

ADVERTISEMENT FORM



Lembaga Minyak Sawit Malaysia
MALAYSIAN PALM OIL BOARD
(MPOB)

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 increase 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.

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

REPLY SLIP

ADVERTISEMENT RATES

POSITION

RATES (RM)

Outside Back Cover (Colour [except Oil Palm Bulletin])	<input type="checkbox"/> * 1200.00
Inside Back Cover (Colour)	<input type="checkbox"/> 1000.00
Inside Front Cover (Colour)	<input type="checkbox"/> 1000.00
Full Page (Black & White)	<input type="checkbox"/> 600.00
Full Page (Colour)	<input type="checkbox"/> 800.00
Colour separation charges	<input type="checkbox"/> At cost plus 10 %

REPRODUCTION MATERIAL

Camera-ready artwork or positive colour separation as per dimension chosen.

CLOSING DATE - One (1) month before publication.

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 * Issue : _____ **
 Journal of Oil Palm Research Issue : _____
 Palm Oil Developments Issue : _____
 Peladang Sawit Issue : _____
 Oil Palm Industry Economic Journal Issue : _____

COMPANY: _____

ADDRESS: _____

TEL.: _____ FAX: _____

E-MAIL: _____

CONTACT PERSON: _____

Please find enclosed *** crossed cheque No. _____
 for RM _____ (_____)

being payment for the advertisement above.

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

 Signature (required)

 Date