

# COSMETIC SURGERY & BEAUTY

*Because Nobody's Perfect*

PUBLISHED IN ENGLISH AND CHINESE



## ADVERTISEMENT RATE CARD

Published by:

**The Writers' Publishing House Sdn Bhd (259664D)**

Lot A10-2, 2nd Floor, Jalan Selaman 1/1, Dataran Palma, Jalan Ampang, 68000 Selangor Darul Ehsan, Malaysia.

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# PAPER ADVERTISEMENT RATES

**Size:** A4 - 297mm (h) x 210mm (w) (Portrait)  
**Full bleed ads:** Add 5mm all around  
**Printing:** Full colour on quality art paper  
**Colour:** Four colour throughout  
**Frequency:** Four times a year for each edition  
**Linescreen:** 150  
**Emulsion Side:** Down

Colour separated positive films required from advertiser. Films can be produced for advertisers at a charge determined by scope of work required.

## ADVERTORIALS

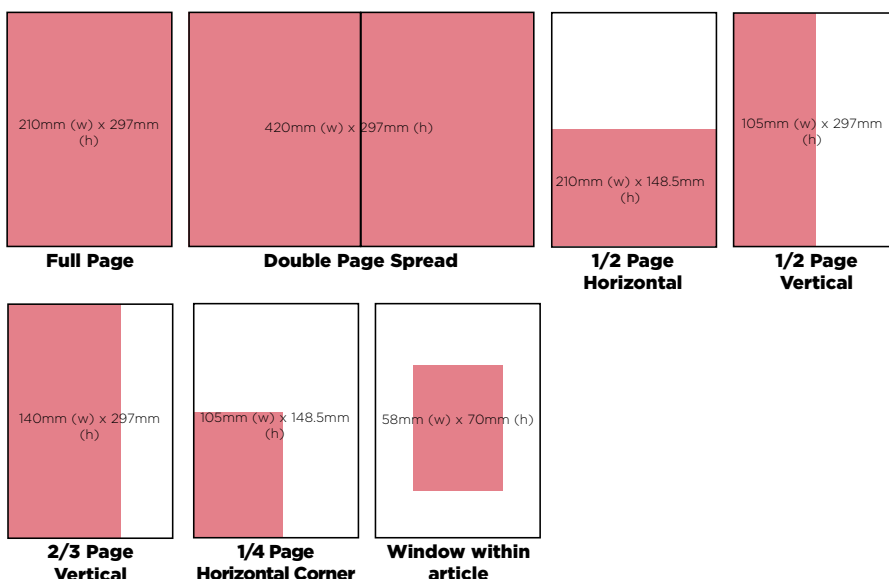
**Full page ROP  
RM7,800**

**Included in our Advertorial rate is the interview, writeup and page layout. Photos and illustrative materials must be supplied by the client, though photography can arranged for a fee.**

ADVERTISEMENT PLACEMENT	ENGLISH EDITION RATES	CHINESE EDITION RATES
<b>Inside Front Cover</b>		
Inside Front Cover Double Page Spread	RM 16,000.00	RM 14,000.00
Inside Front Cover Full Page	RM 10,000.00	RM 9,000.00
<b>Back Cover</b>		
Outside Back Cover	RM 15,000.00	RM 13,000.00
Inside Back Cover	RM 8,000.00	RM 7,000.00
<b>Inside Magazine</b>		
Double Page Spread ROP	RM 13,000.00	RM 11,000.00
Full Page ROP	RM 7,500.00	RM 6,500.00
2/3 Page	RM 5,200.00	RM 4,500.00
1/2 Page - Horizontal or Vertical	RM 3,800.00	RM 3,600.00
1/4 Page - Horizontal	RM 2,000.00	RM 1,900.00
Window within article	RM 2,500.00	RM 2,400.00

All rates subject to 6% Government Service Tax.

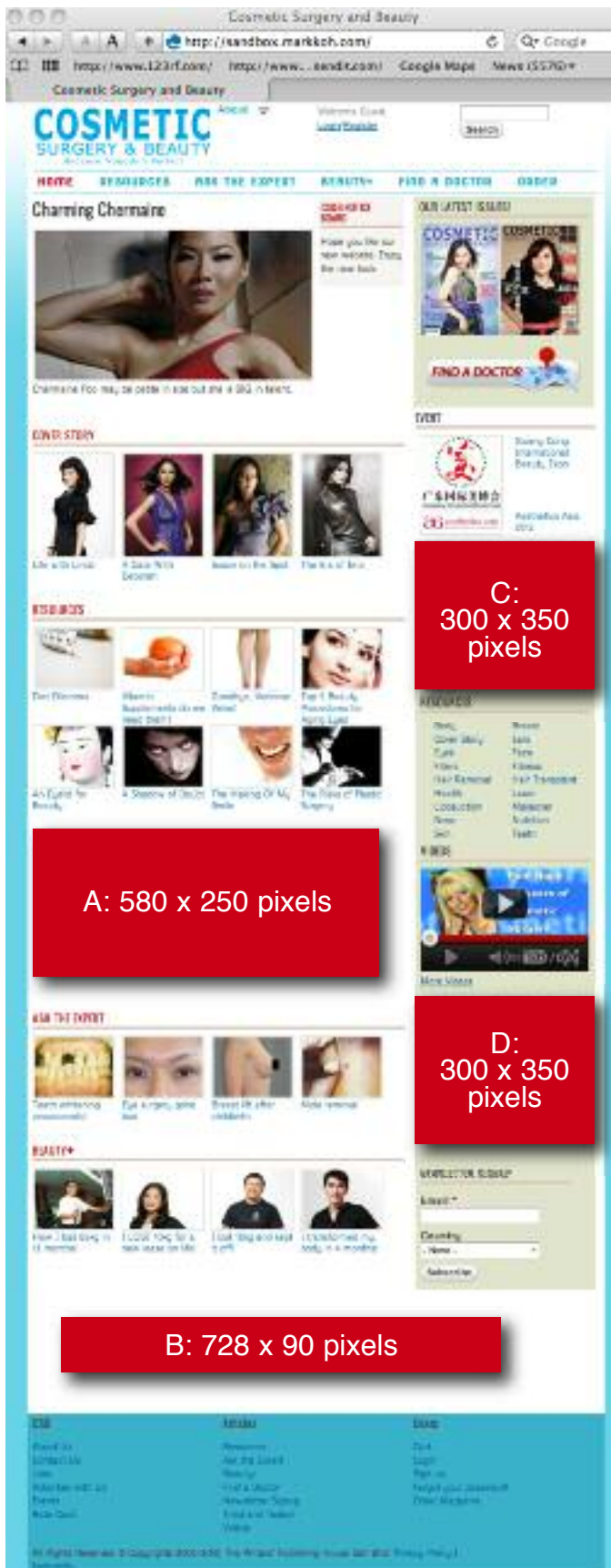
**SPECIAL CREATIVE BUYS SUCH AS GATEFOLDS, INSERTS, STICK-ONS ETC ARE AVAILABLE ON REQUEST.**



## SPECIAL PACKAGE DEALS

Subject to series ad confirmation.

# WEBSITE ADVERTISEMENT RATES



## ON THE CS&B HOMEPAGE

**Size:** A: 580 x 250 pixels  
**Price:** RM2000 per month

**Size:** B: 728 X 90 pixels  
**Price:** RM1500 per month

## ON THE CS&B INSIDE PAGES

**Size:** A: 580 x 250 pixels  
**Price:** RM1300 per month

**Size:** B: 728 X 90 pixels  
**Price:** RM800 per month

## ON THE CS&B PERMANENT SIDE BAR

### TOP PAGE AD

**Size:** C: 300 x 350 pixels  
**Price:** RM3000 per month

### BOTTOM PAGE AD

**Size:** D: 300 x 350 pixels  
**Price:** RM2800 per month