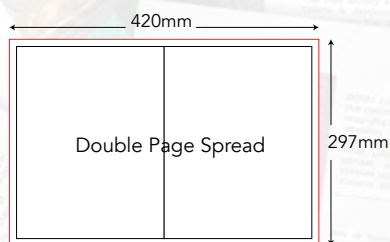
Category	M.I.C.E, Tourism, Hospitality, Events & News.
Language	English & Malay
Frequency	Quarterly (January, April, July & October)
Distribution	Putrajaya, Cyberjaya & Klang Valley (*FREE distribution)
Circulation	20,000 copies

ADVERTISEMENT RATE

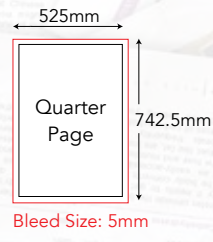
Run of Page	: RM 2,000.00
Back Cover	: RM 7,800.00
Front Cover	: RM 8,000.00
Inside Back Cover	: RM 6,000.00
Inside Front Cover	: RM 7,000.00
Double Page Spread	: RM 4,000.00
Panel Size (Banner)	: RM 1,000.00
Half Page	: RM 1,200.00



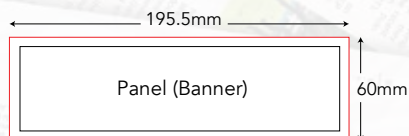
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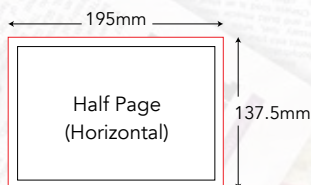
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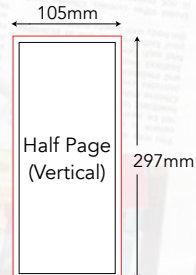
Bleed Size: 5mm



Bleed Size: 5mm



Bleed Size: 5mm



Bleed Size: 5mm

SIZE AND TECHNICAL DATA

Full Page	: 21cm (W) X 29.7cm (H)
Double Page Spread (DPS)	: 42cm (W) X 29.7cm (H)
Half Page (Horizontal)	: 21cm (W) X 14.85cm (H)
Half Page (Vertical)	: 10.5cm (W) X 29.7cm (H)
Quarter Page	: 5.25cm (W) X 7.425cm (H)
Panel (Banner)	: 21cm (W) X 6.0cm (H)
Bleed Size	: 0.5cm

MATERIAL SPECIFICATIONS

- All files must be a PDF version 1.5.
- All elements in color must be CMYK (Cyan, Magenta, Yellow & Black).
- Images must have an effective resolution – 300dpi is highly recommended.
- All linked images or fonts must be either embedded or supplied.

DEADLINES

- Booking deadline : 30 days before publication date
- Material deadline : 30 days before publication date

TERMS & CONDITIONS

1. All price quoted are in Ringgit Malaysia (MYR).
2. Artwork to be provided by advertiser
3. All advertisement and final artwork must be approved by Convention & Exhibition (Putrajaya) Sdn. Bhd.
4. Advertisers are advise not to print their artwork until they receive written confirmation that the insert has been approved.
5. Advertisers are required to paid in full by the booking and payment deadline for material for the issue in which the advertisement is appear.
6. Cancellation of an advertisement or insert will incur a cancellation fee of 50% of the advertising fee.
7. Payment can be made by cheque, cash or bank transfer.

“Don't forget to
checkout M.A.P
(MICE at Putrajaya)”

-  www.co-x.com.my
-  www.picc.com.my
-  www.pcs.my
-  [piccmalaysia](https://www.facebook.com/piccmalaysia)
-  [piccmalaysia](https://www.instagram.com/piccmalaysia)



ADVERTISING BOOKING FORM

Reference No. :

M.A.P

MICE AT PUTRAJAYA

ADVERTISEMENT DETAILS

Advertiser:
(Company Name)

Date:

Address:

Contact Person:

Designation:

Email:

Office:

Mobile no.:

Insertion Date:

January ☐

April ☐

July ☐

October ☐

*Submission must be made 30 days before publication date.

BOOKING DETAILS

Package/Advertisement Booking/Position:

Edition:

Rate per insertion (RM):

Total cost (RM):

PAYMENT DETAILS

Please make payment made cash/cheque/credit/bank transfer payable to:

Convention & Exhibition (Putrajaya) Sdn. Bhd. (Maybank 566010605563)

Accepted By :

Convention & Exhibition (Putrajaya) Sdn. Bhd.

Signature & Stamp

Accepted By Advertiser :

Signature & Stamp

Name :

Date :

Published By:

Co-X

Convention
& Exhibition
(Putrajaya) Sdn Bhd

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E: enquiry@co-x.com.my

W: www.co-x.com.my

Convention & Exhibition:



Catering Services:



Hotel Management:



www.pulsegrande.com.my

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