



MAD

MALAYSIAN
ADVERTISING
DIRECTORY

2016

DO NOT BE LEFT OUT.
ACT NOW

Email ruby@ham.com.my or call 03-77262588 to find out more

21 YEARS EXCELLENCE!

For more than 21 years, one book has stood as the definitive guide to the industry – the Malaysian Advertising Directory (MAD). We have been tracking agencies and media companies that operate in the dynamic advertising, media and marketing space year after year. Complete with company details and contacts, market trends, essential industry overviews and also celebrated some of the finest work in our pages. Dubbed MAD for short, the Malaysian Advertising Directory is a ready reference to over 35,000 industry professionals listing the who, where and what in Malaysia's growing marketing communications industry. We are now ready to complete our 2016 edition, as we march ahead amidst improving economical conditions.

8000
PROFESSIONALS

- Top Advertisers (Marketers) In The Industry
- Top Media Specialists
- Top Advertising Agencies
- Top Media Owners Accross All Major Categories
- PR Companies, Ad Production, Support Services, etc

MORE CONTENT, CONTENT, FOR 2016 EDITION!

- Listings of all major companies and people in the ad and media industry
- Millennium Managers (industry who's who, leading industry personalities)
- Malaysian Advertising and Media Industry Overview by R3
- Malaysian Media Overview by MEC Malaysia
- Malaysian Digital Overview by the Malaysian Digital Association

**SERVING THE MALAYSIAN MEDIA AND
MARKETING INDUSTRY FOR OVER 21 YEARS...**





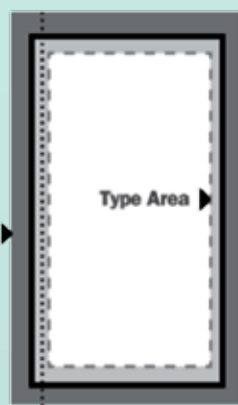
SUMMARY	Trim Area Width x Height cm	Type Area Width x Height cm
a) Double Page Spread	25.4 x 25.5	23.7 x 24
b) Full Page	12.7 x 25.5	11 x 24
c) Half Page	12.7 x 12.7	11 x 11.7

*** PLEASE ADD 1CM BLEED FOR ALL SIDES**

NON-STANDARD ADVERTISING
 Specifications quoted above are for basic process colors (cyan, magenta, yellow and black.) For non-standard advertisements with special colors, folding and cropping, details can be obtained from the publisher.

MATERIALS FOR ADS:
 WE ONLY ACCEPT PDF FORMAT (300DPI)

TECHNICAL SPECS
 Digital File Format - High resolution PDF. Adverts to be supplied on CD or by email. Pages created must include 1cm bleed. Digital Proof must be provided together with artwork. Please provide color guidelines. No color guarantees are made for non-submission of digital proof.



- Trim area (vertical): 12.7 (w) x 25.5 (h) cm
- Bleed Area: Add 1cm on all sides
- Text Area (vertical): 11.0 (w) x 24.0 (h) cm
- Gluing Area (1cm from spine)

IS YOUR COMPANY ANY OF THESE? THEN YOU BETTER BE HERE!

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MALAYSIAN ADVERTISING DIRECTORY 2016

BOOKING FORM: FAX TO +603 7722 5712

Tick	Package	RM
	1 Page Listing + 1 Page ad + *Millennium Managers (2 Executives)	4000 + 6% service tax
	Full Page Listing + *Millennium Managers (2 Executives)	2200 + 6% service tax
	Half-Page Listing	1000 + 6% service tax

***Complimentary with DPS and Fullpage package**
120 words max per executive

For more details please call Ruby at
 +603 77262588 or ruby@ham.com.my

Booking Deadline: 31st December, 2015

Ad Material Deadline: 31st January, 2016

Authorised Signature & Company Stamp

Company Name

Authorised By

Designation

Email Address

Telephone No

ALL CONFIRMED BOOKINGS ARE DEEMED FINAL AND NON-REFUNDABLE.

SPECIAL MEDIA POSITIONS

- Front Cover
- Inside Front Cover
- Back Cover
- Inside Back Cover
- Spine
- Bookmarks
- Stickers
- Special Paper
- Creative Buys
- Cover Flap
- Index Flap
- Category Dividers
- Die-Cut
- Inserts, etc.

Email ham@pop.jaring.my
 First come, first served.

Special media positions
 come with COMPLIMENTARY
 Full-Page listing!

All ads in full-colour (CMYK)

Print Run - 8,000 copies