

**FORM 9  
(OPTIONAL)**

**SHOW DIRECTORY ADVERTISEMENT**

**Deadline  
17<sup>th</sup> Jan 2020**



The all important tool of reference to a complete list of exhibitors and products, the show directory is the essential sourcing guide for all industry players. 10,000 copies will be handed out to trade visitors, trade associations, government agencies, embassies and VIP guests.

Back Cover	: RM 3,700/ USD 925
Inner Front Cover Page	: RM 2,700/ USD 675
Inner Back Cover Page	: RM 2,700/ USD 675
Inner Page 1	: RM 2,700/ USD 675
Inner Last Page	: RM 2,700/ USD 675
Inner Page- Loading (Selected Page)	: RM 1,700/ USD 425
Inner Page- Run-of-Page (ROP)	: RM 1,000/ USD 250
Inner Half Page – Run-of-Page (ROP)	: RM500/ USD 125
Quantity of distributions	: 10,000 copies
Size	: (Please refer the following page)

**\* Rates quoted exclude artwork design fee.  
Design fee will be charged at RM 800 / USD 200 by professional designer.  
Standard Template will be provided at RM100/USD25 (inclusive of artwork design fee)**

Wholly owned subsidiary of Malaysian Furniture Industry Council

**FORM 9  
(OPTIONAL)**

**SHOW DIRECTORY ADVERTISEMENT**

**Deadline  
17<sup>th</sup> Jan 2020**



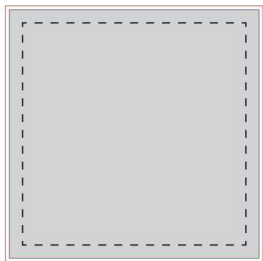
**SHOW DIRECTORY  
ADVERTISEMENT  
ARTWORK GUIDELINE**

Advertisement (Print)



**HALF PAGE**

**TRIM SIZE** : 190mm (w) x 89mm (h)  
**BLEED SIZE** : 196mm (w) x 95mm (h)  
**TEXT AREA** : 170mm (w) x 75mm (h)



**FULL PAGE**

**TRIM SIZE** : 190mm (w) x 189mm (h)  
**BLEED SIZE** : 196mm (w) x 195mm (h)  
**TEXT AREA** : 170mm (w) x 169mm (h)



**DOUBLE PAGE SPREAD**

**TRIM SIZE** : 380mm (w) x 189mm (h)  
**BLEED SIZE** : 386mm (w) x 195mm (h)  
**TEXT AREA** : 360mm (w) x 169mm (h)

**MATERIAL REQUIREMENTS PRINT**

**FILE FORMAT**

All digital files submitted to EFE Show Directory 2020 must:

- Be in **PDF** format version 1.3 or higher.
- Have embedded fonts above 8 points. Not artificially stylised.
- All images must be in **CMYK format under FOGRA 27L color profile**. Images in RGB format are NOT ALLOWED.
- Be no more than 300% ink weight.
- Be the correct advertisement size with a 3mm bleed included.
- Have embedded images of the artwork(s) & have to be in high resolution as possible.

**FONTS**

All submitted fonts (for digital files) must be for MAC OS (no PC fonts). Illustrator and Freehand files should have all fonts converted to paths/outlines.

**SPREADS**

Advertisers using facing pages as a spread may extend matter to the centerfold line on each side. However, there is no guarantee of precision of folding in all copies.

**\*\*\*DESIGN MUST BE IN VERTICAL**

**PERFECT BOUND & TRIM BOOKLET**

Clearance for EFE Show Directory should be a minimum of **6mm** due to this space being visually lost in the spine. Please note, in case text runs across a DPS, text must be at least **10mm** away from the gutter on both sides.

The text area also needs to be at least 5mm away from the outer trim area. Do not place essential information in this critical gutter area if possible.



Signed on behalf of the Exhibitor by \_\_\_\_\_  
Name

Date : \_\_\_\_\_

**FORM 9  
(OPTIONAL)**

**SHOW DIRECTORY ADVERTISEMENT**

**Deadline  
17<sup>th</sup> Jan 2020**

*This form it to be returned on or before 17<sup>th</sup> Jan 2020 to:-*

**EFE Expo Sdn Bhd** (667878-H)

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara, 52200 Kuala Lumpur, Malaysia.

Tel: +603 6270 9332

Fax: +603 6270 9331

E-mail: [operations@efe.my](mailto:operations@efe.my)

Attn: Operations Department

<b>Company Name:</b>	
<b>Authorised Personnel:</b>	<b>Designation:</b>
<b>Telephone:</b>	<b>Facsimile:</b>
<b>Email:</b>	<b>Booth No:</b>

*An essential sourcing guide that provides comprehensive list of all exhibitors and products to all the buyers in the industry. 10,000 copies to be distributed to the trade visitors, embassies, government bodies, VIP guests and trade associations.*

ADVERTISEMENT POSITIONS	RATES (FULL COLOR)	TICK (√)
Back Cover	RM 3,700 / USD 925	
Inner Front Cover Page	RM 2,700 / USD 675	
Inner Back Cover Page	RM 2,700 / USD 675	
Inner Page 1	RM 2,700 / USD 675	
Inner Last Page	RM 2,700 / USD 675	
Inner Page- Loading (Selected Page)	RM 1,700 / USD 425	
Inner Page- Run-of-Page (ROP)	RM 1,000 / USD 250	
Total:		

**\* Rates quoted exclude artwork design fee.**

**Design fee will be charged at RM 800 / USD 200 by professional designer.**

**Standard Template will be provided at RM100/USD25 (inclusive of artwork design fee)**

**Note:**

**1. Ad Specifications**

Files must be CMYK and should be 300 DPI at 100% saved in high resolution Illustrator, PDF, and PSD, TIFF or EPS format with approximately file size of 6 – 10MB. Font and image should be outlined and embedded.

**2. Artwork Submission**

All the artwork can be submitted through the following accepted media **on or before 17<sup>th</sup> Jan 2020**:

- Storage media: CD-ROM, DVD-ROM, Flash Drive.
- File Hosting Website: sendspace.com, yousendit.com

**3. Cancellation Policy**

In no case, the organizer will entertain cancellation request made by the advertiser / exhibitor. Payment once made will not be refunded in any case.

**4. Payment**

All payments (cheque / bank draft / telegraphic transfer) are to be in favor of **EFE Expo Sdn Bhd** and **MUST** accompany this Order Form. All bank charges must be borne by the remitter.

Name of Account : EFE Expo Sdn Bhd

Account No. : 5643-9711-3503

Name & Address of bank : Malayan Banking Berhad

Jalan Tanjung SD 13/1, Bandar Sri Damansara, 52200 Kepong, Kuala Lumpur

Swift Code : MBBEMYKL

\_\_\_\_\_  
Signed on behalf of the Exhibitor by  
Name

Date : \_\_\_\_\_