

ADVERTISING CONTRACT FORM
Asean Agro Trade Business Review Directory 2011/2012

World Agri Trade (Malaysia) Sdn Bhd (850448-A)
 Suite 1208, Level 12 Amcorp Tower,
 Amcorp Trade Centre, 18 Persiaran Barat,
 46050 Petaling Jaya, Selangor
 Tel: 03-7948 5303 Fax: 03 7955 6363
 www.worldagritrade.com

Organisation: _____

Address: _____

Zip/Postal Code: _____ **City:** _____ **Country:** _____

Telephone: _____ **Mobile:** _____ **Fax:** _____

E-Mail: _____ **Website:** _____

Contact Person: _____ **Designation:** _____

We hereby apply to advertise as specified below. NOTE: All rates will based @ USD 3.3 exchange rate.

PRIME POSITIONS			
Page	Price (USD)	Price (RM)	Select
Cover Page Gatefold (double spread)	21,200.00	70,000.00	
Back Cover	15,100.00	50,000.00	
Inside Front Cover	13,600.00	45,000.00	
Inside Back Cover	9,000.00	30,000.00	
Facing Message Page	4,500.00	15,000.00	
R.O.P (Full Colour)			
Page	Price (USD)	Price (RM)	Select
Full Page	3,000.00	10,000.00	
Half Page	2,100.00	7,000.00	
Quarter Page	1,500.00	5,000.00	

TERMS OF PAYMENT

50% upon confirmation & balance 50% once directory is printed & delivered in November 2010.

BANK DETAILS

Payment can be remitted to our account as below:

MAYBANK BERHAD
 Lot G96, Ground Floor, The Curve, Mutiara Damansara
 47800, Petaling Jaya, Selangor, Malaysia
 Tel: +603 7726 3992 Fax: +603 7728 0004

Account Name : **World Agri Trade (Malaysia) Sdn Bhd**
 Account No. : **5127 6310 8954**
 Swift : **MBBEMYKL**

Note :
 Size of book is **8 Inch** Height x **12 Inch** Width

Advertisement Rate	: _____	Payment Mode :
+5% GST	: _____	[<input type="checkbox"/>] Cash
TOTAL BILLING	: _____	[<input type="checkbox"/>] Cheque / Bank Draft / Money Order
		[<input type="checkbox"/>] Credit Card



Name : _____

Designation: _____

Date: _____

Authorized Signature Company Stamp

MATERIAL REQUIREMENTS

MEDIA

Artwork should be in a press-ready PDF file generated through Illustrator/QuarkXpress or InDesign. Files supported are PDF, Tiff or EPS.

RESOLUTION

Hi-Res (300 dpi) for all submitted images and files. Linework 2400 dpi.

COLOUR

All files must be in CMYK format (ISO 27L) and all black text as over print.

SPREADS

Advertisers using facing pages as a spread may extend matter to the centre fold line on each side. However, there is no guarantee of alignment or precision of folding in all copies.

PROOFS

A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.

Please note: If overseas please email the ad as per Media , Resolution and Colour requirements as above

MATERIAL DEADLINE

The material deadline is 8 weeks before the publication date. If the material is not received by the deadline, the publisher reserves the right to replace the advertisement at its discretion.

TERMS & CONDITIONS OF CONTRACT

All advertisements in Asean Agro Trade Business Review Directory 2011/ 2012 (AAT) are accepted under the following terms and conditions.

No variations to these terms and conditions are permitted without the express written approval from World Agri Trade Sdn Bhd

1. All advertisements are accepted and published by the Publisher on the representation of the advertiser and/or the advertising agency that both are authorised to publish the entire contents and subject matter of the advertisement.

The advertiser and the advertising agency shall be held solely responsible for the contents of the advertisements.

2. In consideration of publication of an advertisement, the advertiser and or/or the advertising agency will indemnify and hold harmless (AAT) the Publisher, the Directory, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication of the contents in the advertisement, including and, without limitation to, claims or suits for libel, violations of rights of privacy, defamation, trademark or copyright infringement, misappropriation, or plagiarism.

3. Execution of an order is subject to the Publisher's approval of the copy, including display, text and illustration.

4. The Publisher reserves the right to reject any advertisement for any reason at any time.

5. The Publisher reserves the right to change advertising rates following a 30 days' notice.

6. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the issue for any reason whatsoever including but not limited to strikes, work stoppages, accidents, fires and acts of God.

7. If the advertiser and/or the advertising agency fail to submit the material on time, the publisher reserves the right to replace the advertisement with another. In any case the advertiser or the advertising agency will be liable to pay the contracted advertising rates in full.

8. The Publisher reserves the right to add the word Advertisement/Supplement/Advertorial or other suitable alternatives at the top or anywhere within any page, that in the Publisher's sole judgment, too closely resembles the editorial pages of the publication.

9. The publisher does not undertake to insure advertising materials supplied and will be held without prejudice. The Publisher reserves the right after 6 months to dispose of any copy material, photographs, artwork, separations, etc. providing the advertiser and/or advertising agency has not given instructions to the contrary.

10. The advertiser and/or the advertising agency are jointly liable for payment of all invoices for advertising placed. The advertiser and/or the advertising agency agree not to make promotional or merchandising reference to AAT without prior written permission from the Publisher.

11. All payments shall be made in the currency as stated on the invoice. All rates are quoted as payment due, free of all withholding taxes and duties unless specified. The Publisher reserves the right to ask for upfront 50% payment upon confirmation (contract signed & stamped) from any advertiser and/or its advertising agency.

12. The Publisher reserves the right to charge interest on any monies outstanding after 30 days of date of the invoice.

A 2% cash discount on the invoice value is allowed for invoices paid within 10 days from the date of invoice (applies to first 50% payment and final 50% payment).

A 1% interest per month on the outstanding amount will be chargeable on any account outstanding for more than 30 days from the date of invoice.

13. The advertiser and/or advertising agency accepts that payment for the advertisement is not conditional on the inclusion, or exclusion of any editorial material in the magazine, whether promised or not, and any error or omission in the editorial or any criticism the advertiser and the advertising agency may have shall not be grounds for non-payment, part-payment, or late-payment of the advertising account.

14. Cancellation of the advertiser and/or the advertising agency of any portion of a contract nullify all earned rates and/or frequency/series discounts for the entire contact. In such cases, the advertiser of the advertising agency will become liable to the Publisher 50% payment the published rate card rate on the insertion.

15. Space bookings cannot be cancelled within 8 weeks prior to publications of that issue; the space will be invoiced nevertheless.

16. The advertiser and/or the advertising agency will pay for the cost, legal or other professional services and incidental expenses incurred by the Publisher in the course of collecting payment.

17. The placing of an order will be deemed as acceptance to these terms and conditions. Supplementary terms and conditions attached unilaterally on an order form will not be valid, unless endorsed by Publisher.