

**TTG**mice

Asia-Pacific's Intelligent Business Events Resource

THE  
**PENANG**  
SUPPLEMENT

**SUPPORTING  
PARTNER**



penang  
convention &  
exhibition  
bureau

**CIRCULATED ALONGSIDE  
TTGmice REGULAR ISSUE**

**FEB/MAR'18**

**14,500**  
**PRINT**  
**ASIA-PACIFIC**



**40,000**  
**DIGITAL**  
**GLOBAL**

**BONUS CIRCULATION**

**AIME**  
Melbourne,  
Australia  
20 – 21 Feb

**GITF**  
Guangzhou  
China  
1 – 3 Mar

**ITB  
BERLIN**  
Germany  
7 – 11 Mar

**IT&CM  
CHINA**  
Shanghai  
20 – 22 Mar

## DESTINATION ROUND-UP

A look at Penang's appeal for business events featuring PCEB and key industry stakeholders, plus an illustrated fast facts column on Penang.

## STAR DEVELOPMENTS

A detailed profile on Penang's key MICE facilities highlighting features, accompanied by a compelling pictorial.

## TOP STAYS

An unveil of some of the best hotels in Penang for corporate groups with details of their event offerings.

## UNIQUE VENUES

A gallery-style showcase of various unique venues in Penang and how they can be used for events.

*\* Editorial content and features subject to change*

## RATES

|                        | SIZE (W X H)<br>MM | STANDARD<br>(USD) | By 22 Dec 2017<br>EARLY BIRD<br>(USD) |
|------------------------|--------------------|-------------------|---------------------------------------|
| Full Page              | 210 x 285          | 14,500            | <b>11,600</b>                         |
| Half Page (Horizontal) | 180 x 130          | 10,800            | <b>8,640</b>                          |
| Half Page (Vertical)   | 88 x 263           | 10,800            | <b>8,640</b>                          |
| Quarter Page           | 88 x 130           | 7,400             | <b>5,920</b>                          |
| Double Page Spread     | 420 x 285          | 25,100            | <b>20,080</b>                         |

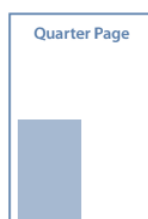
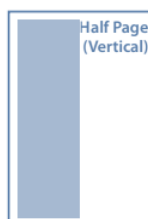
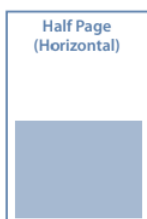
## PREMIUM

|                           |           |        |               |
|---------------------------|-----------|--------|---------------|
| Outside Back Cover        | 210 x 285 | 17,300 | <b>13,840</b> |
| Inside Front / Back Cover | 210 x 285 | 15,700 | <b>12,560</b> |

## ADVERTORIALS

|        |  |        |               |
|--------|--|--------|---------------|
| 1 Page |  | 16,600 | <b>13,280</b> |
| 2 Page |  | 25,500 | <b>20,400</b> |

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services



**BOOKING DEADLINE**  
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**MATERIAL DEADLINE**  
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