DEAR ADVERTISERS,

Research has found that many exhibitors and advertisers desire increase advertising to generate solid sales, support outside sales efforts, promote a corporate image and generally increase the bottom line.

2. The research conducted by Chahners Advertising Research, USA also found out that:
   - Advertising does influence impression of supplier.
   - Increased advertising leads to increased profits.
   - Advertising fills the gaps when product catalogues are not in hand.

3. MPOB offers the advertising opportunities through its various publications:

a) Oil Palm Bulletin
   - Print run: 5000 copies
   - Target audience: Planters, millers, refiners and palm oil user.
   - Publication: Twice yearly (May and November)
   - Language: English
   - Full page: 280 mm x 190 mm
   - Bleed: 300 mm x 210 mm

b) Journal of Oil Palm Research (formerly known as Elaeis)
   - Print run: 1000 copies
   - Target audience: Planters, millers, refiners researchers and palm oil user.

REPLY SLIP

To:
Malaysian Palm Oil Board (MPOB)
No. 6, Persiaran Institusi, Bandar Baru Bangi,
43000 Kajang, Selangor, Malaysia.
(Attn: Publication Section)
or Tel: Ms Lai Oi Kuen 603-89282803
En. Jalaludin Omar 603-89259155 ext 3502
Fax: 603-89259446 Email: pub@mpob.gov.my

We confirm our intention to advertise in:

Oil Palm Bulletin
Journal of Oil Palm Research
Palm Oil Developments
Peladang Sawit
Oil Palm Industry Economic Journal

* Please tick (✓) and ** indicate where appropriate
*** Made payable to 'Malaysian Palm Oil Board'

Publication : Twice yearly (June and December)
Language : English
Full page : 280 mm x 190 mm
Bleed : 300 mm x 210 mm

c) Palm Oil Developments
   - Print run: 4000 copies
   - Target audience: Managers, planters, millers, refiners,
     nutritionists and palm oil user.
   - Publication: Twice yearly (June and December)
   - Language: English
   - Full page: 280 mm x 190 mm
   - Bleed: 300 mm x 210 mm

d) Peladang Sawit
   - Print run: 10 000 copies
   - Target audience: Smallholders, extension agents and oil
     palm related agencies.
   - Publication: Every four months
     (April/August/December)
   - Language: Malay
   - Full page: 280 mm x 190 mm
   - Bleed: 300 mm x 210 mm

e) Oil Palm Industry Economic Journal
   - Print run: 1000 copies
   - Target audience: Planters, millers, academicians, business
     and financial communities, bankers, economists, refiners, researchers and
     palm oil user.
   - Publication: Twice yearly (March and September)
   - Language: English
   - Full page: 280 mm x 190 mm
   - Bleed: 300 mm x 210 mm

REMAINS TO BE TABBED

ADVERTISEMENTS RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATES (RM)</th>
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<tbody>
<tr>
<td>Outside Back Cover (Colour [except Oil Palm Bulletin])</td>
<td>* 1200.00</td>
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<tr>
<td>Inside Back Cover (Colour)</td>
<td>1000.00</td>
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<tr>
<td>Inside Front Cover (Colour)</td>
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<td>Colour separation charges</td>
<td>At cost plus 10%</td>
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REPRODUCTION MATERIAL
Camera-ready artwork or positive colour separation as per dimension chosen.

CLOSING DATE - One (1) month before publication.

COMPANY: ____________________________
ADDRESS: ____________________________

TEL.: ____________________ FAX: ______________
E-MAIL: __________________________

CONTACT PERSON: _______________________

Please find enclosed *** crossed cheque No. ______ for RM ____________ (__________)
being payment for the advertisement above.

______________________
Signature (required)

______________________
Date