

Business in Action@FMM

Advertisement Rates

Business in Action@FMM, a quarterly newsletter in English produced by FMM, is a merger of the Berita FMM and Trade Bulletin to provide the latest news affecting the manufacturing industry. These include:

- FMM's views on current issues of government policies, etc.
- Market and networking opportunities
- Market Alerts such as trade barriers, mandatory requirements that affect business
- ASEAN News
- Industry Group News
- HR/IR Matters
- Events/Trade Fairs/Exhibitions participated by FMM
- Updates on trade policies that affect manufacturers
- Happenings at FMM Branches

Circulation

The 5,000 copies of the Business in Action@FMM are circulated on a complimentary basis to members and

- Ministries, Governments and Agencies
- Foreign Embassies and Trade Offices in Malaysia
- Business Visitors, Trade Mission Delegates; and
- Foreign Trade Organisations/Chambers

Business in Action@FMM is widely read by Chief Executives, Senior Management Personnel of companies and Senior Government Officials who need to update themselves on current issues and happenings in the industry.

**Promote your Products/Services
Now in Business in Action@FMM!**



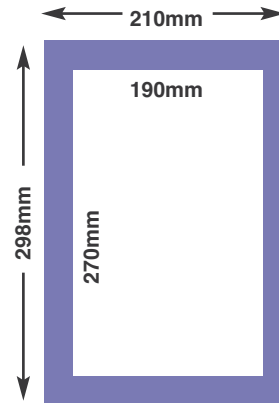
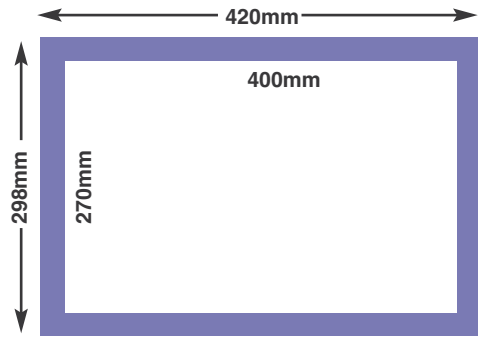
Advertisement Rates (Full Colour)

Space	Member	Non-Member
Full Page		
Run-of-book	RM1,500	RM2,200
Inside Back Cover	RM1,550	RM2,250
Back Cover	RM1,600	RM2,300
Double Page Spread		
Run-of-book	RM2,900	RM4,100

* Subject to 6% GST

** Rates above are per insertion which exclude artwork charges

*** 10% Discount for 4 insertions & above



Artwork Specification

Double Page Spread

- Image Area 400mmW × 270mmH
- Trim Size 420mmW × 298mmH
- Bleed Size 430mmW × 308mmH

Full Page

- Image Area 190mmW × 270mmH
- Trim Size 210mmW × 298mmH
- Bleed Size 220mmW × 308mmH

Material Required

Softcopy in the following format: AI, PDF, JPEG (300dpi) with print quality digital colour proof

Artwork Charges

RM300 will be charged if not supplied by Advertisers

Business in Action@FMM ADVERTISEMENT BOOKING FORM



Publications

Federation of Malaysian Manufacturers

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GST ID:- 09714290688

Kindly reserve advertisement space as follows: (Please (✓) accordingly)

- Full Page (ROB) Outside Back Cover
 Inside Back Cover Double Page Spread (ROB)

Issue **Booking Deadline** **Material Deadline**

- | | | |
|--|--------------|--------------|
| <input type="checkbox"/> Jul – Sep, 2017 | Jun 30, 2017 | July 4, 2017 |
| <input type="checkbox"/> Oct – Dec, 2017 | Sept 8, 2017 | Oct 3, 2017 |
| <input type="checkbox"/> Jan – Mar, 2018 | Dec 8, 2017 | Jan 5, 2018 |
| <input type="checkbox"/> Apr – Jun, 2018 | Mar 9, 2018 | Apr 6, 2018 |

- Enclosed is our cheque for RM _____ made in favour of the **FEDERATION OF MALAYSIAN MANUFACTURERS**, being payment for the booking of advertisement space.

Full Name _____

Job Title _____

Company _____

Address _____

Tel _____ Fax _____

Date _____

Signature

Company Stamp