

banking insight

RATE CARD 2020

Banking Insight, a flagship publication on thought leadership by the **Asian Institute of Chartered Bankers (AICB)** was launched in June 2011. Published bi-annually, this publication carries the latest industry updates, including articles by distinguished local and international subject matter experts (SMEs). It provides a platform for your brand to reach a niche target audience comprising financial professionals and regulators from the Malaysian financial industry.

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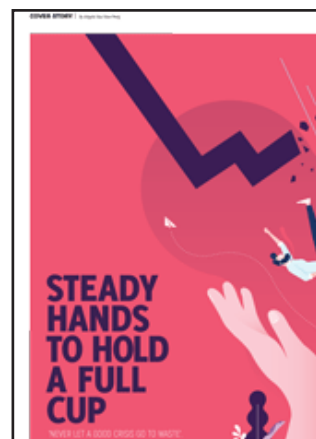
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RATES	
Inside Front Cover	RM9,000
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Centrespread	RM15,000
Full Page	RM6,000
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TECHNICAL SPECIFICATIONS	
Closed Size	205mm (W) x 275mm (H)
Open Size	410mm (W) x 275mm (H)
Half Page Closed Size	205mm (W) x 137.5mm (H)
Bleed	5mm
Finishing	Perfect Binding
DISTRIBUTION	
Circulation	Approximately 10,000 copies
Industry	Banking & Finance
Audience	C-Suite, Professionals and Regulators from the financial sector
SUBMISSION	
Format	High resolution Adobe Illustrator
Deadline	4 weeks before publication date

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