

THE PLANTER ADVERTISEMENT RATES

Bookings are accepted on a page basis for most positions. The size of a page is 9 3/4 in. x 7 3/8 in. (25 cm x 18.5 cm) - trim size.

Position	Rate (RM/issue)
Outside back cover*	-
Inside back cover*	-
Inside front cover*	-
Full page (black & white)	770
Full page (full colours)	1,100
Half page (black & white)	440
Inserts bound (1 page – i.e. one side printed)	660
Inserts bound (2 pages – i.e. both sides printed)	880
Small Ads:	
ISP members: RM10 up to 25 words; over 25 words, 40 cents per word.	
Non-ISP members: RM 15 up to 25 words; over 25 words, 60 cents per word.	
Discount for 6 insertions	5%
Discount for 12 insertions	10%
Loading for specified position	15%
Advertorial	
i. Coloured (per page)	990
ii. Black & white (per page)	660
Direct Mailing	1,100
	(excluding postage- materials inserted in envelopes and delivered ready for postage)

* On a tender basis

Size of half-page ad – 11cm (H) x 17 cm (W)

Note: All fees are subject to Sales & Services Tax (SST). The above rates are excluding the 8% SST.