

Phnom Penh Post

September 26, 1984

Khun Bhidak Indraduta
Media Planning Manager.
Ogilvy & Mather
10th Fl., Silom Center
2 Silom Road
Bangkok 10500

Dear Khun Bhidak:

Thank you for taking the time to meet with me last week when I was in Bangkok.

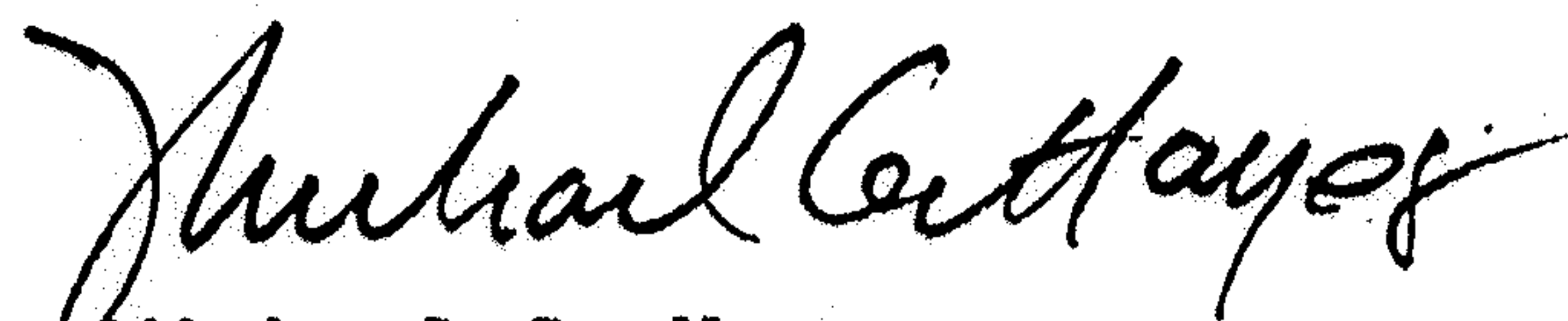
As promised, I am enclosing several items for your consideration. First, is a copy of the magazine we produced for the Cambodian Ministry of Tourism. If the Ministry decides to re-print this we will send you the appropriate information on rates, etc.

Second, enclosed is a copy of a recent edition of the Cambodia Times. If you compare the Times with the Post on numbers of advertisers I think you will get an extremely clear idea of which paper businesses in Phnom Penh feel is the better paper to advertise in. The copy of the Times has, excluding house ads, only 14 adverts, and most of these are done on a barter basis. The Post, as you can see, has 41 advertisements, and this doesn't even include all the companies who pay to be listed on our map page.

I think the difference speaks for itself, inspite of the Cambodia Times regular, wildly exaggerated statements that it reaches "1 million Cambodians." Regrettably, there is no legal means here in Cambodia for me to force them to prove this claim, although even their own reporters will tell you that the numbers are a complete joke.

It was a pleasure meeting you. Please don't hesitate to contact me, or Khun Uthai at Thai Representation if you need any further information.

Most sincerely,



Michael G. Hayes
Publisher & Editor-in-Chief

cc: Thai Representation Ltd.

Phnom Penh Post

September 28, 1994

Mr. A.D. Chaubert
Managing Director
Votra (Thailand) Co. Ltd.
247-251 Near Suthisarn Flyover
Vibhavadi-Rangsit Road, Samsaen Nai
Phayathai, Bangkok 10400

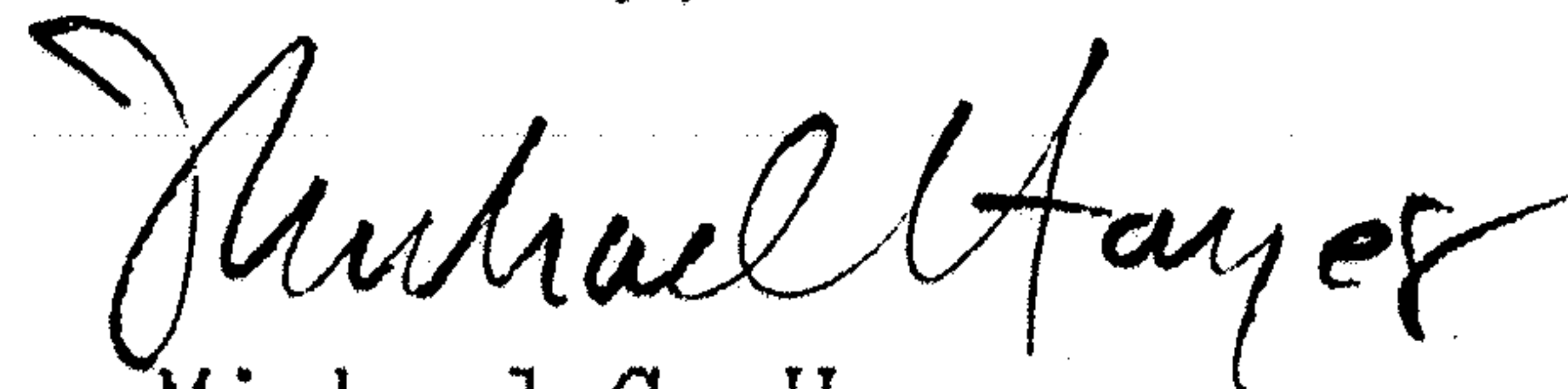
Dear Andre:

As promised, please find enclosed the most recent edition of the Phnom Penh Post. I've also enclosed an earlier edition for your information.

If you are interested in subscribing to the Post, relevant information on how to do so is listed on page 2.

Otherwise, please don't hesitate to contact me if you have any further questions about the Phnom Penh Post.

Sincerely,



Michael G. Hayes
Publisher & Editor-in-Chief

Phnom Penh Post

September 26, 1994

Khun Utai Kraturerk
Account Director
Thai Representation Limited
867/58 Porntavee 1,
Sukhumvit 101, Prakanong
Bangkok 10260

Dear Khun Utai:

I'm writing for several reasons.

First of all, I wanted to thank you profusely for all your assistance when I was in Bangkok. I'm sure you have many things to do on a daily basis, so please know that I greatly appreciated your taking the time to introduce me to the various ad agency reps that we met. Of course, I hope that over time some business will develop from these contacts. If Cambodia continues to develop, I'm confident that this will come about.

Second, I've written several letters to people in Bangkok concerning advertising, one of whom we met together, and I wanted you to have copies for your reference. These are enclosed.

Third, I wanted to follow up on my querie about whether or not Anthony is the rep. in Bangkok for the International Herald Tribune. We want to place an ad with them and will go through you if this is the case. Can you let me know about this as soon as possible as we need to replace our Managing Editor by Nov. 15.

Finally, I'm also curious what you found out about Thai Airways, especially for the special insert we plan to do on Dec. 5. Last year, as you know, Thai Airways took out a full page. I understand that Anthony has good connections with Khun Cherdchai at Thai, so it makes sense to go this route if Anthony feels this would be appropriate.

I will keep you posted on my schedule for future trips to Bangkok when I will have some time to make further calls, and also when we could just spend some time getting out and about the town.

Otherwise, thank you again for all your good efforts. I enjoyed meeting you and look forward to seeing you in the near future.

Most sincerely,



Michael Hayes
Publisher & Editor-in-Chief

Phnom Penh Post

Sept. 26, 1984

Mr. David C. Pollard
General Manager
John Holland (Thailand) Ltd.
12th Fl., Southeast Insurance Bldg.
315 Silom Rd.
Bangkok 10500

Dear David:

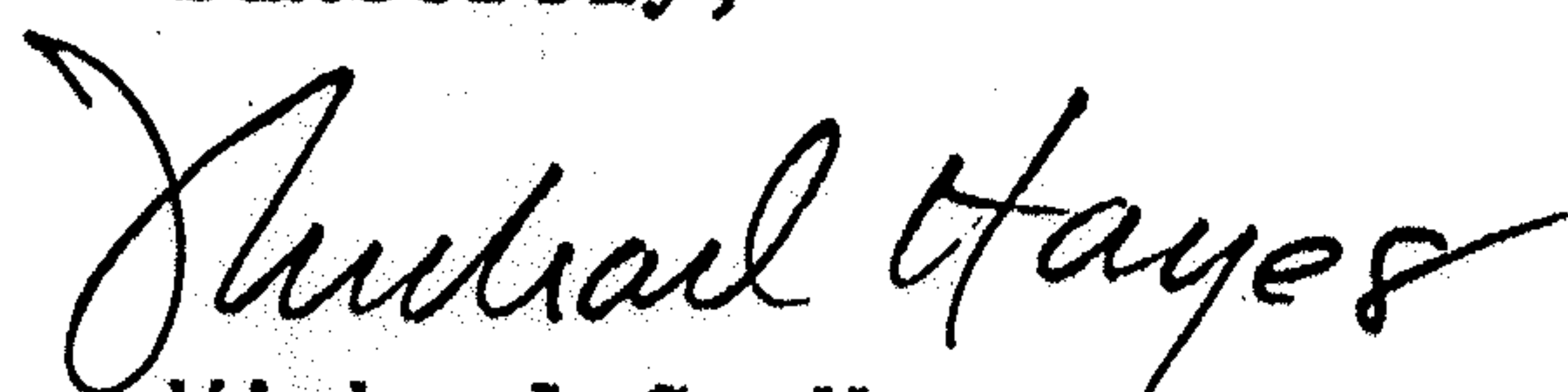
Per our conversation when we met in Bangkok last week, I am enclosing the Phnom Penh Post advertising rate card and several recent copies of the Post.

If you need to follow up on ads you can contact our representative in Thailand, either Anthony Sharma or Khun Utai Kraturerk at Thai Representation Limited (Tel: 331-9690/2, Fax: 331-9303). Our general rule on ad discounts is that if you book a minimum of six inserts we will give you a 30% reduction.

Otherwise, you may be interested in subscribing to the Post as a means of keeping an eye on events in Cambodia. Information on how to do so is listed on page 2 of each edition.

It was a pleasure meeting you. Please let me know if I can provide you with any further information.

Sincerely,



Michael G. Hayes
Publisher & Editor-in-Chief

bcc: Thai Representation ✓

Phnom Penh Post

Sept. 28, 1994

Mr. Roger Mulready
Regional Media Director
Bates Indochina
100, Beach Road
#17-01, Shaw Towers
Singapore 0718

Dear Mr. Mulready:

Thank you for your fax. Coincidentally, I met with Khun Narathip Dhimanonda at Bates Thailand last week who suggested that you were the contact person for Bates' interests in Cambodia.

Effective immediately, your name has been added to our mailing list for a complimentary copy of the Phnom Penh Post. With this letter I am enclosing our most recent issue as well as our rate card.

Please also be advised that we have an advertising representative in Singapore, Mr. Colin Gatenby at Venture Publishing Ltd. (tel: 278-8700). Colin is an old friend of mine of twenty years standing and while his own business activities have precluded his ability to aggressively market the Post, he is happy to handle advertising requests for the Post from Singapore-based clients.

Colin has suggested with great regularity that I make a trip to Singapore to call on firms such as yours and introduce the Phnom Penh Post. I expect to be able to do this in the near future and will make a point to try and set up a meeting with you at this time.

Otherwise, please let me know if I can provide you with any further information.

Sincerely,



Michael G. Hayes
Publisher & Editor-in-Chief

cc: Colin Gatenby