

# **EXCELLENT ADVERTISING MEDIUM**

**SEASI Quarterly Journal** includes very up-to-date information, technical papers and other selected articles of international status which have relevance to South East Asia.

The publication provides an ideal opportunity for companies to enhance their image and increase market penetration of their products worldwide through advertising with SEASI

Your advertisement in this well-established information source, will reach technical experts and producers worldwide as SEASI Quarterly Journal is distributed to over 32 countries and 900 individuals.

Our objective is to put most of your advertisement where it will be read/seen by most readers.

## **ADVERTISEMENT RATES FOR 2016**

### **SEASI QUARTERLY JOURNAL (SQJ)**

#### **BASIC RATES:** (In US Dollars)

##### **I. COVER PAGES:** (Irrespective of the number of colours)

Outside Back Cover	\$1300 per insertion
Inside Front Cover	\$1100 per insertion
Inside Back Cover	\$1000 per insertion

##### **II. BODY PAGES:** (Best Possible)

Full Page	\$800 per insertion
Half Page	\$650 per insertion

#### **DISCOUNT (Full Page only):**

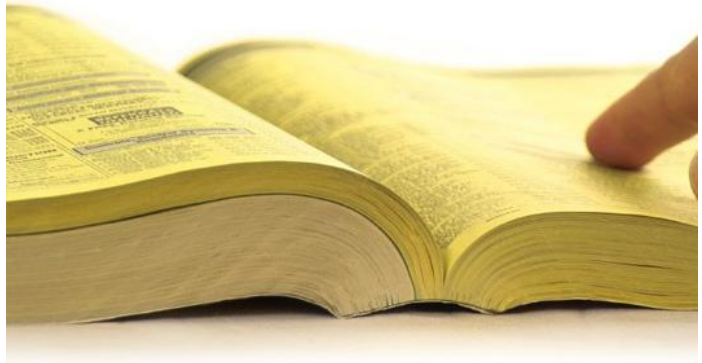
##### **Frequency Discount:**

**FIRST** insertion, 0%

**SECOND** consecutive insertions, less 5%

**THIRD** consecutive insertions, less 7.5%

**FOURTH** consecutive insertions, less 10%



**Materials:** Black and white advertisement: Film positives (**preferable**), original artwork, clean reproduction proof or colour transparency. Four colours advertisement: Colour-separated positives with colour progressive proofs (**preferable**), original artwork, clean reproduction proof or colour transparency.  
Or softcopy file in jpeg / pdf format.

**Mechanical Requirements:** All advertisements are reproduced by offset printing press on 60 lbs coated paper for body pages and 120 lbs coated paper on the cover. Bleed size: 3mm. Screen line: 150. Right reading emulsion side down. Trim or Untrim size.

<b>Sizes:</b>	Overall sizes:	210mm x 297 mm.	Column width:	85mm
	No. of Columns:	Two	Printed Area:	175mm x 265mm
	Column Height:	265mm		

**Contact:** [webmaster@seaisi.org](mailto:webmaster@seaisi.org)

**Website:** [www.seaisi.org](http://www.seaisi.org)

# SE AISI QUARTERLY JOURNAL FOR YEAR 2016

## ADVERTISEMENT RESERVATION FORM

TO: South East Asia Iron & Steel Institute  
PO Box 7094 Shah Alam 40702, Selangor Darul Ehsan, MALAYSIA  
Tel: (603) 5519 1102 Fax: (603) 5519 1159 Email: [seaisi@seaisi.org](mailto:seaisi@seaisi.org)

Kindly reserve advertisement insertion as follows (Please check):

Publication to Advertise: Year:  2016

1<sup>st</sup> Quarterly Journal

(Publish : End of March)

2<sup>nd</sup> Quarterly Journal

(Publish : End of June)

3<sup>rd</sup> Quarterly Journal

(Publish : End of September)

4<sup>th</sup> Quarterly Journal

(Publish : End of December)

\_\_\_\_\_ ~~Outside Back Cover (US\$1300)~~

\_\_\_\_\_ Body Full Page (US\$800)

\_\_\_\_\_ ~~Inside Front Cover (US\$1100)~~

\_\_\_\_\_ Body Half Page (US\$650)

\_\_\_\_\_ Inside Back Cover (US\$1000)

**Payment:**

\* The cost above are subject to GST tax 6%

\_\_\_\_\_ Enclosed

\_\_\_\_\_ Bill Company

\_\_\_\_\_ Credit Card

**Advertisement Materials:**

\_\_\_\_\_ Enclosed

\_\_\_\_\_ To follow

**Credit Card:** Card Type: \_\_ VISA \_\_ MASTER

Card No. \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_/ (CCV: \_\_\_\_\_)

Name on Card: \_\_\_\_\_

Total Amount Payable : \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address \_\_\_\_\_

Telephone: \_\_\_\_\_ Telefax: \_\_\_\_\_ E-Mail \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This form should be completed and returned to SE AISI

Visit our website [www.seaisi.org](http://www.seaisi.org) for more information.