

(CIRCULAR TO MEMBERS)

**PUBLICATION OF 1<sup>ST</sup> SELANGOR & KUALA LUMPUR LOGISTICS SERVICES DIRECTORY 2010-11**

In conjunction with our 37th anniversary this year, SFFLA will be publishing the first *Selangor & Kuala Lumpur Logistics Directory 2010-11*.

The directory aims to give an overview of the logistics sector in the Klang Valley and to promote SFFLA's members, ports and other parties in the logistics chain.

Your support is needed to ensure the success of the directory as it will be financed entirely by advertisements from individual members and suppliers of logistics-related products/services including seaports and airports.

▪ **Affordable Advertising Rates from RM350**

Members receive a big 25% discount off the published advertisement rates for a normal advertisement. Or you can opt for a quarter-page listing especially for SFFLA members for only RM350 (nett).

For a small price, you get big exposure to a big market as the directory will be circulated locally to current and potential clients, business corporations, chambers of commerce and government agencies and also internationally.

▪ **PM, Transport Minister, Minister of International Trade & Industry in Directory**

The directory is a prestigious publication that includes messages from the Prime Minister, Minister of Transport and Minister of International Trade and Industry.

Your participation puts you in the same company as the VIPs mentioned above. You promote your business and also enhance your company's profile.

▪ **Free Directories**

SFFLA is working with ADV Publications Sdn Bhd who will produce the directory free of charge for distribution to members, their current and potential customers, network partners and various parties who are directly or indirectly involved in the logistics business.

The management committee seeks your full support to make the directory a success especially in commemorating our 37<sup>th</sup> anniversary.

*If every member participates by just taking the special quarter-page listing at only RM350, we will have a full complement of the membership involved to make the directory proudly our own.*

A representative from ADV Publications will be calling you to discuss your participation.

Enquiries:

- Mr. Steven Teo, Director, ADV Publications Sdn Bhd: Mobile 012 331 9510 / Office 03-3324 1316.
- Mr. Wee Ah Sah, SFFLA Secretary-General: Mobile 019 227 9900

Attached: Advertising rates and booking form.

Let us together make our first *Selangor & Kuala Lumpur Logistics Directory* a great success.



ALVIN CHUA  
Acting President

**ADVERTISING RATES - SFFLA MEMBERS ONLY**  
**SELANGOR & KUALA LUMPUR LOGISTICS SERVICES DIRECTORY 2010-11**

**PREMIUM POSITIONS**

Discount 25%.

	<u>Non-Member</u>	<u>SFFLA Member</u> (After Discount )
	RM	RM
Facing Message from Prime Minister	3,800	<b>2,850</b>
Facing Message from Transport Minister	3,800	<b>2,850</b>
Facing Message from International Trade & Industry Minister	3,800	<b>2,850</b>
Inside front cover	3,800	<b>2,850</b>
Inside back cover	3,800	<b>2,850</b>
Back cover	3,800	<b>2,850</b>
Facing inside front cover	3,800	<b>2,850</b>

**RUN-OF-PAGE**

Discount 25%

Full page (colour)	3,000	<b>2,250</b>
Full page (black/white)	2,500	<b>1,875</b>
Half page (colour)	2,000	<b>1,500</b>
Half page (black/white)	1,500	<b>1,125</b>
Quarter page (colour)	1,000	<b>750</b>
Quarter page (black/white)	700	<b>525</b>

**Special Quarter Page Listing**

(SFFLA Members Only)

**350**  
(No discount)

Company name, address, contact persons and numbers, list of services of services.

**ADVERTISEMENT BOOKING FORM - SFFLA MEMBERS  
SELANGOR & KUALA LUMPUR LOGISTICS SERVICES DIRECTORY 2010-11**

We are booking an advertisement as indicated (√) below.

Enclosed is our cheque No. \_\_\_\_\_ for RM \_\_\_\_\_ being payment for the advertisement.

**Note:** Payment is required upon booking. Payment by cheque only to: ADV PUBLICATIONS SDN BHD.

**Premium Positions\***

Rates after 25% discount

	<u>RM</u>
[ ] Facing Message from Prime Minister	2,850
[ ] Facing Message from Transport Minister	2,850
[ ] Facing Message from International Trade & Industry Minister	2,850
[ ] Inside front cover	2,850
[ ] Inside back cover	2,850
[ ] Back cover	2,850
[ ] Facing inside front cover	2,850

**Run-of-Page**

Rates after 25% discount

	<u>RM</u>
[ ] Full page (colour)	2,250
[ ] Full page (black/white)	1,875
[ ] Half page (colour)	1,500
[ ] Half page (black/white)	1,125
[ ] Quarter page (colour)	750
[ ] Quarter page (black/white)	525

**Quarter Page Listing**

Company name, address,  
contact person/numbers

350  
(no discount)

\* Booking for above on first-come-first-served basis.

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

CONTACT PERSON MAKING THIS BOOKING: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_ DEPARTMENT \_\_\_\_\_

**IMPORTANT INFORMATION**

- Closing date for booking: 22 MARCH 2010      Closing date for submission of materials: 1 April 2010
- Booking is confirmed only if accompanied by payment.
- Booking form and cheque to be mailed to: ADV PUBLICATIONS SDN BHD, 14A, LORONG SELAMPIT 18B  
TAMAN DESA UTAMA, 41200 KLANG, SELANGOR OR  
If in Klang Valley, call us for collection - Tel: 03-3324 1316 or 012 331 9510
- Payment can also be deposited into: A/C NO. 06700054350, HONG LEONG BANK BERHAD, TAMAN SRI ANDALAS,  
KLANG, SELANGOR.
- Mechanical Data: Publication Size: A4 (closed)      Size of type area: 270 x 190cm      Films: positive films  
Screen Resolution: colour 120 per cm (175)      Printing: offset
- Enquiries: Tel / Fax : 603 - 3324 1316      E-mail: [adv@advpublications.com](mailto:adv@advpublications.com) or [adv@advpub.com](mailto:adv@advpub.com)