



The American and Expatriate Community Is Within Your Reach

If you want to directly hit your target market of Americans and other expatriates in Malaysia, then you **NEED** to advertise in our monthly KL American magazine. The American Association of Malaysia (AAM), a non-profit organization with nearly 350 members, publishes this 28 to 36 page magazine each month.

We distribute approximately 600 magazines to our diverse membership; made up of Americans, other expatriates with children enrolled at international schools, key representatives of major corporations, individuals working for U.S.-owned companies, Malaysian residents and more! In addition, we circulate the magazine to other expatriate associations, non-profit and charitable organizations, the U.S. Embassy and other Embassies and High Commissions operating in Malaysia, the American-Malaysian Chamber of Commerce (AmCham), the Malaysian-American Committee on Education Exchange (MACEE) and the American Associations in Hong Kong, Singapore and Penang.

In addition, pass-on readership brings the total saturation of the expatriate market close to 3,000 people per month.

But the type of readers we reach is of utmost importance to our advertisers. The KL American delivers:

- Readers working in international companies, such as ExxonMobil, Murphy Sarawak Oil Co. Ltd., Triton Oil Company of Thailand, Petronas, Conoco Asia Pacific Sdn Bhd, Boeing Aerospace (M) Sdn Bhd, Halliburton, Schlumberger, etc.
- Household decision-makers who determine when, what and where to buy.
- Readers who are high achievers and upwardly mobile.
- Expatriates with the motivation and means to purchase goods and services and who travel frequently for business or pleasure.

If your business wants to hit this market squarely and directly, contact our Advertising Director at (03) 2142-0611/0612.

American Association of Malaysia
8 Jalan Murni, off Jalan Damai, 55000 Kuala Lumpur.
Tel: (03) 2142-0611/0612 Fax: (03) 2142-0610 E-Mail: aam_kl05@streamyx.com

Advertising Rates

Effective November 1, 2003 (in Malaysian Ringgit)
Readership: Approximately 3,000

| <u>TYPE</u> | <u>SIZE</u> | <u>RATE/insertion (in RM)</u> |
|---|-----------------------|-------------------------------|
| <u>Full Page (Prime Location)</u> | | |
| Inside Front | 190mm (W) x 250mm (H) | 1,200.00 |
| Inside Back | 190mm (W) x 250mm (H) | 1,200.00 |
| Back | 190mm (W) x 250mm (H) | 1,200.00 |
| <u>Full Page (Inside Text Pages)</u> | | |
| Full Page | 190mm (W) x 250mm (H) | 1,000.00 |
| Half Page Vertical | 95mm (W) x 250mm (H) | 600.00 |
| Half Page Horizontal | 190mm (W) x 125mm (H) | 600.00 |
| Quarter Page | 95mm (W) x 125mm (H) | 350.00 |
| <u>Classified (Text Only)</u> | | |
| One Spot Color | 90mm (W) x 50mm (H) | 120.00 |
| Full Color | 90mm (W) x 50mm (H) | 150.00 |
| <u>Flyers</u> | | |
| | 210mm (W) x 281mm (H) | 1,500.00 |
| Loose page, single- or double-sided insert. Color or black and white, advertisers must supply printed copies (minimum 600 pcs) | | |

A Ten (10) issue Advertising contract paid in advance
will be entitled to 10% discount.

| <u>Advertising Deadlines</u> | |
|------------------------------|------------------|
| <u>Issues</u> | <u>Deadlines</u> |
| December/January | October 15 |
| February | December 15 |
| March | January 15 |
| April | February 15 |
| May | March 15 |
| June/July | April 15 |
| August | June 15 |
| September | July 15 |
| October | August 15 |
| November | September 15 |

| <u>Advertisers Guidelines</u> |
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| <ol style="list-style-type: none"> 1. <u>Film Requirements:</u> <ol style="list-style-type: none"> a. Black & White ad – one set of positive film b. Full-Color ad – one set of color separations and a printed proof c. Any changes in advertisements will require submission of new artwork before the deadline. 2. <u>Specifications:</u> <ol style="list-style-type: none"> a. Measurements stated do not incorporate bleed advertisements. 3. <u>Requirements for Bleed Advertisements:</u> <ol style="list-style-type: none"> a. Bleed page size with about 10mm all around. b. Bleed advertisement is not allowed for half page and quarter page advertisements. 4. <u>Payment Procedures:</u> <ol style="list-style-type: none"> a. Payment must be made in advance before inserting your advertisement. b. Your check should be made payable to the 'American Association of Malaysia'. c. Please do not enclose cash. d. Send your check to: American Association of Malaysia, 8 Jalan Murni, off Jalan Damai, 55000 Kuala Lumpur. e. Make sure our invoice number is written on the reverse of your check. f. If you are paying with an out-station check, please include commission on inland exchange of 0.03 percent, subject to minimum of 50 sen. |