



# 2009 Rate + Specifications

**FULL PAGE**  
No Bleed :  
19.6 x 27.2 cm

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**FULL BLEED**  
Trim / Finish size :  
21.59 x 29.21 cm  
Bleed :  
21.59 x 29.21 cm  
Live Area : 19.6 x 27.2 cm  
Please include 0.3 cm bleed with visible crop marks

<b>HALF PAGE (V)</b> 9.6 cm x 27.2 cm	<b>1/3 PAGE</b> 6.4 cm x 27.2 cm
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**HALF PAGE (H)**  
19.6 x 13.5 cm

**QUARTER PAGE**  
9.6 cm  
x  
13.5 cm

## SUBMISSION & FILE SPECIFICATIONS

### IMAGES/FILES:

- All ads must be created with resolution settings (300 dpi minimum for rasterized images, 800 dpi for bitmap images) at 100 % of the specified size.
- We accept AI, EPS, PSD, PDF, JPG, TIFF, PNG files (with outlined text).
- All colour images must be set to CMYK colour mode, no RGB, including embedded images.
- Failure to convert to CMYK may result in a dull and cloudy looking ad.
- All fonts must be outlined when possible. Please include all fonts that cannot be outlined and supply a low resolution PDF or JPEG Proof, illustrating correct font usage.
- Transparencies, slides or color prints can be scanned by our art department. Special production charges related to electronic files will be charged back to the customer.

### SUBMITTING A FILE:

- All files must be compressed using Stuffit or WinZip. Your file must be clearly named with your company name. CD in PC Format Only.

### PROOFS:

- All ad submissions should include a colour accurate, hard copy proof, which can be referred to at press time. The proof will also provide a reference for correct fonts and image placement.

### E-MAILS:

- Please supply your completed ad to [artwork@timecoltd.com](mailto:artwork@timecoltd.com) if the file size is less than 8MB. Anything larger must be uploaded to our FTP address. Please contact us for details.

**Mechanical Requirements:** Printing method: OFFSET

Binding: Saddle stitch

Screen : 133 to 150 line screen

## RATES & DISCOUNTS

(All Ads are in Full Color)

### PREMIUM POSITIONS

Ad Size	Width x Height		1x	2x	4x	6x
Inside Front Cover-Double Page Spread	41.2cm x 27.2 cm	USD.	8,199	7,871	7,379	7,051
		THB	254,169	244,002	228,752	218,585
Double Page Spread	41.2cm x 27.2 cm	USD.	6,799	6,527	6,119	5,847
		THB	210,769	202,338	189,692	181,261
Half Page Spread	41.2cm x 13.5 cm	USD.	4,299	4,127	3,869	3,697
		THB	133,269	127,938	119,942	114,611
Inside Front Cover	19.6 cm x 27.2 cm	USD.	4,839	4,645	4,355	4,162
		THB	150,009	144,009	135,008	129,008
Inside Back Cover	19.6 cm x 27.2 cm	USD.	5,484	5,265	4,936	4,716
		THB	170,004	163,204	153,004	146,203
Outside Back Cover	19.6 cm x 27.2 cm	USD.	6,452	6,194	5,807	5,549
		THB	200,012	192,012	180,011	172,010

### NON PREMIUM POSITIONS

Full Page	19.6 cm x 27.2 cm	USD.	3,226	3,097	2,903	2,774
		THB	100,006	96,006	90,005	86,005
Half Page H/V (see side chart)	19.6 cm x 13.5 cm	USD.	2,097	2,013	1,887	1,803
		THB	65,007	62,407	58,506	55,906
1/3 Page	6.4 cm x 27.2 cm	USD.	1,548	1,486	1,393	1,331
		THB	47,988	46,068	43,189	41,270
1/4 Page	9.6 cm x 13.5 cm	USD.	1,290	1,238	1,161	1,109
		THB	39,990	38,390	35,991	34,391

Issue Date	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Artwork submission dates	Nov 20th	Jan 20th	Mar 20th	May 20th	Jul 20th	Sep 20th

All prices in net dollars. Rates are for space only. **ASEANAFFAIRS** does not supply ad creation. Discounted rates on multiple booking are for consecutive issues only.

If you would like more information about advertising in **ASEANAFFAIRS** Magazine or on the **ASEANAFFAIRS.com** website, Please contact one of the following individuals : Send Email to [Marketing@aseanaffairs.com](mailto:Marketing@aseanaffairs.com), [Exec-assist@aseanaffairs.com](mailto:Exec-assist@aseanaffairs.com), [asean@aseanaffairs.com](mailto:asean@aseanaffairs.com)