

Radiology Malaysia Website Advertising and Sponsorship Rates

	6 mths	12 mths	Format
Radiology Malaysia Side (navigation) bar sponsorship - <i>this is visible from every page on the web site</i>	N/A		Macromedia Flash or GIF graphics file not larger than 150x35 pixels
Top 2 slots		RM 4,300.00	
3rd Slot		RM 3,300.00	
4th Slot		RM 3,000.00	
5th Slot		RM 2,700.00	
Radiology Malaysia Breast Health Info Centre Masthead sponsorship - <i>this is visible from every page on the breast health subweb site</i>	N/A	RM 4,300.00	Macromedia Flash file 468 x 60 pixels
Banners: Home Page - <i>advertisement is visible only on that page</i>			
Top of the Page (n/a in Breast Health Info Centre)	RM 400.00	RM 750.00	468 x 60 pixel GIF graphics file
Bottom of the Page	RM 200.00	RM 375.00	
Right Side Bar Advertisement: Home Page - <i>advertisement is visible only on that page</i>			
Right Hand Side Bar - where the advertisement will appear on the sidebar is determined by Radiology Malaysia	RM 250.00	RM 450.00	125x125 pixel GIF
	RM 350.00	RM 650.00	
	RM 450.00	RM 850.00	
	For Macromedia Flash banners - add 10% to the above cost		
Radiology Malaysia Left Side Bar Advertisement <i>this is visible from every page on the web site</i>			
This will only appear after the Main Menu and will be just before the Trend Micro Virus News	RM 700.00	RM 1,300.00	125x125 pixel GIF
	RM 1,100.00	RM 2,100.00	
	RM 1,500.00	RM 2,900.00	
	For Macromedia Flash banners - add 10% to the above cost		
Banners: Top level pages (one mouse click from Home Page) - advertisement is visible only on that page			
Top of the Page (n/a in Breast Health Info Centre)	RM 300.00	RM 550.00	468 x 60 pixel GIF graphics file
Bottom of the Page	RM 150.00	RM 275.00	
Banners: Lower level pages (two or more mouse clicks from Home Page) - advertisement is visible only on that page			
Top of the Page	RM 150.00	RM 275.00	468 x 60 pixel GIF graphics file
Bottom of the Page	RM 75.00	RM 125.00	

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Banners: E-mail Newsletters <i>advertisement banner at the bottom of the newsletter sent out to registered members at least quarterly per annum.</i>	N/A	RM 400.00	468 x 60 pixel GIF graphics file
Advertorials An article of 500 words with 100kb of pictures (layout by Radiology Malaysia) and placed in appropriate section	RM 3,500.00	N/A	Lead in to article via any of above button/banner at cost as above.
Banner/Advert as above with click through to a downloadable file (eg e-zine, flyer, advert information) <i>(this will depend on the size of the downloadable file)</i>			
The cost will be that of the banner/advert specifications as above plus cost of additional bandwidth as follows: RM50 per month for 2GB bandwidth for adobe acrobat file size of up to 1Mb Each additional 2GB bandwidth used will be at RM25/month (up to 1Mb file size) This additional charge will be billed after analysis at the end of the advertisement period			
Special Projects or Promotions <i>e.g. Breast Cancer Awareness Month</i> Thematic Promotions <i>e.g. launch of new product by sponsor/advertiser</i> Online Contests <i>e.g. sponsor/advertiser can organise contests or donate prizes to contests</i>			Flexible but must be within the design limits of the web site

TERMS AND CONDITIONS:

- Prices above do not include artwork. You are responsible for supplying all the content for the advertisements.
- Advertisements rates apply for the period specified. Changes made to the advertisements within the specified periods (either 3, 6, 9 or 12 months) will be subject to an administrative charge of RM100 per change
Alterations in artwork for the advertisement will be provided by the advertiser
- If you place your advertisement for only Q4 (Pink October) of the year, a surcharge of 35% will be applicable in view of the steep increases in page views in that quarter.
- If you put the same advertisement into Radiology Malaysia AND the Breast Health Info Centre, a discount of 25% on the total cost of the advertising will be applicable. Advertisements must be identical in content and duration of the advertising period.
- Payment for the advertising and sponsorship should be made before the period of advertising or sponsorship commences.
- Minimum period of advertising or sponsorship is three months.
- Whilst every attempt will be made to ensure that the advertisements will appear within the stipulated period, we reserve the right to adjust the exact placement dates due to technical and administrative reasons
- For enquiries and bookings, please contact Dr Evelyn Ho at **Email:** webeditor@radiologymalaysia.org or **Tel:** 03-7806 1384
- n/a = not available

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