

# 2011 Rate & Specifications

## SUBMISSION & FILE SPECIFICATIONS

### FULL PAGE

No Bleed :  
19.6 x 27.2 cm

### 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

### HALF PAGE(V)

9.6 cm  
x  
27.2 cm

### 1/3 PAGE

6.4 cm  
x  
27.2 cm

### HALF PAGE (H)

19.6 x 13.5 cm

### QUARTER PAGE

9.6 cm x 13.5 cm

### 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	43.18 cm x 29.21 cm	USD.	15,280	14,669	13,752	13,141
Double Page Spread	43.18 cm x 29.21 cm	USD.	12,755	12,245	11,480	10,969
Half Page Spread	43.18 cm x 14.605 cm	USD.	9,835	9,442	8,852	8,458
Inside Back Cover	19.6 cm x 27.2 cm	USD.	12,599	12,095	11,339	10,835
Outside Back Cover	19.6 cm x 27.2 cm	USD.	13,825	13,272	12,443	11,890

### NON PREMIUM POSITIONS

Full Page	19.6 cm x 27.2 cm	USD.	8,500	8,160	7,650	7,310
Half Page H/V (see side chart)	19.6 cm x 13.5 cm	USD.	5,890	5,654	5,301	5,065
1/3 Page	6.4 cm x 27.2 cm	USD.	5,099	4,895	4,589	4,385
1/4 Page	9.6 cm x 13.5 cm	USD.	4,205	4,037	3,785	3,616

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

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)