

KL-POST Magazine – ADVERTISING RATES

The KL-POST is a monthly (2 double issues in July/August and December/January) magazine for the German-speaking community in Malaysia. We have around 300 subscribers and reach an audience of approximately 50% of the 3000 German, Swiss and Austrian residents in Malaysia.

Because we operate on a non-profit basis our rates are very attractive. The magazine covers various topics that are of interest to the German-speaking community such as festivals, events, holidays and life in Malaysia.

The magazine is printed in DIN A5 size. It is circulated by subscription, and copies are available at prominent locations at the Goethe Institute, the German, Swiss and Austrian Embassies, the German School, Alice Smith School and in the lounges of some leading companies in Malaysia such as Lufthansa, Schenker Logistics, Allianz, Siemens, Mercedes Benz Malaysia etc. In addition, pdf-copies are sent to our online-subscribers.

Our current and past advertisers include Lufthansa, Schenker Logistics, Allianz, Siemens, Mercedes Benz Malaysia, Malaysia Airlines, Property Link, Crown Relocations, Intergrace Movers, Intermovers, Euro Deli, House Frankfurt, Baltrans, AEG, BMW, 1 Utama, and many others.

As advertising space is limited, please contact us to inquire on availability!

Our rates **do not** include any design work. If you would like professional help with these, we can provide you with a contact number. Provision of a film is not required, we accept digital formats of artworks (i.e. TIFF, JPG etc. - 300 dpi; for lower resolution increase scale accordingly) as well as print (a one-time scanning fee of RM 100 applies).

Artwork will be printed as provided and is solely the advertiser's responsibility.

Artwork should be provided in the following dimensions:

Trim Size: full page: 148mm x 210mm; half page: 148mm x 105mm

Bleed Size: full page: 153mm x 215mm; half page: 153mm x 107mm

Non-Bleed: full page: 138mm x 200mm; half page: 138mm x 100mm

Artwork must be provided no later than the 6th of the month prior to the intended issue, flyers no later than the 20th of the month prior to the intended issue!

For any enquiries regarding advertisements, please contact us via email at
klpost.magazin@gmail.com

or call us:

Mrs Erna Hundt @ 017-608 6170

To: KL-POST – Attn. _____
KL-POST - P.O. Box 1160 - No. 16, Lorong Maarof - Bangsar Park - 59000 Kuala Lumpur
E-mail: klpost.magazin@gmail.com

From

Company _____

Full address _____

Contact person _____ Phone no. _____

Booking of Advertisements in the KL-POST

As advertising space is limited, please contact us to inquire on availability!

You will be issued an invoice once booking has been received and confirmed.

Pricelist	1 Issue	6 Issues	10 Issues (1 year)
<input type="checkbox"/> Double page (run-on-page)	RM 1000	RM 5000	RM 8000
<input type="checkbox"/> Full page (run-on-page) or insertion of a flyer*	RM 500	RM 2500	RM 4000
<input type="checkbox"/> Half page (run-on-page)	RM 300	RM 1500	RM 2400
<input type="checkbox"/> Quarter page (run-on-page)	RM 150	RM 750	RM 1200
<input type="checkbox"/> Cover Back Page	N/A	RM 4000	RM 6400
<input type="checkbox"/> Cover Inner Front or Back Page	N/A	RM 3600	RM 6000

* (Pls. provide 300 copies in A5 size or A4 fold of A5)

Special packages

- Max. 2 page advertorial **and** 10 full-page placements (colour; run-on-page) RM 5888
- Max. 2 page advertorial **and** 10 half-page placements (colour; run-on-page) RM 3888
- 1 page advertorial **and** 6 full-page or 10 half-page placements (colour; run-on-page) RM 3388

Please note: Advertorials will be written by our staff and will give an unbiased view. Advertorials will not be pure advertisements. We reserve the right to refuse advertorials at any time without any reason given.

Duration

We would like to advertise for _____ issues.

Frequency

- We would like to advertise every month, beginning with the next available month.
- We would like to advertise in the following month(s): _____

Payment

- In full and in advance (10% discount for campaigns running for six months or longer).
- Monthly advance-instalments (only for campaigns running for six months or longer).

Artwork

- Use existing artwork
- New artwork will be supplied every month
- Use existing/provided artwork until further notice

Artwork must be provided no later than the 6th of the month prior to the intended issue, flyers by the 25th. Artwork will be printed as provided and is solely the advertiser's responsibility. Bookings are subject to our Terms and Conditions.

Signature & Chop /Date: _____

Terms and Conditions

The following terms and conditions are to be agreed upon for advertisements in the KL-POST Magazine (online or in print):

1. The KL-POST shall not be responsible for any omission to insert an advertisement and reserves the right at its absolute discretion to reject, suspend, cancel, change or reclassify any advertisement notwithstanding any acceptance of payment.
2. Bookings are final and non-negotiable
3. Payment has to be made as per booking arrangement. If no payment is received by the due date, the KL-POST reserves the right not to print the booked advertisement. Advertisers will have to bear the agreed upon charges.
4. Provision and quality of artwork is the sole responsibility of the advertiser. The KL-POST will utilise the artwork as provided without any additional work, transformation and/or quality check of any kind. If in doubt, advertisers can check back with the KL-POST regarding suitable quality of the submitted artwork. The KL-POST is in no way obliged to inform advertisers if the quality provided is not ideal for printing. Please refer to booking information for specifications of artwork.
5. The KL-POST reserves the right to deny or suspend any booking without reason given.
6. Only bookings that have been duly stamped and signed and approved by the KL-POST will be carried out.
7. KL-POST reserves the right to refuse to print provided artwork if deemed unsuitable with respect to content and/or quality. In such cases KL-POST will request advertiser to provide a suitable copy. Failure to provide such a suitable copy will result in the advertisement not being published.
8. Bookings without acceptance of our terms and conditions will not be accepted or carried out by the KL-POST.
9. The KL-POST may charge late-payment interest of 10% p.a. for payments that are not made by the due date.
10. Payments made are non-refundable. Refunds will not be entertained in the event of cancellation by the advertiser or its agent.
11. The advertiser or its agent submitting the advertisement shall indemnify the KL-POST in respect of costs, damages or other charges falling upon the KL-POST as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy or other instructions supplied to the KL-POST by the advertiser or its agent or in accordance with the terms herein.

I/We have read, understood and accepted the terms and conditions.

Signature & Chop/Date: _____