

**FORM 7
(OPTIONAL)**

“SPOTLIGHT” ADVERTISEMENT

**Deadline
12th January
2024**

Diagram 1



Diagram 2



Diagram 3



Reach your audience and promote your product and popularize your brand identity.

Special Front Cover: RM15,000/USD\$ 3,750
Size : 260 mm(w) x 330mm(H)

Back Cover : RM 8,000.00/ USD \$ 2,000
ROP – Full Page : RM 6,000.00/ USD \$ 1,500
ROP – Half Page: RM 3,000.00/ USD \$ 750

Full Page
Trim Size : 260mm(w) x 330mm(h)
Bleed Size : 266mm(w) x 336mm(h)

Half page (vertical)
Trim Size : 130mm(w) x 330mm(h)
Bleed Size : 136mm(w) x 336mm(h)

Quantity of distributions: 18,000 copies

Distribution after post event at Oversea & Local Road Show

** Rates quoted exclude artwork design fee.
Design fee will be charged at RM 800 / USD 200 by professional designer.*

Add in 0.5cm Bleed

EFE Spotlight

Half page (vertical)

Trim Size: 13cm (W) x 33cm (H)
Bleed Size: 14cm (W) x 34cm (H)
Text Area: 11cm (W) x 31cm (H)

Add in 0.5cm Bleed

Add in 0.5cm Bleed

Add in 0.5cm Bleed

EFE Spotlight

FULL PAGE

Trim Size: 26cm (W) x 33cm (H)
Bleed Size: 27cm (W) x 34cm (H)
Text Area: 24cm (W) x 31cm (H)

Add in 0.5cm Bleed

Add in 0.5cm Bleed

Add in 0.5cm Bleed

EFE Spotlight

DOUBLE-PAGE SPREAD

Trim Size: 52cm (W) x 33cm (H)
Bleed Size: 53cm (W) x 34cm (H)
Text Area: 50cm (W) x 31cm (H)

Add in 0.5cm Bleed

Add in 0.5cm Bleed

**FORM 7
(OPTIONAL)**

“SPOTLIGHT” ADVERTISEMENT

Deadline
12th January
2024

This form it to be returned on or before 12th January 2024 to:

EFE Expo Sdn Bhd (667878-H)

19A, 19th Floor, Menara PGRM, 8, Jalan Pudu Ulu, 56100 Cheras, Malaysia.

Tel: +603 9282 2333 Fax: +603 9286 2296 E-mail: operations@efe.my Attn: Operations Department

Company Name:	
Authorised Personnel:	Designation:
Telephone:	Facsimile:
Email:	Booth No:

A show publication which is an avenue for exhibitors to launch and introduce new products to the market, as well as promote and create branding for your company and products!

ADVERTISEMENT POSITIONS	RATES (FULL COLOR)	TICK (√)
Special Design Adv @ Front Cover	RM15,000/USD\$ 3,750	
Back Cover	RM 8,000/ USD \$ 2,000	
ROP – Full Page	RM 6,000/ USD \$ 1,500	
ROP – Half Page (vertical)	RM 3,000/ USD \$ 750	
Total		

*** Rates quoted exclude artwork design fee. Design fee will be charged at RM 800 / USD 200 by professional designer.**

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 12th January 2024:**

- 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