Phnom Penh Post

CONDITIONS

- The publisher reserves the right to reject or cancel any advertisement.
- The publisher reserves the right to revise advertisements in accordance with standards acceptable to the newspaper and the publisher in consultation with the advertiser.
- The publisher will not be liable for any consequential loss or damage caused by the failure of any advertisement to appear from any cause whatsoever, nor does the newspaper accept any liability for errors in any advertisement published, nor its failure to appear on a specified date.
- The advertiser or advertising agent will indemnify the publisher against claims, actions, demands, losses, costs and expenses in respect of advertisements published under the instructions of the advertiser or advertising agent.
- All rates are subject to adjustment at one month's notice.
- The publisher reserves the right to destroy all transparencies, negatives or other artwork after a period of six months, unless instructions to the contrary have been received from the advertiser or advertising agent.
- Complaints regarding advertisements must be brought to the attention of the publisher within ten days after publication date or will not be entertained.
- All advertisement accounts must be paid within 15 days in advance of the publishing date. Special payment schedules may be agreed upon for advertisers with a minimum frequency of 12 advertisements per year.
- The placing of an order by contract will be deemed an acceptance of these conditions. Stipulations on advertising orders which differ from the above conditions or rates are not considered binding unless acknowledged in writing by the publisher.

Office Address: House #10, Street #264, S.K. Chatomuk, Phnom Penh, Cambodia
International Mailing Address: c/o Indoswiss, G.P.O. Box 2420, Bangkok 10120, Thailand
tel. local 23108, 26568 • tel. international (855)-23-26568 • fax (855)-23-26568

Phnom Penh Post

Year established: 1992
Frequency: weekly
Language: English
Newsstand price: Cambodia, US $1
Circulation area: National & International
Readership: expected 15,000 per issue
Editor/Publisher: Michael Gordon Hayes

The *Phnom Penh Post* provides a unique opportunity to access an expanding new market. It is the only indpendent English language newspaper published in Cambodia providing comprehensive coverage of local and international issues affecting the nation.

Coverage: Printed in tabloid size, the newspaper is distributed weekly and includes coverage of:

- local, regional, and international affairs
- business and finance
- shipping and transportation
- calendar of upcoming events

Audience: The *Phnom Penh Post* is targeted at individuals and institutions in Cambodia and abroad who want to remain informed of breaking political, economic and social issues in Cambodia. Readership comprises the expanding foreign community including over 20,000 U.N. personnel; individuals and institutions engaging in private business ventures; Khmers who in increasing numbers are adopting English as the international language of choice; and concerned institutions and individuals in foreign countries. Target readers are:

- business executives
- senior government officials
- entrepreneurs
- upscale consumers
- NGO employees
- tourists
- professionals
- private business owners
- academics
- U.N. and diplomatic personnel

Markets: The *Phnom Penh Post* offers access to an expanding market of goods and services currently propelling the Cambodian economy in areas including:

- construction
- communications
- import/export
- shipping and transportation
- tourism
- service industries

Stay in touch with the Cambodian market with the Phnom Penh Post.

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Advertising Order Form

Please complete the following form and return it to Kathleen Hayes, Marketing Director, at the Phnom Penh Post, House #10, Street 264, tel. 231208 or 26568, fax 26568.

Name _____ Title _____

Organization _____

Address _____

Phone _____ Fax _____

Type of Advertisement: Display _____ Classified _____

Size of Advertisement: 2 page spread ___ full page ___ half page ___
other: _____ column X _____ inches/cm

Start date: month _____ week _____
End date: month _____ week _____

Frequency: weekly _____ monthly _____ other (specify)_____

Total ads: _____

Classified Message/Comments/Specifications:

_____

_____

_____

_____

_____

_____

Please include our advertisement as specified above.

_____

Authorized Signature

Date:_____

Phnom Penh Post

TECHNICAL DATA

Printing: offset
Screen: 100-120 lines per inch
Artwork: camera ready
Instructions: must be clearly marked on order form

DIMENSIONS

Page size:	11" x 17"	28cm x 43cm
Print area:	9.8" x 15"	24.9cm x 38cm
Columns per page:	5 columns	
Column width:	1.8"	4.6cm
Column height:	15"	38cm

ACCEPTABLE ARTWORK WIDTHS

1 column	1.8"	4.6cm
2 columns	3.8"	9.7cm
3 columns	5.8"	14.7cm
4 columns	7.8"	19.8cm
5 columns	9.8"	24.9cm

PUBLISHING SCHEDULE

Publishing Date		Materials Deadline
10 July	---	3 July
24 July	---	17 July
7 August	---	31 July
26 August	---	19 August
9 September	---	2 September
18 September	---	11 September
25 September	---	18 September
2 October	---	25 September
9 October	---	2 October
16 October	---	9 October
23 October	---	16 October
30 October	---	23 October
6 November	---	30 October
13 November	---	6 November
20 November	---	13 November
27 November	---	20 November

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		BACK PAGE	PAGE THREE	OTHER PAGES
Full page	5 col x 40.3cm	$3,100	not available	1,860
Half page	5 col x 20.3cm 3 col x 33.8cm 2 col x 50.75cm }	1,720	1,480	1,040
	3 col x 20.3cm	1,104	960	696
	2 col x 20.3cm	736	640	464
	1 col x 20.3cm	392	275	248
	3 col x 10.1cm	588	516	372
	2 col x 10.1cm	392	344	248
	1 col x 10.1cm	196	172	124

FRONT PAGE:

Strip	5 col x 7.5cm	$765

Note: col = column = 4.65cm. Quotes are in US$.

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