



# ADVERTISEMENT BOOKLET

## IEM ONLINE ADVERTISEMENT 2021

The Institution of Engineers, Malaysia (IEM) established in 1959 and its primary function is to promote and advance the science and profession of engineering in any or all of its disciplines and to facilitate the exchange of information and ideas related to engineering. Membership of IEM is currently about 42,000 and the growth rate is about 15% per annum, making it one of the largest professional institutions in the country. In order to support the needs of members, the IEM has 8 Standing Committees to attend to the different administrative functions of the Institution. To support the multi-disciplinary needs of engineering practice, there are 18 Technical Divisions and 3 Special Interest Groups to look after and to organize activities for the different disciplines. There is also a Graduate and Student Section that caters exclusively to the young members. MyIEM portal was launched on 1st October 2010. The portal aims to provide enhanced interaction between IEM and members with features such as online membership application, online registration for events, online CPD, online booking of library books etc.

# TYPE OF ONLINE ADVERTISEMENTS

## 1. IEM-IEMASB Portal Banner Advertisement (Monthly):

The advertisement will be appear on IEM main landing page with monthly basis packages and the positions are fixed. Viewer may click to the advertisement and it will direct them to the landing page of the advertiser.

We believe, the power of Advertising will provide you with the right target audience and that is what we are offering. We consistently anticipate numerous hits on our portal, which will lead to the inquiring individual or companies to see your advertisement and create a need for your products or services.

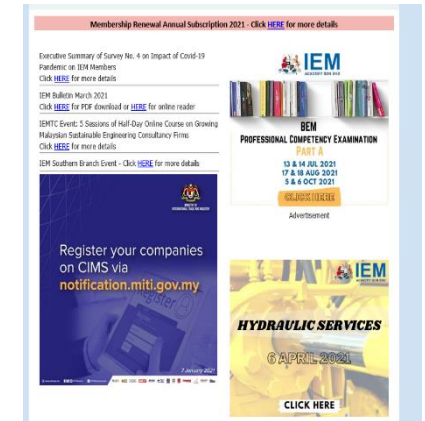
AD TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	ADVERTISEMENT RATE (MYR) (ALL FEES INCLUSIVE OF 6% SST)
Medium rectangular Banner	300px x 250px	55k	JPG/GIF/SWF	636.00
Bottom Banner	468px x 60px	55k	JPG/GIF/SWF	371.00



## 2. MyIEM WEEKLY Email Blast Newsletter Advertisement:

The advertisement will be email blast to all our members (we have 40,000 members) on weekly basis and the positions are fixed. Viewer may click to the advertisement and it will direct them to the landing page of the advertiser.

This newsletter advertisement is an effective way in promoting your product or services as it will directly reach to our database / member via email blast.



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AD TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	WEEKLY ADVERTISEMENT RATE (MYR) (ALL FEES INCLUSIVE OF 6% SST)
Top Ad Banner	600px x 100px	55k	JPG/GIF/SWF	848.00
Medium Banner 1	300px x 250px	55k	JPG/GIF/SWF	636.00
Medium Banner 2	300px x 250px	55k	JPG/GIF/SWF	318.00

# ADVERTISEMENT BOOKING FORM

## IEM ACADEMY SDN BHD

Wisma IEM, 1<sup>st</sup> Floor, No. 21, Jalan Selangor  
46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: +(603) 7931 5296

Email: [manager.iemasb@gmail.com](mailto:manager.iemasb@gmail.com) / [iemacademy2@gmail.com](mailto:iemacademy2@gmail.com)

## BANNER ADVERTISEMENT BOOKING

We wish to advertise in the IEM-IEMASB Portal Advertisement / MyIEM Weekly Email Newsletter Advertisement as indicated (√) below and enclose herewith Online Transfer/Banker's Cheque/Local Cheque No. \_\_\_\_\_ issued to "IEM Academy Sdn. Bhd." for the sum of Ringgit Malaysia \_\_\_\_\_.



## PAYMENT POLICIES

All advertisement design / artwork must be accompanied with payment upon submission of booking form. Advertisement rate is inclusive of 6% SST and one complimentary registration for each advertisement category.

All fee paid is not refundable; however substitution in same category is allowed for other month and subject to prior confirmation by the Committee.

## 1. IEM-IEMASB Portal Banner Advertisement :

AD TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)
Medium rectangular Banner	300px x 250px	55k	JPG/GIF/SWF
Bottom Banner	468px x 60px	55k	JPG/GIF/SWF

AD TYPE	MONTHLY RATE (MYR) TICK (√) <i>(All fees inclusive of 6% SST)</i>	YEARLY RATE (MYR) TICK (√) <i>(All fees inclusive of 6% SST)</i>	AMOUNT (MYR)
Medium rectangular Banner	<input type="checkbox"/> 636.00	<input type="checkbox"/> 6,360.00	
Bottom Banner	<input type="checkbox"/> 371.00	<input type="checkbox"/> 3,710.00	
		<b>TOTAL:</b>	

**2. MyIEM WEEKLY Email Blast Newsletter Advertisement:**

AD TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)
Top Ad Banner	600px x 100px	55k	JPG/GIF/SWF
Medium Banner 1	300px x 250px	55k	JPG/GIF/SWF
Medium Banner 2	300px x 250px	55k	JPG/GIF/SWF

TICK (√)	AD TYPE	WEEKLY ADVERTISEMENT RATE (MYR) <i>(All fees inclusive of 6% SST)</i>	AMOUNT (MYR)
	Top Ad Banner	<input type="checkbox"/> 848.00	
	Medium Banner 1	<input type="checkbox"/> 636.00	
	Medium Banner 2	<input type="checkbox"/> 318.00	
		<b>TOTAL:</b>	

**CONTACT INFORMATION**

For Invoice and Payment Purposes:

<b>Contact Name:</b>				
<b>Organisation:</b>				
<b>Position:</b>				
<b>Mailing Address</b>				
<b>Email Address:</b>				
<b>Contact No.:</b>	Office		Mobile	

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

Signature: \_\_\_\_\_

Company Stamp: