

# 2020 | **ADVERTISING RATES**

Effective: 1 January, 2020

## **MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC)**

Unit 808, 8<sup>th</sup> Floor, Wisma Lim Foo Yong

86 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

Tel: +603 2722 8335 | [www.mdbc.com.my](http://www.mdbc.com.my) | [communications@mdbc.com.my](mailto:communications@mdbc.com.my)

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The Malaysian Dutch Business Council (MDBC) is an active bilateral trade support organization with more than 280 corporate members, giving you access to the largest Dutch – Malaysian business network. MDBC has a variety of advertising platform options available for you to choose from:

- **MDBCCONNECTS:** MDBC's quarterly magazine publication with more than 1,200 copies printed and distributed to / via:
  - MDBC member companies
  - Selected Ministries, Trade Support Agencies, and Corporate Contacts in Malaysia
  - Selected Ministries, Trade Support Agencies, and Corporate Contacts in The Netherlands
  - Dutch Business Associations in the ASEAN region
  - KLM Business Lounge in KLIA
  - Embassy of the Kingdom of The Netherlands in Malaysia
  - MDBC meetings, events & exhibitions
- **E – UPDATE:** MDBC's monthly electronic newsletter which provides all members of the community with the latest news, event details and announcements. Banner ads on this platform are guaranteed for a minimum of 8 e – Updates within a 6 month period and distribution to all MDBC members (800+ e mail addresses).
- **WEBSITE:** The MDBC website is the central hub to the Council's online presence. With over 80% of our online visitors from Malaysia and The Netherlands, the MDBC website provides you with targeted access to the largest Dutch – Malaysian business network.
- **MDBC BUSINESS DIRECTORY:** The MDBC Business Directory is published every 18 months with more than 1,000 copies (650 hard copies + additional copies in digital / soft copy format) distributed to all members and advertisers. Additional copies are available for purchase locally in hard copy and worldwide in digital format (at the Apple iTunes store).

**In addition to our individual advertising options listed after, advertisers can also consider our Premium Partnership package. MDBC is one of the most active Business Councils in Malaysia and has the largest Malaysian / Dutch business community, which continues to grow! MDBC Premium Partners benefit from unparalleled access to our extensive Malaysian and Dutch business contacts, enabling you to connect to our loyal and ever expanding audience. As a Premium Partner, you will enjoy branding exposure at MDBC events and on all MDBC channels: website, electronic newsletters, magazines, business directories, social media platforms, and apps. If you are interested in becoming a Premium Partner, contact us at [communications@mdbc.com.my](mailto:communications@mdbc.com.my)**

**MDBCONNECTS REGULAR ADVERTISING RATES**

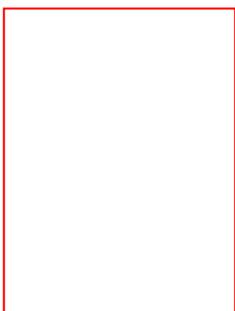
(A4 sized quarterly publication: March / June / September / December)

| Description (Rate)       | MEMBERS  |           | NON MEMBERS |           |
|--------------------------|----------|-----------|-------------|-----------|
|                          | 1 Issue  | 4 Issues* | 1 Issue     | 4 Issues* |
| Full Page, Full Color    | RM 2,000 | RM 6,000  | RM 2,400    | RM 8,100  |
| Half Page, Full Color    | RM 1,200 | RM 3,300  | RM 1,500    | RM 5,000  |
| Quarter Page, Full Color | RM 800   | RM 2,200  | RM 1,000    | RM 3,200  |

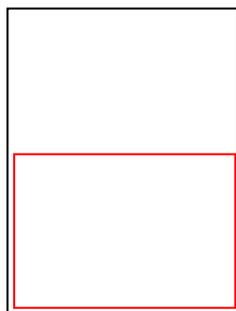
\*For more than 1 insertion: Ad materials can be changed from one edition to the next.

**AD SPECS – MDBCONNECTS**

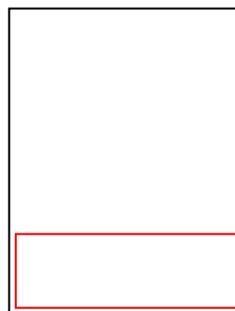
| SIZE (A4)    |            | WIDTH  | X | HEIGHT |
|--------------|------------|--------|---|--------|
| Full Page    | Image Size | 210 mm | X | 297 mm |
|              | Trim Size  | 210 mm | X | 297 mm |
|              | Bleed      | 213 mm | X | 300 mm |
| Half Page    | Image Size | 177 mm | X | 120 mm |
|              | Trim Size  | 177 mm | X | 120 mm |
|              | Bleed      | 180 mm | X | 123 mm |
| Quarter Page | Image Size | 177 mm | X | 75 mm  |
|              | Trim Size  | 177 mm | X | 75 mm  |
|              | Bleed      | 180 mm | X | 78 mm  |



Full Page Ad



Half Page Ad



Quarter Page Ad

**ACCEPTABLE FILE TYPES:**

Adobe CS5: PDF, EPS, Illustrator. High res jpeg (min 300 dpi)

**MDBCCONNECTS ADVERTORIAL RATES**

(A4 sized quarterly publication: March / June / September / December)

| Description (Rate)   | MEMBERS  |           | NON MEMBERS |           |
|--|----------|-----------|-------------|-----------|
|  | 1 Issue  | 4 Issues* | 1 Issue     | 4 Issues* |
| 2 Page Spread Total<br>(Full Page Ad &<br>Full Page Advertorial) | RM 3,500 | RM 10,500 | RM 4,500    | RM 16,000 |
| 1 Page Total<br>(Half Page Ad +<br>Half Page Advertorial)        | RM 2,000 | RM 6,000  | RM 3,000    | RM 10,000 |

*\*For more than 1 insertion: Ad materials can be changed from one edition to the next.  
For ad specs, kindly see page 2 (MDBCCONNECTS Regular Advertising Rates).*

**ADVERTORIAL SPECS - MDBCCONNECTS:**

*All materials must be submitted in soft copy.*

*Images should be submitted in high resolution, soft copy format jpg / png / pdf (min 300 dpi).*

**Full Page Advertorial**

Company Logo: Full color, high resolution, soft copy in AI CS5, PDF, EPS format.

Body Copy: 600 – 800 words. Text to be submitted as Word file.

While your advertorial should accurately reflect your own views, we recommend the following standards set by MDBC for this advertising format:

- Write from a third – person perspective;
- Quote outside sources for authoritative copy and to support your viewpoint;
- Present ideas and solutions clearly and simply using no advertising language;
- Identify the writer with a byline, full name, and company (if external);
- At least one form of contact information should be included, most commonly a company website.
- MDBC does not offer rewrites or extensive editing / clean up. Kindly ensure that your copy is provided already copy edited and ready for publication.

**Photos / Graphics / Images**

Please include 2 – 5 images to accompany your copy. All images MUST be high resolution (min 300 dpi). Lower resolution images will be omitted if deemed unacceptable for print; MDBC cannot guarantee print quality of the images if submitted images are below 300 dpi. Preferred file formats for images are JPG. Logos may also be submitted as AI or EPS (vector) files. Images will be chosen upon composition, quality, and what works best for the layout.

### E - UPDATE ADVERTISING RATE

| Per 6 months | MEMBERS | NON MEMBERS |
|--------------|---------|-------------|
| Rate         | RM 800  | RM 1,000    |

*\*Ads may be changed per month.*

### AD SPECS – E - UPDATE

| SIZE      | WIDTH  | X | HEIGHT |
|-----------|--------|---|--------|
| Banner Ad | 833 PX | X | 200 PX |

High res jpeg (min 300 dpi)

### MDBC WEBSITE ADVERTISING RATES

| Description (Rate)                               | MEMBERS  |           | NON MEMBERS |           |
|--|----------|-----------|-------------|-----------|
|  | 1 Month  | 6 Months* | 1 Month     | 6 Months* |
| Home Page Banner                                 | RM 250   | RM 1,300  | RM 350      | RM 2,000  |
| Other Events Banner & Event Announcement**       | RM 200   | RM 1,000  | RM 300      | RM 1,700  |
| Combo Package***<br>(3 months: Web & e – Update) | RM 1,000 |           | RM 1,500    |           |

*\*Ads may be changed per month.*

*\*\* Ads will be displayed on the "Other Events" page of the MDBC website. Kindly include all relevant event details: Title, Date(s), Organizer, Venue, Event Url, and brief write up (60 words).*

*\*\*\* For the Combo Package: The same (or different) ads may be used for both placements.*

*Please note: Ad placements on the home page will be on a rotational basis (max 3 ad spaces available on first come, first served basis)*

*For exclusive non rotational ad placements, kindly contact MDBC directly: [communications@mdbc.com.my](mailto:communications@mdbc.com.my)*

### AD SPECS – MDBC WEBSITE

| SIZE       | WIDTH  | X | HEIGHT |
|------------|--------|---|--------|
| Banner Ad* | 833 PX | X | 200 PX |

*\*Please take note: MDBC Banner Ads are NOT Standard Web Banner ad sizes.*

### ACCEPTABLE FILE TYPES:

High res jpeg (min 300 dpi)

## MDBC BUSINESS DIRECTORY

*Please check with MDBC when the next edition is scheduled to be printed.*

|                                  | MEMBERS          | NON MEMBERS    |
|----------------------------------|------------------|----------------|
| Run of Paper (ROP)               | RM 850 / € 200   | RM 950 / € 230 |
| Inside Front Cover*              | RM 1,700 / € 400 | -              |
| Inside Back Cover*               | RM 1,500 / € 360 | -              |
| Title Page                       | RM 1,700 / € 400 | -              |
| OTC (Opposite Table of Contents) | RM 1,200 / € 280 | -              |
| Back Cover*                      | RM 2,800 / € 670 | -              |

*Advertising spaces on the covers of the MDBC Business Directory are reserved for MDBC members only.*

| COMBO PACK<br>Description (Rate) | MEMBERS |     |           |       | NON MEMBERS |     |           |       |
|----------------------------------|---------|-----|-----------|-------|-------------|-----|-----------|-------|
|                                  | 1 Issue |     | 4 Issues* |       | 1 Issue     |     | 4 Issues* |       |
|                                  | RM      | €   | RM        | €     | RM          | €   | RM        | €     |
| FP4C Directory & ...             |         |     |           |       |             |     |           |       |
| Full Page 4C Mag                 | 2,250   | 540 | 5,750     | 1,370 | 2,750       | 650 | 7,100     | 1,690 |
| Half Page 4C Mag                 | 1,650   | 400 | 3,750     | 900   | 2,000       | 480 | 4,600     | 1,100 |
| Quarter Page 4C Mag              | 1,350   | 320 | 2,750     | 650   | 1,600       | 380 | 3,350     | 800   |

*All Rates are for 1 Full Page, Full Color ad in the MDBC Business Directory & relevant issue(s) of MDBCCONNECTS. For more than 1 insertion in the magazine, ads may be changed from one edition to the next.*

### AD SPECS – MDBC BUSINESS DIRECTORY

| SIZE (A5) |            | WIDTH  | X | HEIGHT |
|-----------|------------|--------|---|--------|
| Full Page | Image Size | 148 mm | X | 210 mm |
|           | Trim Size  | 148 mm | X | 210 mm |
|           | Bleed      | 151 mm | X | 213 mm |

**Please note: If you have opted for a combo package, please refer to the MDBCCONNECTS ad specs and layout for magazine insertions.**

#### **ACCEPTABLE FILE TYPES:**

Adobe CS5: PDF, EPS, Illustrator. High res jpeg (min 300 dpi)

**TECHNICAL SPECIFICATIONS:**

Format & Compatibility

- The page layout size should comply with the specifications provided. The Malaysian Dutch Business Council is not responsible for any text or image that is trimmed away because it exceeds the image size area.
- Images must be in CMYK or Greyscale, image resolution shall not be below 300 dpi. The Malaysian Dutch Business Council will not be held responsible for any color or image quality shifts as a result of the client(s') failure to meet our requirements.
- All fonts must be embedded and sub – set.
- Minimum font size must be 8 points.

Material Submission

- Digital format materials may be submitted via e mail to [communications@mdbc.com.my](mailto:communications@mdbc.com.my), or WeTransfer (for materials up to GB in size) to [communications@mdbc.com.my](mailto:communications@mdbc.com.my), or to the address as follows:  
Communications Manager  
Malaysian Dutch Business Council  
Unit 808, 8<sup>th</sup> Floor, Wisma Lim Foo Yong  
86 Jalan Raja Chulan  
50200 Kuala Lumpur, Malaysia
- For file sizes over 2GB, materials may be submitted via other means. Please contact our Communications Manager: [communications@mdbc.com.my](mailto:communications@mdbc.com.my) or call +603 2722 8335 to work out the details.

**TERMS AND CONDITIONS:**

- Rates quoted are for space only.
- All materials and art work are to be supplied by the advertiser and are subject to approval by MDBC.
- Rates are subject to change without notice.
- Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. Uniform rates apply to all advertisers at all times.
- MDBC reserves the right, at any time and with no prior notice or explanation, to reject approval for any particular ad material for placement in any of our publications. In general, MDBC will refuse any and all ad materials which are deemed:
  - Religious or sectarian in nature
  - Part of a political campaign
  - From third party fundraisers or professional solicitors
  - From organizations that discriminate against race, gender, national origin, religion and lifestyle
  - From Student unions and organizations
- MDBC maintains discretion on how we respond to requests for local or international emergency disaster relief support and exposure within the MDBC community.
- Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by the closing date, copy furnished or run in previous issue will be printed. If MDBC does not have a previous issue and the advertiser or its agency fails to provide MDBC with the relevant materials, the ad run for that issue will be forfeit.
- MDBC shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of MDBC.
- In the event of an error in the printing of a display advertisement, MDBC will re-run the correct version of the same ad material in the next available issue published.
- MDBC's liability for any error will not exceed the cost of the advertisement's space.
- MDBC reserves the right to add the word "Advertisement" to, or reject advertising that simulates an editorial, unless specifically submitted as an advertorial.
- No advertorial will be accepted if it is misleading, deceitful, fraudulent, unlawful, or reflects unfavourably on an individual, race, religion, gender, occupation, or institution, or maligns the products and / or services of another company.

**MALAYSIAN DUTCH BUSINESS COUNCIL  
(MDBC)  
ADVERTISING BOOKING FORM**

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

Billing Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(PIC) Name \_\_\_\_\_

Designation: \_\_\_\_\_

(Contact for Invoices) Name \_\_\_\_\_

E mail: \_\_\_\_\_

(Contact for Copy) Name \_\_\_\_\_

E mail: \_\_\_\_\_

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Advertising Medium Selected:

- MDBCCONNECTS Magazine
- E – Update
- Website
- Online Combo (e – Update & Website)
- Business Directory
- Hardcopy Combo (Directory & Magazine)

**MDBC ADVERTISING  
BOOKING FORM**

Malaysian Dutch Business Council  
Unit 808, 8<sup>th</sup> Floor  
Wisma Lim Foo Yong  
86 Jalan Raja Chulan  
50200 Kuala Lumpur  
Tel: +603 – 2722 8335  
[www.mdbc.com.my](http://www.mdbc.com.my)

For ad queries, please contact us at  
[communications@mdbc.com.my](mailto:communications@mdbc.com.my)

For account / finance / payment  
queries, please contact us at  
[accounts@mdbc.com.my](mailto:accounts@mdbc.com.my)

For payments to MDBC:

**Account Name:**

Malaysian Dutch Business Council

**Bank:**

Malayan Banking Berhad (Maybank)

**Bank Address:**

Ground & Mezzanine Floor  
Bangunan UTM Space 195A

Jalan Tun Razak  
50450 Kuala Lumpur

**Account Number:**

514057 – 188761

**SWIFT Number:**

MBBEMYKLXXX

**PLEASE ENSURE PAYEE IS  
INCLUDED, AND FORWARD US  
YOUR BANK IN OR TRANSFER SLIP**

|   |   |        |             |
|---|---|--------|-------------|
| MDBCCONNECTS<br>(Magazine)<br>Regular Advertisement | No of Issues:   |        | RM _____.00 |
|   | Size (Full Page / Half Page / Quarter Page):  |        |             |
|   | <i>If single issue ad, please indicate which quarter you would prefer to have your ad included (Q1 / Q2 / Q3 / Q4):</i> |        |             |
| MDBCCONNECTS<br>(Magazine)<br>Advertorial           | No of Issues:   |        | RM _____.00 |
|   | Size (2 Page Spread (1 +1) / 1 Page):   |        |             |
|   | <i>If single issue ad, please indicate which quarter you would prefer to have your ad included (Q1 / Q2 / Q3 / Q4):</i> |        |             |
| E – Update  | 6 months, e – Update ONLY   |        | RM _____.00 |
| Website   | No of Months:   |        | RM _____.00 |
|   | Placement (Home Page / Other Events Page):  |        |             |
|   | Please indicate which month(s) you would prefer to have your ad included:   |        |             |
| E - Update / Website Combo                          | 3 months ad placement (website & e Update).   |        | RM _____.00 |
| Business Directory                                  | ROP   |        | RM _____.00 |
|   | Inside Front Cover*   |        | RM _____.00 |
|   | Inside Back Cover*  |        | RM _____.00 |
|   | Title Page  |        | RM _____.00 |
|   | OTC   |        | RM _____.00 |
|   | Back Cover*   |        | RM _____.00 |
| Directory / Magazine Combo                          | No of Issues:<br>Directory ROP & ____ Issue(s) Magazine   |        | RM _____.00 |
|   | Size (Full Page / Half Page / Quarter Page):  |        |             |
|   | <i>If single issue ad, please indicate which quarter you would prefer to have your ad included (Q1 / Q2 / Q3 / Q4):</i> |        |             |
|   |   | Total: | RM _____.00 |

*For details in pricing, please see the relevant pages above.*

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I \_\_\_\_\_, herewith declare that I have read the terms and conditions of advertising and agree to adhere to them. I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms. I further confirm that we will pay the said amount duly within maximum 30 days upon receipt of invoice.

\_\_\_\_\_

Signature / Date / Company Stamp