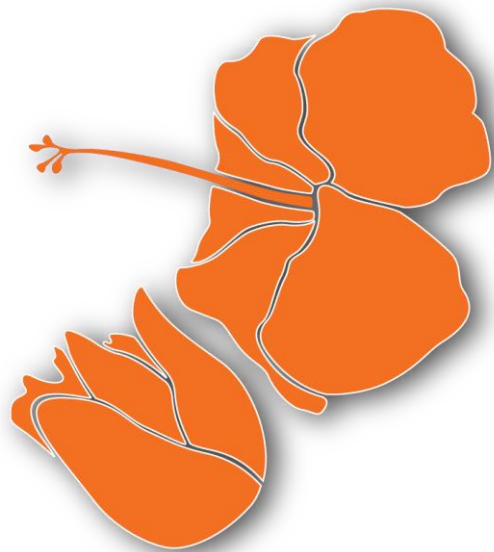


2024 | ADVERTISING RATES

Effective: 1 January, 2024



MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC)

21 – 3A Binjai 8 Premium Soho, Lorong Binjai
Off Jalan Binjai, 50450 Kuala Lumpur, Malaysia
T: +603 2387 0043 | W: www.mdbc.com.my | E: communications@mdbc.com.my

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GAIN ACCESS TO THE DUTCH – MALAYSIAN BUSINESS NETWORK

The Malaysian Dutch Business Council (MDBC) is an acknowledged best – in – class, award winning Dutch bilateral Chamber of Commerce that has long been one of the most active Business Councils in Malaysia. Well established for close to three decades, facilitating and building bilateral trade between Malaysia and the Netherlands, we have always been strong advocates for our members, and are continually increasing our presence and services nationally, regionally, and internationally.

With close to 300 corporate members, MDBC works closely with the Netherlands Embassy, key Malaysian Ministries, and relevant Government Agencies to provide the best support for Dutch companies looking to establish and / or expand their business presence in Malaysia and the wider ASEAN / Asian region; we provide you with access to the largest Dutch – Malaysian Business Network

In addition to our strong presence at the financial and administrative hearts of Malaysia in the Klang Valley, MDBC has chapters in both Penang and Johor, enabling the Council to also keep a finger on the pulse of the community in the northern and southern reaches of the country. It is also a founding member of the ASEAN Dutch Chamber Network (ADCN), strengthening its regional reach through cooperation with other Dutch Chambers in Indonesia, the Philippines, Singapore, Thailand, and Vietnam.

MDBC was the second Dutch Chamber worldwide to retain our quality mark and be re – accredited by NLinBusiness as an NL Business Hub - part of a worldwide network. This accreditation 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.

ELEVATE YOUR BRAND – BECOME AN MDBC PREMIUM PARTNER

MDBC has a variety of advertising and exposure opportunities available. We would like to recommend the **MDBC Premium Partnership**. An exclusive all – in – one brand exposure package, MDBC Premium Partners are a core part of the MDBC community. Premium Partners benefit from wide access to our extensive Malaysian and Dutch business and government contacts, enabling them to connect to our loyal and ever – expanding audience. Premium Partners also enjoy branding exposure at MDBC events and throughout all MDBC communication channels – both online and offline (website, electronic newsletters, magazine (digital and hard copies), business directory, social media platforms, and apps). Continual improvements to our communication tools have result in a more extensive and better quality exposure opportunities for our Premium Partners.

If you aren't ready to commit to the Premium Partnership, there are other a la carte options available ranging from the MDBC Event Partner, all the way down to individual advertising options such as within one of the publications, or on one of our online platforms. Continue reading for more info, or if you would like to discuss a tailor made solution for you, feel free to reach out to us at communications@mdbc.com.my.

We look forward to helping you **elevate your brand**.

MDBC 2024 AD RATES

PREMIUM PARTNER	JUNIOR PREMIUM PARTNER	EVENT PARTNER
RM 10,000	RM 6,888	RM 5,000
<ul style="list-style-type: none"> ✓ Full page (A4), full color ad in 2 issues of the magazine ✓ Logo inclusion on sponsors panel & e mails ✓ Banner ads ✓ 30 second commercial video for inclusion in a webinar <p>And much more!</p>	<ul style="list-style-type: none"> ✓ Half page (A4), full color ad in 2 issues of the magazine ✓ Logo inclusion on sponsors panel & e mails ✓ Banner ads <p>And much more!</p>	<ul style="list-style-type: none"> ✓ Logo on pre - event announcement as event patron ✓ Logo on event backdrop as event patron ✓ Advertising slide in webinar opening / event backdrop ✓ Speaker / Moderator opportunity

For additional details on the packages above, please refer to the relevant sections in this document.

A LA CARTE OPTIONS -

MDBCCONNECTS (A4 Magazine (June / December)

	Members		Non Members	
Description (Rate)	1 Issue	2 Issues*	1 Issue	2 Issues*
Full Page, Full Color	RM 2,000	RM 3,000	RM 2,400	RM 4,000
Half Page, Full Color	RM 1,200	RM 2,400	RM 1,500	RM 3,000
Quarter Page, Full Color	RM 800	RM 1,200	RM 1,000	RM 1,500

*For more than one (1) insertion: Ad materials may be changed from one edition to the next

**For ad specs, please refer to the magazine segment of this document

MDBCCONNECTS ADVERTORIAL RATES

	Members		Non Members	
Description (Rate)	1 Issue	2 Issues*	1 Issue	2 Issues*
Two (2) page spread (Full page ad & full page advertorial)	RM 3,500	RM 6,000	RM 4,500	RM 8,000
One (1) page spread (Half page ad & half page advertorial)	RM 2,000	RM 4,000	RM 3,000	RM 5,000

*For more than one (1) insertion: Ad materials may be changed from one edition to the next

**For ad specs, please refer to the magazine segment of this document

MDBC WEBSITE

	Members		Non Members	
Description (Rate)	1 Month	6 Months*	1 Month	6 Months*
Home Page	RM 350	RM 2,000	RM 500	RM 2,500
Other Events Page & Event Announcement	RM 300	RM 1,700	RM 400	RM 2,000

*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 / Platform, Event URL, and brief write up (60 words).

Please note: Ad placements on the home page will be on a rotational basis (max three (3) ad spaces are available on a first come, first served basis). For exclusive, non - rotational ad placements, kindly contact MDBC directly via communications@mdbc.com.my

MDBC E – UPDATE (Electronic newsletter (1 – 2 times a month))

Banner Ad Duration	Members	Non Members
3 months	RM 600	RM 700
6 months	RM 900	RM 1,200

*Ads may be changed per month

ONLINE COMBO PACKAGE (WEB & E – UPDATE)*

	Members	Non Members
3 months	RM 1,888	RM 2,500
6 months	RM 3,800	RM 5,000

*Ads may be changed per month

** 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 three (3) ad spaces are available on a first come, first served basis). For exclusive, non - rotational ad placements, kindly contact MDBC directly via communications@mdbc.com.my

MDBC BUSINESS DIRECTORY (if applicable)

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

	Members		Non Members	
Run of Paper (ROP)	RM 1,000	€200	RM 1,200	€250
Inside Front Cover*	RM 1,888	€380	-	-
Inside Back Cover*	RM 1,700	€350	-	-
Title Page	RM 1,888	€380	-	-
OTC (Opposite Table of Contents)	RM 1,500	€300	-	-
Back Cover*	RM 2,888	€600	-	-

*Special ad spaces are reserved for MDBC members only.

DIRECTORY & MAGAZINE COMBO (if applicable)

ROP Directory Ad with the following magazine option

	Members				Non Members			
Description (Rate)	1 Issue		2 Issues*		1 Issue		2 Issues*	
Dir & Full Pg Mag	RM 2,600	€520	RM 4,200	€830	RM 2,200	€450	RM 5,600	€1,100
Dir & Half Pg Mag	RM 1,900	€380	RM 3,888	€780	RM 1,900	€380	RM 3,600	€720
Dir & Qt Pg Mag	RM 1,600	€320	RM 2,888	€570	RM 1,388	€280	RM 2,888	€570

All Rates are for one (1) full page, full color ad in the MDBC Business Directory and relevant size and issue(s) of the MDBCCONNECTS magazine. For more than one (1) insertion in the magazine, ads may be changed from one edition to the next.

MDBC Premium Partnership

Elevate Your Brand with the 2024 Premium Partner package including:

- Full page A4, full color advertisement in each issue of the quarterly magazine (2 issues) (web and print copies)
- Logo inclusion in the sponsors' logo - panel in each MDBC magazine
- Preferential position with regard to inclusion of your PR news for our magazine
- Logo inclusion with link in **ALL** MDBC e mails!
- Banner ad inclusion in the e – Update for 6 months (guaranteed 10 inclusions)
- **One dedicated e mail to all members with link (for company news / announcements).**
- Full page A5, full color advertisement in the MDBC Business Directory 2024 – 25 (r.o.p.; special pages available at top – up price)
- Premium Partners' logo on the MDBC bunting, which will be present at every MDBC event
- **One (1) social media post on the MDBC Facebook and / or LinkedIn accounts****
- **A 30 second short video commercial for inclusion in one (1) MDBC webinar opening / welcome period OR a static slide for inclusion in two (2) MDBC webinar opening / welcome period.**
- Logo inclusion in a dedicated Premium Partners section of the MDBC event slide deck
- A link on the MDBC website on the Premium Partners page
- Your company logo on the MDBC website home page
(All Premium Partner logos are on ad rotation for equal time distribution / exposure on the website)
- Your full company details (name, address, url link, logo, and corporate description) on the MDBC members per sector listing in a preferential, highly visible position
- Company news or announcements on the MDBC website home page 'Premium Partners' section.
- One complimentary seat to one of the special MDBC Education 360 charged events.

Please Note:

Items in bold are offered EXCLUSIVELY to Premium Partners ONLY and in general, will not be made available for other advertisers

* The Premium Partnership is on a non – exclusivity basis, although we openly discuss limiting potential competition in cases of multiple partners in a particular industry.

* Premium Partners may change their ad inclusion per platform per placement (e.g. You may change your banner ad in the e – Update every month).

* Neither the advertiser nor its agency may cancel advertising after the issue closing date. When the change of copy is not received by the closing date, the copy furnished or run in a 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 reserves the right to copy edit content prior to publication on MDBC's social media channels.

* MDBC also reserves the right to refuse the publication of any content provided by Premium Partners if it does not meet MDBC's social media and publication guidelines.

* MDBC reserves the right to decide which communication channel will be utilized for the republishing of content provided by Premium Partners.

* Please note that any portion of the Premium Partnership package which is not utilized by the end of the relevant calendar year will be forfeit. MDBC will not be held liable for any unused portion of the package.

* For information on the Submissions & Deadlines, please see Attachment B.

** Social media posts will be marked as sponsored content and can be posted at any point in the year. Content must be provided by the Premium Partner and may include video link, article, images, url, and specific hashtag(s). Content must be vetted and approved by the MDBC Communications Committee prior to posting. Boosting to target specific audience group is available at an additional cost.

Become a Premium Partner for 2024 now and enjoy this exclusive opportunity at an incredible value for money price of RM 10,000.

At times however, we understand that our partners may not want the full package so we are also happy to offer you the option of a *Junior* Premium Partnership with the following package:

The 2024 Junior Premium Partnership is inclusive of the following:

- Half page A4, full color advertisement in each issue of the quarterly magazine (4 issues) (web and print copies)
- Logo inclusion in the sponsors' logo-panel in each MDBC magazine
- Preferential position with regard to inclusion of your PR news for our magazine.
- Company logo with working link on **ALL** MDBC e mails!
- Banner ad inclusion for a period of 3 months (guaranteed 5 inclusions) in the e – Update
- Full page A5, full color advertisement in the MDBC Business Directory 2024 – 25 (r.o.p.; special page available at top – up price)
- Medium sized corporate logo on the MDBC Premium Partners bunting, which will be present at every MDBC event
- Logo inclusion in a dedicated Premium Partners section of the MDBC event slide deck
- A link on the MDBC website on the Premium Partners page
- Your company logo on the MDBC website home page
(All Premium Partner logos are on ad rotation for equal time distribution / exposure on the website)
- Company news or announcements on the MDBC website home page 'Premium Partners' section.

Please Note:

** The Junior Premium Partnership has all of the same T&C as the full Premium Partnership.*

Join now and enjoy the Junior Premium Partnership Package for 2024 at RM 6,888.

For any comments, clarifications, or additional ideas on the MDBC Premium Partnership Package for 2024, you can contact us at communications@mdbc.com.my.

Please Note: The MDBC Premium Partnership package is an advertising / branding package separate from the MDBC membership.

MDBC PREMIUM PARTNERSHIP 2024		
Benefits	Full Premium Partner	Jr Premium Partner
	RM 10,000	RM 6,888
Full color advertisement in each issue of the quarterly magazine (2 issues) (web and print copies)	Full page	Half page
Logo inclusion in the sponsors' logo – panel in each issue of the magazine	Large	Medium
Preferential position with regard to inclusion of your PR news for the magazine	Yes	Yes
Logo inclusion with link in ALL MDBC e mails!	Large	Large
Banner ad inclusion in the e – Update	6 months	3 months
One dedicated e mail to all members with link (for company news / announcements)	Yes	n/a
Full page (A5), full color advertisement in the MDBC Business Directory 2024 – 25 <i>(r.o.p.; Special ad pages are available at a top up price)</i>	Yes	Yes
Logo inclusion on the MDBC Premium Partners bunting (present at every MDBC event)	Large	Large
Opportunity to share achievements and important milestones on selected MDBC social media channels	Yes	n/a
Logo inclusion on the MDBC Premium Partners section of the MDBC event slide deck	Yes	Yes
A link on the MDBC website Premium Partners page	Yes	Yes
Company logo on the MDBC website homepage (All Premium Partner logos are on ad rotation for equal time distribution / exposure on the website)	Yes	Yes
Full company details (name, address, hyperlink, logo, and corporate description) on the MDBC members per sector listing in a preferential, highly visible position	Yes	Yes
Company news or announcements on the MDBC website homepage "Premium Partners" section	Yes	Yes
One complimentary seat to one of the special MDBC Education 360 charged events	Yes	n/a

MDBC Event Partner

MDBC is one of the most active Business Councils in Malaysia. With a wide variety of practical, high impact, informative and social events, MDBC is now opening up the opportunity for companies to sponsor specific events in alignment with your company's branding goals, CSR pursuits, or other interests.

MDBC Event Partners can choose an event to support from MDBC organized events, pitch their own event, or select from pre – existing cornerstone events.

- Logo on pre - event announcement as event patron
- Logo on event backdrop as event patron
 - Company mention during event as event patron
 - Company name in event write up for MDBCCONNECTS as patron
- Advertising slide in webinar opening / event backdrop
- Speaker / Moderator opportunity

For a list of previous events organized by MDBC, please visit www.mdbc.com.my/events/events-timeline.

Contact us at communications@mdbc.com.my to discuss details (which events, etc) for this option.

AD SPECS – ADVERTISING SLIDE

Ad should fit the standard PowerPoint slide

MDBC has a variety of a la carte 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
- **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.
- **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).
- **SOCIAL MEDIA:** MDBC has a variety of social media platforms at use – Facebook, LinkedIn, Twitter, YouTube, Instagram, and WhatsApp.
- **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).

MDBCCONNECTS REGULAR ADVERTISING RATES

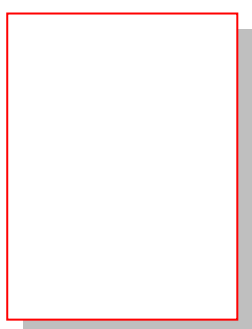
(A4 sized quarterly publication: June / December)

MEMBERS			NON MEMBERS	
Description (Rate)	1 Issue	2 Issues*	1 Issue	2 Issues*
Full Page, Full Color	RM 2,000	RM 3,000	RM 2,400	RM 4,000
Half Page, Full Color	RM 1,200	RM 2,400	RM 1,500	RM 3,000
Quarter Page, Full Color	RM 800	RM 1,200	RM 1,000	RM 1,500

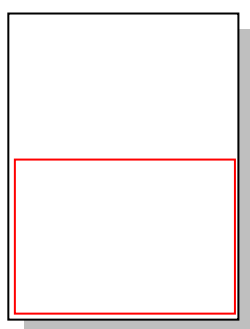
*For more than 1 insertion: Ad materials can be changed from one edition to the next.

AD SPECS – MDBCCONNECTS

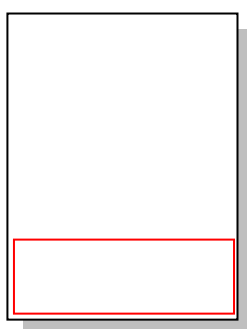
SIZE (A4)		WIDTH	X	HEIGHT
Full Page	Image Size	210 mm	X	297 mm
	Trim Size	210 mm	X	297 mm
	Bleed	213 mm	X	300 mm
Half Page	Image Size	177 mm	X	120 mm
	Trim Size	177 mm	X	120 mm
	Bleed	180 mm	X	123 mm
Quarter Page	Image Size	177 mm	X	75 mm
	Trim Size	177 mm	X	75 mm
	Bleed	180 mm	X	78 mm



Full Page Ad



Half Page Ad



Quarter Page Ad

ACCEPTABLE FILE TYPES:

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

MDBCCONNECTS ADVERTORIAL RATES

(A4 sized quarterly publication: June / December)

MEMBERS			NON MEMBERS	
Description (Rate)	1 Issue	2 Issues*	1 Issue	2 Issues*
2 Page Spread Total (Full Page Ad & Full Page Advertorial)	RM 3,500	RM 6,000	RM 4,500	RM 8,000
1 Page Total (Half Page Ad + Half Page Advertorial)	RM 2,000	RM 4,000	RM 3,000	RM 5,000

**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 by - line, 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 or PNG. 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 900	RM 1,200

**Ads may be changed per month.*

AD SPECS – E - UPDATE

SIZE	WIDTH	X	HEIGHT
Banner Ad	Pixels	833 PX	200 PX

High res jpeg / png / gif (min 300 dpi)

MDBC WEBSITE ADVERTISING RATES

	MEMBERS		NON MEMBERS	
Description (Rate)	1 Month	6 Months*	1 Month	6 Months*
Home Page Banner	RM 350	RM 2,000	RM 500	RM 2,500
Other Events Banner & Event Announcement**	RM 300	RM 1,700	RM 400	RM 2,000
Combo Package*** (3 months: Web & e – Update)	RM 1,888		RM 2,500	

**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

AD SPECS – MDBC WEBSITE

SIZE	WIDTH	X	HEIGHT
Banner Ad*	Pixels	1024 PX	320 PX

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

ACCEPTABLE FILE TYPES:

High res jpeg / png / gif (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 1,000 / € 200	RM 1,200 / € 250
Inside Front Cover*	RM 1,888 / € 380	-
Inside Back Cover*	RM 1,700 / € 350	-
Title Page	RM 1,888 / € 380	-
OTC (Opposite Table of Contents)	RM 1,500 / € 300	-
Back Cover*	RM 2,888 / € 600	-

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

COMBO PACK	MEMBERS				NON MEMBERS			
Description (Rate)	1 Issue		2 Issues*		1 Issue		2 Issues*	
FP4C Directory & ...	RM	€	RM	€	RM	€	RM	€
Full Page 4C Mag	2,600	520	4,200	830	2,200	450	5,600	1,100
Half Page 4C Mag	1,900	380	3,888	780	1,900	380	3,600	720
Quarter Page 4C Mag	1,600	320	2,888	570	1,388	280	2,888	570

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 / png (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.
- Hyperlink url for inclusion with banner ads should be submitted together with the ad materials.

Material Submission

- Digital format materials may be submitted via e mail to communications@mdbc.com.my, or WeTransfer (for materials up to 2 GB in size) to communications@mdbc.com.my, or to the address as follows:
Communications Manager
Malaysian Dutch Business Council
21 – 3A Binjai 8 Premium Soho
Lorong Binjai, Off Jalan Binjai
50450 Kuala Lumpur
- For file sizes over 2GB, materials may be submitted via other means. Please contact our Communications Manager: communications@mdbc.com.my or call +603 2387 0043 to work out the details.

SUBMISSION GUIDELINES:

To download the Submission Guidelines, please visit www.mdbc.com.my/advertise-with-us

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: _____

Anniversary Advertising Package (if applicable):

- ☐ MDBC Premium Partner: RM 10,000
- ☐ MDBC Junior Premium Partner: RM 6,888
- ☐ MDBC Event Partner: RM 5,000

Advertising Medium Selected (if a la carte) (see next page):

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

**MDBC ADVERTISING
BOOKING FORM**

Malaysian Dutch Business Council
21 – 3A Binjai 8 Premium Soho
Lorong Binjai, Off Jalan Binjai
50450 Kuala Lumpur
T: +603 – 2387 0043
www.mdbc.com.my

For ad queries, please contact us at
communications@mdbc.com.my

For account / finance / payment
queries, please contact us at
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 (Quarterly magazine)				
Size	Price	No of Issues	Issue(s) insertion	Sub Total:
Full Page Advertisement*	RM	X _____	H1 ____ H2 ____	
Half Page Advertisement*	RM	X _____	H1 ____ H2 ____	
Qt Page Advertisement*	RM	X _____	H1 ____ H2 ____	
Two Page Advertorial (1+1)*	RM	X _____	H1 ____ H2 ____	
One Page Advertorial (½ + ½)*	RM	X _____	H1 ____ H2 ____	
ONLINE				
Website	Price	No of Months	Month(s) preferred	Sub Total:
Home Page*	RM	X _____		
Other Events Banner & Event Announcement*	RM	X _____		
e - Update	Price	No of Months	Month(s) preferred	Sub Total:
e - Update	RM 900 / RM 1,200 (NM)	6 Months: ____		
Combo	Price	No of Months	Month(s) preferred	Sub Total:
Online Combo	RM 1,888 / RM 2,500 (NM)	3 Months: ____		
MDBC BUSINESS DIRECTORY				
Location	Price	-	-	Sub Total:
ROP	RM	-	-	
Inside Front Cover*	RM	-	-	
Inside Back Cover*	RM	-	-	

MDBC BUSINESS DIRECTORY (Con't)				
Price	-	-	Sub Total:	
Title Page	RM	-	-	
OTC	RM	-	-	
Back Cover*	RM	-	-	
MDBC BUSINESS DIRECTORY (ROP) & MAGAZINE COMBO				
Size	Price	No of Issues	Issue(s) insertion	Sub Total:
Full Page Advertisement	RM	X _____	H1 ____ H2 ____	
Half Page Advertisement	RM	X _____	H1 ____ H2 ____	
Quarter Page Advertisement	RM	X _____	H1 ____ H2 ____	
TOTAL:				

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

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

ATTACHMENT B: MDBC AD SUBMISSION & DEADLINES 2024

MDBCCONNECTS

MDBC Premium Partners are entitled to a full page (A4), full color ad in each edition of the MDBC quarterly magazine. Please note that you can change your ad materials per edition if desired.

For ad specs, please refer to page 6.

For 2024, the ad deadlines are as follows:

MDBCCONNECTS 2022 – 1st edition: Friday, 14 June 2024

MDBCCONNECTS 2022 – 2nd edition: Friday, 13 December 2024

Materials must be submitted by soft copy in high resolution print quality pdf format. Adobe Illustrator (CS5), Adobe Indesign (CS5), or .jpg / .png (300 dpi) are also acceptable as long as it is delivered in high resolution. If you have any questions about the above, kindly contact us at communications@mdbc.com.my.

MDBC e – Update

MDBC Premium Partners are entitled to 6 months (Junior Premium Partners have 3 months) of banner ad inclusions in the MDBC newsletter, the e – Update. Please remember to indicate which months you would like your ad materials to run. These months do not have to run consecutively (Jan – June) and may be chosen individually (Jan, Mar – May, Sept – Oct). You may also change your ad materials per month.

For ad specs, please refer to page 8.

Send us the new materials one (1) week before the start of the new month, e.g. if you would like your ad to appear in May, you will need to submit your materials by Friday, 26 April.

MISA (if applicable)

For MISA related ad specs, please refer to the e - mail which will be sent to all sponsors closer to the event. Your ad inclusion will differ according to the package you have selected.

Please note that for this submission, the MISA team will contact you closer to the date to inform you of the submission deadline.

Materials must be submitted by soft copy in high resolution print quality pdf format. Adobe Illustrator (CS5), Adobe Indesign (CS5), or .jpg / .png (300 dpi) are also acceptable as long as it is delivered in high resolution. If you have any questions about the above, kindly contact us at communications@mdbc.com.my.

News and Other Submissions

For news items and other submission deadlines and details, kindly contact us at communications@mdbc.com.my

Submission guidelines are available at www.mdbc.com.my/advertise-with-us