

# **MDBC CONTRIBUTION GUIDELINES**

**For ad specs and ad submission guidelines  
please refer to the MDBC Rate Card**

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## **SUBMISSION GUIDELINES FOR MDBC**

### **ABOUT MDBC**

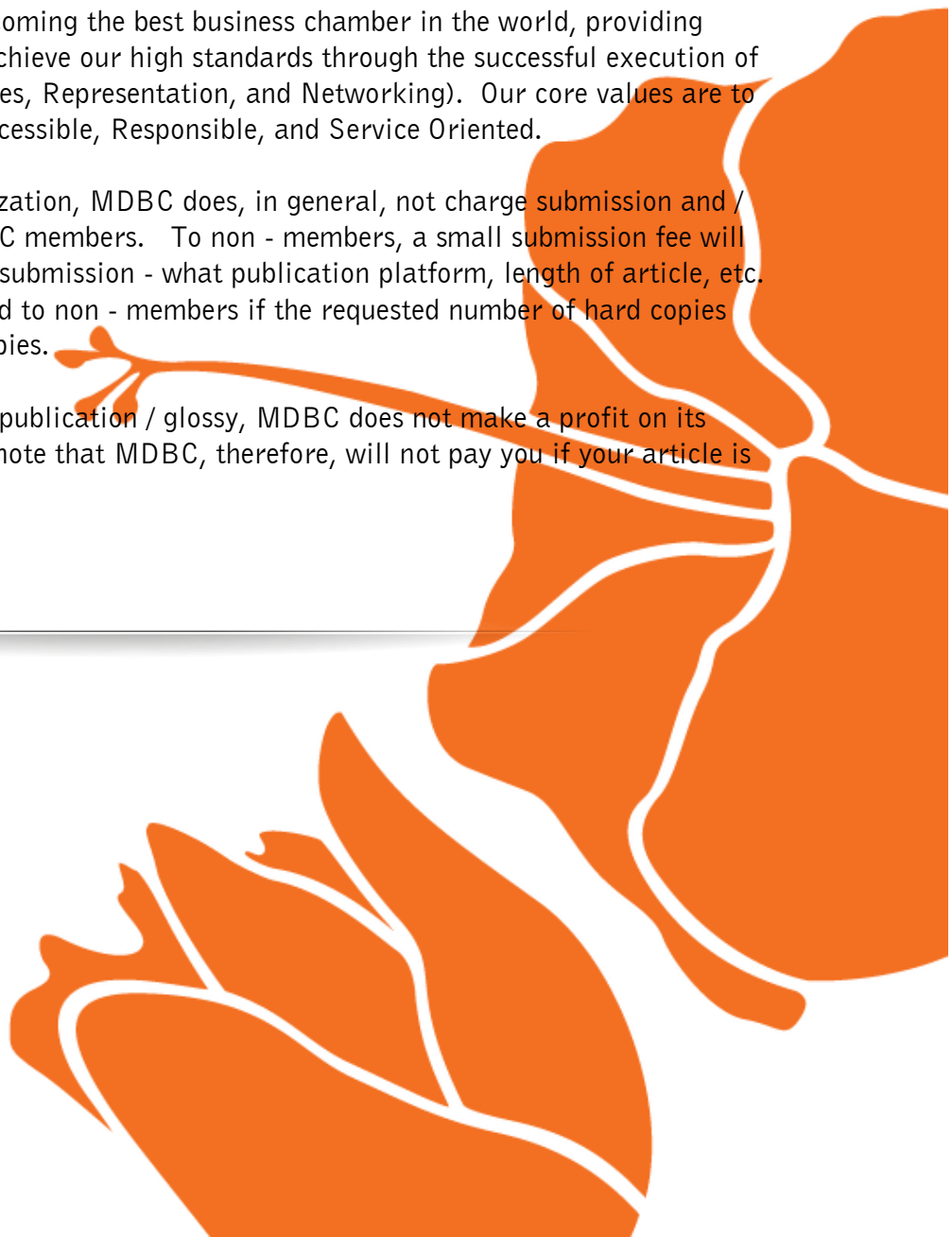
The Malaysian Dutch Business Council (MDBC) is a non – profit, bilateral trade support organization founded in 1996. With close to 300 members, MDBC is all about providing business services, representation, and networking. We forge business ties between Malaysia and The Netherlands. MDBC is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

In 2018, MDBC won the APAC 2018 International Chambers of Commerce Membership Engagement Program of the Year Award. In 2019, MDBC became the second Dutch Chamber in the world to receive the NLinBusiness quality mark in an accreditation ceremony attended by the Netherlands Minister of Foreign Affairs, H.E. Stef Blok. In addition to being acknowledged as a 'best – in – class' leader, MDBC is now officially a member of the new NLinBusiness network of business hubs. This is a sign to Dutch entrepreneurs that they can be guaranteed a 'soft landing' in Malaysia as they seek to enter the Malaysian market and / or wider ASEAN market.

MDBC has the audacious goal of becoming the best business chamber in the world, providing lasting value to our members. We achieve our high standards through the successful execution of our three objectives (Business Services, Representation, and Networking). Our core values are to be Entrepreneurial, Independent, Accessible, Responsible, and Service Oriented.

As a non - profit membership organization, MDBC does, in general, not charge submission and / or publication fees for existing MDBC members. To non - members, a small submission fee will be charged depending on the type of submission - what publication platform, length of article, etc. A publication fee will only be charged to non - members if the requested number of hard copies (for MDBCCONNECTS) exceeds 5 copies.

MDBCCONNECTS is not a consumer publication / glossy, MDBC does not make a profit on its publication and distribution. Please note that MDBC, therefore, will not pay you if your article is published.



## OVERVIEW OF PLATFORMS

MDBC has multiple platforms available for the publication / highlight of information about / on our members. Some of these platforms are only available to MDBC Members so kindly double check before submitting materials for consideration. These include:

- MDBCCONNECTS (Quarterly magazine)
  - Members News (MEMBERS ONLY)
  - Dialogue
  - Green Board (MEMBERS ONLY)
  - An Inside Look (MEMBERS ONLY)
  - Advertorial
- e - Update (Monthly electronic newsletter)
- Website
  - Members in the News (MEMBERS ONLY)
  - The Library
  - CSR Corner
- Social Media Platforms (MEMBERS ONLY)
  - LinkedIn
  - Facebook
  - Twitter
  - Instagram
  - YouTube

Please note:

1. Highest priority for inclusion is reserved for content by MDBC Premium Partners.
2. Preferential treatment will always be given to content about / from MDBC members (over non-members).

## GENERAL SUBMISSION GUIDELINES

- Text should be submitted in Microsoft Word in 12 point type (please refer to the relevant segment for word counts);
- The author's name, e mail address, and company should be included at the top of the first page;
- 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;
- No 'hard sell' of product(s) and / or service(s);
- Where applicable, kindly ensure that a Model Release Form is included for individuals within photo(s);
- Photo(s) should be submitted in .jpg or .png format (min 300 dpi);
- Do include caption(s) for the photos (if applicable);

- Any / all graphics submitted (including but not limited to infographics) must be properly credited and submitted in high res (min 300 dpi) .jpg / .png / .pdf / .ai (cs5) format;
- Clearly state the author's name (full name) and company (if external or applicable) as you wish it to appear in the byline;
- Materials must be submitted by the stated deadline for the publication allocated (please refer to Appendix A). Failure to submit the necessary materials on time will result in a delay of the publication and may incur penalties;
- Any / all graphics submitted (including but not limited to infographics) must be properly credited;
- Submitted work must be yours; Ensure that you are the legal copyright holder of the submitted work. MDBC will not be held liable for any / all copyright disputes or actions which may result due to copyright infringement issues; and
- Where applicable, include the appropriate hyperlink. MDBC will not be held responsible if the link destination experiences downtime which results in the audience not being able to read / gain additional information.

## **PLATFORM SPECIFIC GUIDELINES**

### **MDBCONNECTS**

MDBCONNECTS is the quarterly magazine publication of the Council. The main focus of the magazine is to share informative, business related articles relevant to our membership community. We would like to suggest that you take a look at previous copies of the MDBCONNECTS magazine before submitting. Soft copies of the magazine can be found online at [www.mdbc.com.my/information/publications](http://www.mdbc.com.my/information/publications). Hard copies are mailed to the principal representatives of all MDBC members. There are several sections within the magazine that you can submit content for.

#### By submitting content:

- You agree to grant MDBC co - exclusive license to the material(s);
- You confirm that this is your work and that you are the legal copyright holder of the submitted work. MDBC will not be held liable for any / all copyright disputes or actions which may result due to copyright infringement issues;
- If, after publishing in MDBCONNECTS, you want to publish your work elsewhere, we request that you acknowledge MDBCONNECTS as the original publisher;
- MDBC prefers to publish exclusive content; if, however, the content has been published before, you agree to ensure that all necessary agreements / permissions have been attained to allow MDBC to publish the material in MDBCONNECTS.

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## **MEMBERS NEWS ARTICLES (MEMBERS ONLY)**

MDBC publishes short write ups highlighting the achievements, joint ventures, accomplishments, etc., of our members.

## **MEMBERS NEWS SUBMISSION GUIDELINES**

(In addition to General Submission Guidelines)

- Write up should be approximately 50 - 250 words;

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## **DIALOGUE**

Full page article by an MDBC member where the content is applicable and informative for the wider MDBC or business community. Cannot be a 'hard sell' on products / services. Allows the member to position themselves as a knowledge matter expert.

## **DIALOGUE SUBMISSION GUIDELINES**

(In addition to General Submission Guidelines)

- Write up should be max 850 words;
- Include infographics or pics (min 300 dpi) in .jpg / .png / .pdf format; and
- If Non - Member: High res copy of the company logo should be included (min 300 dpi) in .jpg / .png / .pdf / .ai (CS5) format.

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## **GREEN BOARD (MEMBERS ONLY)**

Full page article by an MDBC member where the content is applicable and informative for the wider MDBC or business community, with a specific focus on sustainability. Can cover any / all aspects of sustainability. Cannot be a 'hard sell' on products / services. Allows the member to position themselves as a knowledge matter expert.

## **GREEN BOARD SUBMISSION GUIDELINES**

(In addition to General Submission Guidelines)

- Write up should be max 850 words; and
- Include infographics or pics (min 300 dpi) in .jpg / .png / .pdf format.

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## **AN INSIDE LOOK - INTERVIEW PITCHES (MEMBERS ONLY)**

MDBC publishes interviews with innovative and provocative thinkers, leaders in their fields / industries, captains of industry. We focus on interviews that are accessible and provide our readership with relevant and timely information, as well as unique insights into the highlighted industry. We publish only question - and - answer - style interviews: no profiles.

If you would like to submit a conducted interview with / of someone within your organization, send us a brief summary of the person you want to interview and what topics you plan to cover. What stands out about them? Why would an MDBC member be interested in them? (If you've already done the interview, we'd still like to know a little context about the person.) We'd also like to see

a set of 5 – 10 sample questions that you'd ask. This helps us get a better sense of what direction you'd be taking the interview.

## **INTERVIEW SUBMISSION GUIDELINES**

(In addition to General Submission Guidelines)

- Transcripts should be at least 800 to 1,500 words;
- In - person interviews are best;
- High res photo(s) of the person being interviewed should be included, (preferably with the company logo in the background);
- Other photo(s) can be included and should be relevant to the story (ie at a trade show or event, at the company with colleagues, etc. If other people are included in the photo(s), please include model release forms as necessary.

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## **ADVERTORIAL**

Advertorials are two page spreads (1+1: one page ad, one page editorial) or one page (half page ad & half page editorial) providing relevant and timely information to the MDBC community. Advertorials give marketers an opportunity to provide valuable content to an audience while also promoting a product or service. Balancing the two is key to gaining credibility with the MDBC audience.

## **ADVERTORIAL SUBMISSION GUIDELINES**

(In addition to General Submission Guidelines)

- Article should be approximately 800 to 1,500 words;
- Write from a third - person perspective;
- Present ideas and solutions clearly and simply without using advertising language;
- Identify the writer with a byline: full name and company;
- At least one form of contact information should be included (usually company website);  
and
- If Non - Member: High res copy of the company logo should be included (min 300 dpi) in .jpg / .png / .pdf / .ai (CS5) format;

## **e - UPDATE** (Monthly electronic newsletter)

The e - Update is MDBC's monthly electronic newsletter which provides all members of the community with the latest news, event details, and announcements. MDBC members can submit news for publication under the 'Members' News' section of the e Update.

## **UPCOMING MEMBERS EVENTS** (not co - organized with MDBC): (MEMBERS ONLY)

Listing will be under 'Other Events' page of the website. The e - Update carries a direct link to this which will enable readers to see what events are coming up soon.

## **AWARDS / OTHER ACHIEVEMENTS:** (MEMBERS ONLY)



Send in a brief write up (max 50 words) along with accompanying graphic (min 300 dpi in .jpg / .png format). If you have a press release posted on your website or an article on a news portal, do include the hyperlink which will then be included in the mention.

## **PROMOS: (MEMBERS ONLY)**

Only those that offer a special (unique to MDBC members only) discount will be included on a complimentary basis. All other promos must be paid for and will be present in the form of a banner ad inclusion. For details / ad specs on this type of inclusion, please refer to the MDBC Rate Card. Non - members are allowed to participate in banner ad inclusions for the e- Update.

## **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.

## **MEMBERS IN THE NEWS (MEMBERS ONLY)**

MDBC members featured in news articles are highlighted in this section of the website. Press releases about joint ventures, achievements, new ventures, etc. are also included. For inclusion, kindly send the headline / title of the article / press release along with the hyperlink.

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## **THE LIBRARY**

The Library is MDBC's online resource center and is divided into three main sections: Infographics, Backgrounds & Reports; Presentations; and Videos & Podcasts. Content included in this section must be beneficial for the MDBC community. Any videos / podcasts must be hosted on the contributor's own platform.

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## **CSR CORNER**

We created the CSR Corner to help facilitate awareness of the good work that the people and organizations within the community are doing in the field of CSR and Sustainability. Include a brief write up (approx 50 - 200 words), high resolution soft copy graphic(s) (min 300 dpi in .jpg / .png / .pdf format), and the hyperlink that you want the information pointed to. Any / all content will first be vetted by the communications committee.

## **SOCIAL MEDIA PLATFORMS (MEMBERS ONLY)**

MDBC has several social media platforms that it is active on. Due to guidelines by these platforms, in most cases MDBC cannot post commercial / promotional messages from 3rd parties (members). In general, we will only consider posting / sharing messages from members which are of a general / informative nature. For any clarification, members are welcome to submit their announcements to us for review.

## **FACEBOOK**

MDBC maintains two separate pages on Facebook, one specifically for MDBC in general (corporate - <https://www.facebook.com/mdbc.com.my>), and the second for MDBC's Student Internship Program (SIP - <https://www.facebook.com/MDBC.SIP>).

## **LINKEDIN**

MDBC maintains a corporate page on LinkedIn at <https://www.linkedin.com/company/2211096>.

## **TWITTER**

MDBC is on twitter under @MYMDBC (<https://twitter.com/MYMDBC>)

## **YOUTUBE**

MDBC has a youtube channel at <https://www.youtube.com/channel/UCSsyDERFaUQW4aoz8hKswBw>

## **INSTAGRAM**

MDBC maintains an instagram account specifically for SIP. This can be found at [https://www.instagram.com/mdbc\\_sip/](https://www.instagram.com/mdbc_sip/)

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## **SUBMISSION AGREEMENT**

MDBC reserves editorial rights and submitted materials are subject to approval by MDBC; MDBC is under no obligation to publish your submission. MDBC reserves the right, at any time and with no prior notice or explanation, to reject approval for any particular material for placement in our magazine.

MDBC maintains discretion on how we respond to requests for local or international emergency disaster relief support, CSR / NGO requests, and exposure within the MDBC community;

In general, MDBC will refuse any and all 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;
- Neither the author nor its agency may cancel the submission 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;



- 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, pandemics, 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 article, MDBC will re - run the correct version of the same material in the next available issue published;
- MDBC's liability for any error will not exceed the cost of the submission'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;
- Where applicable, include the appropriate hyperlink. MDBC will not be held responsible if the link destination experiences downtime which results in the audience not being able to read / gain additional information.
- You agree to grant MDBC co - exclusive license to the material(s);
- You confirm that this is your work and that you are the legal copyright holder of the submitted work. MDBC will not be held liable for any / all copyright disputes or actions which may result due to copyright infringement issues;
- If, after publishing in MDBCCONNECTS, you want to publish your work elsewhere, we request that you acknowledge MDBCCONNECTS as the original publisher;
- MDBC prefers to publish exclusive content; if, however, the content has been published before, you agree to ensure that all necessary agreements / permissions have been attained to allow MDBC to publish the material in MDBCCONNECTS.

## WHERE TO SUBMIT

ALL submissions should be sent to the Communications Committee for review at [communications@mdbc.com.my](mailto:communications@mdbc.com.my). Larger files may be sent to the same address using WeTransfer. Please take note of the edition deadlines. If your material isn't included in the edition you have targeted, but isn't time specific, the committee may select to reserve it for the next edition, so submit anyway!

If you have any questions or issues with your submission, you can also contact us at +603 - 2722 8335.