

## ADVERTISEMENT RATE SHEET

# AISIF Directory 2009

## ABOUT THE BOOK

The *AISIF Directory* is published by MISIF for the ASEAN Iron and Steel Industry Federation (AISIF) every two years. The *AISIF Directory* not only promotes the products and services of companies, which are members of the national iron and steel industry clubs of ASEAN, but also the role of AISIF in promoting the steel industry in the region.

This is the sixth edition of the directory and the book will highlight the regional performance of the industry in 2008, and profiles of updated list of AISIF member companies.

## THE PUBLISHER

The Malaysian Iron & Steel Industry Federation (MISIF) is the national association representing the iron and steel industry in Malaysia. In 1997, MISIF was appointed by the AISIF Council as the permanent Secretariat for AISIF. This project constitutes a project for AISIF, but managed by MISIF, a company limited by guarantee.

Among its various activities, MISIF regularly publishes:

- The biennial MISIF Directory, guide to iron and steel companies in Malaysia;
- *Berita MISIF*, quarterly newsletter of MISIF;
- Biennial report on development of the iron and steel industry in Malaysia;
- Biennial ASEAN Iron and Steel Industry (AISIF) Directory.

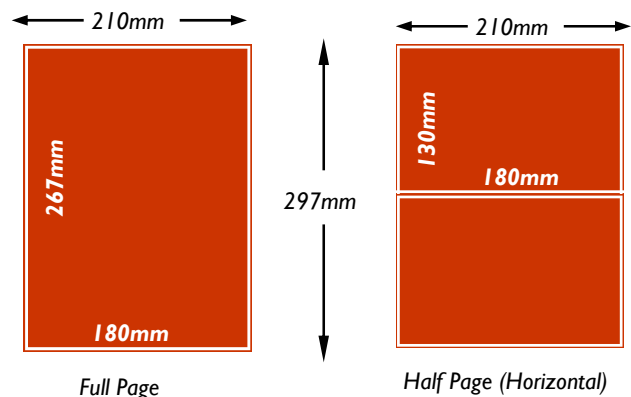
## CIRCULATION

1,500 copies of the directory will be printed and distributed not only in the South East Asian region, but also internationally to relevant organizations and companies.

## CONTENTS

- Foreword and messages;
- Introduction to AISIF and individual constituent members;
- Performance of the ASEAN iron and steel industry in 2008;
- Profiles of companies of AISIF member companies by countries: Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

## BOOK SPECIFICATIONS



- Trim Size : 210mm x 297mm
- Full Bleed : 220mm x 307mm
- Full Page Ad : 180mm x 267mm
- Half Page Ad : 180mm x 130mm
- Mechanicals : 175lpi 4-Colour  
Positive Films
- Booking Deadline : 5 June 2009
- Materials Deadline : 30 June 2009

## ELECTRONIC AD REQUIREMENTS

1. We prefer certified PDF files.
2. Native files can be provided via the following software:
  - Adobe Photoshop
  - Adobe Illustrator
3. Please do not use business oriented programs such as :
  - MS Publisher
  - MS Powerpoint
  - MS Word
4. Electronic submissions must include all necessary font files and high resolution graphics files and a minimum of 300 dpi is required for graphic files in order to achieve adequate print quality.
5. Send all ads with final hard copy (100% size). MISIF is not responsible for colour inaccuracies if an advertiser does not provide matching color proof.

# AISIF Directory 2009

**PLACEMENT/DESCRIPTION**

Please reserve space for insertion of advertisement as follows in the AISIF Directory 2009:

Description	Rates	Description	Rates
<input type="checkbox"/> Outside Back Cover	RM5,000/USD1430	<input type="checkbox"/> Page 4	RM3,700/USD1060
<input type="checkbox"/> Inside Front Cover	RM4,500/USD1290	<input type="checkbox"/> Page 5	RM3,700/USD1060
<input type="checkbox"/> Inside Back Cover	RM4,000/USD1150	<input type="checkbox"/> Page 6	RM3,500/USD1000
<input type="checkbox"/> Page Facing Contents	RM3,700/USD1060	<input type="checkbox"/> Page 7	RM3,500/USD1000
<input type="checkbox"/> Double Spread Pages	RM5,500/USD1570	<input type="checkbox"/> Page 8	RM3,500/USD1000
<input type="checkbox"/> Page Facing AISIF President Message	RM3,700/USD1060	<input type="checkbox"/> Page 9	RM3,500/USD1000
<input type="checkbox"/> Page Facing MISIF Conferences and Promotions Committee Chairman Message	RM3,700/USD1060	<input type="checkbox"/> Page 10	RM3,500/USD1000
<input type="checkbox"/> Page 1	RM3,700/USD1060	<input type="checkbox"/> Full Page ROB	RM3,000/USD860
<input type="checkbox"/> Page 2	RM3,700/USD1060	<input type="checkbox"/> Half Page ROB	RM1,700/USD490
<input type="checkbox"/> Page 3	RM3,700/USD1060		

We are agreeable to the terms and conditions of advertising in the AISIF Directory 2009/10 and will adhere to meeting deadlines in respect to submission of advertising materials and colour proofs to the Publisher. We also agree to make full payment to the Publisher (MISIF) upon our confirmation of participation.

**COMPANY'S DETAIL**

Name of person confirming booking: \_\_\_\_\_

Designation: \_\_\_\_\_

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

Full address of company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Enclosed is our cheque no: \_\_\_\_\_, payable to **Malaysian Iron & Steel Industry Federation** for RM/USD \_\_\_\_\_ being payment for space booked. I have arranged a bank transfer of \_\_\_\_\_ (The proof of payment has been faxed to you).

**Account Name:** Malaysian Iron & Steel Industry Federation  
**Account No:** 1248-0004006-056  
**Swift Code:** CIBBMYKL  
**Banker Name:** CIMB Bank Berhad, Section 52, Lot 27, 29 & 31, Jalan 52/4, 46200 Petaling Jaya, Selangor, Malaysia

**RETURN FAX TO:**

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 28E & 30 E Block 2, Worldwide Business Park  
 Jalan Tinju 13/50 Section 13, 40675 Shah Alam, Selangor. MALAYSIA  
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