

Fax to: 66-2-237-3218

Phnom Penh Post
House #10, Street #264
S.K. Chatomuk
Phnom Penh, Cambodia
Tel/Fax 855-23-26568
27 June 1992

Mr. John Everingham
ARTASIA PRESS CO. LTD.
GPO Box 1996
Bangkok 10500
Thailand

Dear John:

As I mentioned to you, the Phnom Penh Post is interested in establishing an on-going relationship with Bangkok Airways. Simply, we would like to provide Bangkok Airways with advertising space in the paper in return for roundtrip Phnom Penh-Bangkok airline tickets as well as donated freight services to enable us to ship the paper to Phnom Penh from Bangkok on a weekly basis. I envision a straight barter deal - tickets and freight services in return for an equivalent amount of advertising. The tickets would be used by our staff and journalists we will be inviting to come to Cambodia to write pieces for the paper. We would also like to have Bangkok Airways buy copies of the paper and distribute them on their regular flights to and from Phnom Penh (as they now do with the Bangkok Post and Nation).

The advantages to Bangkok Airways of such a relationship are as follows:

The Phnom Penh Post will be read by practically every English speaker in Cambodia, both foreigner and Khmer alike. At present there are no English language papers published in Cambodia and everybody one speaks with underscores the need for some sort of newspaper that deals in depth with what is going on here. Our paper will fill this need.

Most importantly, the newspaper will be a quality publication involving the input of numerous established journalists who have covered Cambodia extensively. For example, the first issue will have articles by James Pringle, Nate Thayer and Leo Dobbs, journalists whose names I believe are familiar to you. Thus, while there is another paper being set up here - the Cambodia Times - I do not believe that they will be able to match us for quality journalism.

In general, the foreign journalist community here has been amazingly supportive of my effort to start a newspaper here in Phnom Penh. They all recognize the need for a publication that gives regular and in-depth coverage to what is widely recognized as an important story, one which, regrettably, is not receiving much coverage in established publications abroad.

We also plan to secure an extensive array of overseas subscribers. I have collected more than 2,000 names and addresses of individuals overseas - primarily in North America, Europe, Japan, Australia and Southeast Asia - who for one reason or another are interested in what is happening here. My

mailing list includes representatives of NGOs operating here, diplomats, the United Nations, the overseas Khmer communities, Asian studies experts, journalists and the business community. Many of these individuals are likely at some point in the next year to be coming to Cambodia for personal or professional reasons.

Thus, if Bangkok Airways advertises in the paper they will be reaching a select audience around the globe and here in Cambodia that is likely to be using one or another of the airlines servicing Phnom Penh. The Phnom Penh Post is the only publication that will be reaching this audience on a regular, weekly basis. Could Bangkok Airways ask for a better vehicle to reach those who are likely to fly into Phnom Penh? I don't think so.

I plan to come to Bangkok on July 8 and return to Phnom Penh on July 10 with the inaugural issue in hand. I would be happy to meet Khun Prasert to make the pitch in person if at all possible. Can you arrange for me to meet him? Better yet, we would like to have Bangkok Airways as one of our advertisers in the inaugural issue and are eager to try and work something out as soon as possible. Your suggestions on how we might do this would be helpful.

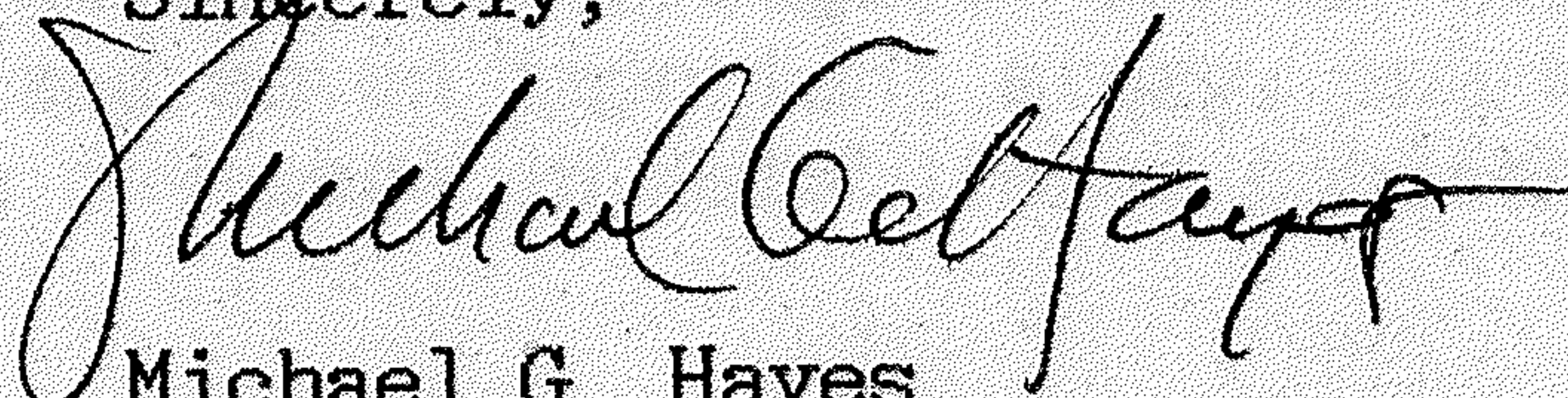
For your discussions with Khun Prasert please note that for the inaugural issue Hotel Sofitel Cambodiana, Camadia Bank, International House, Fuldaa Cambodia Corp. Ltd., No Problem Cafe, Diethelm Travel, and Enterprise Oil Exploration Ltd. have confirmed that they will take out ads. The Holiday Cambodia Corp., Inchape Cambodia, Heineken Beer, the Ambassador Hotel and Indoswiss have also given verbal indication to do so as well. So far, the BBC and the Polish Embassy are taking out congratulatory messages; others may follow suit. We will also reprint congratulatory letters from Mr. Yasushi Akashi as the neutral head of UNTAC and HRH Prince Norodom Sihanouk as the neutral President of the SNC.

Finally, I have spoken to Khun Udom at Cambodia International Airlines about a similar deal as that which we are proposing to Bangkok Airways. He has indicated his interest in cooperating. But, I would much prefer to secure a relationship with Bangkok Airways as I think they have a better track record and would be a more reliable partner in the long run.

I appreciate your willingness to broker this request with Bangkok Airways. If you need any more information please don't hesitate to fax me here in Phnom Penh at the above home and office number. On your advice I have not included our advertising rates; they are available when needed.

It was a pleasure meeting you and I look forward to hearing back from you in the near future.

Sincerely,



Michael G. Hayes

Publisher & Editor-in-Chief

R

9 August 1992

FAX to: Soco International, 66-2-238-3322

FR: Phnom Penh Post, 855-23-26568

Dear Sam:

More than a couple of items:

1) I left instructions with our printer to deliver several boxes to you. One box contains about 400 copies of the latest edition of PPPost. Feel free to use these as you need. By the way, if you haven't received these boxes yet please call up the printer (Geoff Bolt, 551-0541/44, Eastern Printing Co.) and tell him to get his butt in gear. Bolt said he would have these delivered to you asap. (just learned from Kathleen of Zak's tel. message. At least the printer can do something right.)

2) One box contains about 200 papers wrapped in manila envelopes to be sent to the members of the Australian Chamber of Commerce members in Thailand. All these need are stamps and then they are ready to go. Because the envelopes aren't sealed they should be able to go out for less than the regular rate. Please check.

3) There are also about 500 papers wrapped in plastic see-thru wrappers. These are the ones that the printer said he could process for us, but hasn't been able to do so because the post office says they can't take them as the stamps won't stick to the plastic. We need to mail these to the addresses on each package. This has been a serious screw-up on the part of the printer; they should have been posted two weeks ago. Rather than have him try to figure out a way to get them in the mail, which might never happen, I would like to have Soco take care of it. I think the best way to expedite this is to take off the plastic and put them in regular envelopes, re-applying each mailing label. It's labor intensive and tedious, but we need to get these out as soon as possible. Bill us as we discussed for services. Also, now that we have had time to think about this mailing it would be better to add a short cover announcement telling people that these are complementary copies and if they want to subscribe follow the information as listed. I will fax you copy for this insert this afternoon. Just xerox the one I will send you and enclose it with the papers. It won't be the best copy but at this stage it will have to do.

4) As far as a regular process for mailings from Thailand, as I said to you, I would like to have Soco handle it. You'll have to have someone in your office look into how the Thai postal system works and whether or not we can get a bulk mail registration number (or whatever the Thais call it), which would mean the post office bills us (you) accordingly or we have to put money into a post office account or what. The printer's secretary was looking into it and gave me the guidelines in Thai (attached) but her explanation of how the system worked was half-assed. Alternatively, if we can't get some kind of reg. number from the post office, I would appreciate your advice on other means of packaging and mailing the papers. If you know of how we can produce envelopes cheaply with our return address upper left then lets go with it in bulk. We would need to approve final copy on this before printing. We will also need to work out details for regular mailings to subscribers: how we get labels to you, can you produce them yourself, and/or how we update lists, etc.

5) At some point soon we also need to discuss how Soco can help us with getting the copy to the printer and then getting the papers back to Cambodia after they are printed. This would entail having someone pick up camera ready copy either at the airport or some other location in Bangkok and then getting these materials to the printer. Whether or not we need someone to

go to the printers to check the plates before printing is another issue we need to resolve, mostly among ourselves first because its unlikely that anyone save Kathleen, Sara or me would know if something was out of place, especially on the photos. We also need to have someone then get the papers, once printed, on some airline as freight. I don't know if you want to do this or not; you need to let us know. If no one from Phnom Penh goes to Bangkok with each issue of the paper, then we definitely need someone in BKK do this for us. I'd rather it be you. (Are you set up with a motorcycle delivery system - one guy dedicated to Soco, even if only part-time?)

6) We'll be faxing you a copy of our contract shortly. Please approve, suggest amendments and/or sign and return to us. A hard copy will be mailed to you by regular post.

7) The printer will fax us the rates for color printing. We need to look at these closely and come up with appropriate rates which you can use with potential advertisers. We will get these to you as soon as possible.

8) Please call Royal Cliff Hotel as soon as possible. They are ready to go with an add. Use the barter % that we discussed.

9) Some advice for now. it probably would be good not to advertise "our" capabilities vis-a-vis billboards, t.v. and/or radio until we actually feel that, from this end, we can or want to produce. The latter is especially important because we need to think a bit before we decide to take on this additional, what could be, burden(?). In case it isn't clear yet, this office is incredibly strapped for staff/time every day, all day. Simply put, we're flat out all the time and need to assess additional responsibilities closely before we take them on.

That's it for now. Good seeing you in Bangkok. I'll get back to you on the commission % breakdown when I have a chance to talk to Kathleen.

Regards,

Michael

3 pages faxed to Sam - 30/09/92

FAX TO: 66-2-238-3322.

TO: Sam Armenio, SOCO International

FR: Michael Hayes, P.P. Post

This is to reiterate a number of points I made while in Bangkok concerning your efforts to secure advertising for the Post, and a few others that have come up since.

1. Please find out which tourist agencies are offering services related to travel to Laos, Cambodia and Vietnam. Many are listed in the Bangkok Post or Nation. They should be approached both with an eye to running adverts in the PPPost and also for subscriptions to the paper.

2. Contact the Japanese and other Chambers of Commerce in Thailand and see if they will run an announcement in their newsletter on the availability of the PPPost both for advertising and subscriptions. They were all contacted in April when our name was Cambodia Times, so please clarify that it is the same publication.

3. Contact Telecom Asia. They have the contract to introduce mobile telephones in Cambodia, which should begin in about 30 days. My understanding is that they are located in the CP Tower building on Silom Rd. One month ago I spoke to Khun Vison Garantararat, 231-0231\50 about their plans. Zack tried to call them when I was in your office. They need to be tracked down to find the right person to talk to for an advert. ASAP. They will be introducing 4,000 units onto the market and should be interested in advertising.

4. Contact Thai Airways for a barter ad (tickets and overweight luggage for an ad). By chance, I met Khun Pornpratin Suwasoontree Davis at the Foreign Correspondents Club last Friday. She works in Thai Airway's Public Relations Office (513-0121, ext. 2718). She said we should contact Khun Cherdchai, the Advertising manager at Thai, to raise the question of ads. Thai should be starting service to Phnom Penh soon, so we need to get to them ASAP. Rumors are that their first flight to Phnom Penh will be on Oct. 25, although we also hear that they will organize a VIP flight on November. 8. As our Ad Rep. in Thailand you may be able to get a free flight for you and Peng on the VIP flight to come to Phnom Penh, but you need to start pushing buttons fast.

5. Let us know ASAP about the ad from Angus Steak House. What size and how many issues? We need artwork by this Friday if they want to be in the next issue.

6. In your discussions with hotels you should be emphasizing that they need to advertise the U.N. rate (if available). I know that the Asia and Ambassador hotels have a U.N. rate. This is what U.N. people tell me here. If other hotels have a subsidized U.N. rate, it is not known among UN circles here. My current guess is that there are about 150-200 people flying each day to Bangkok who are involved in some way with the UN operation in Cambodia. They either go on the free UN flight or take one of the commercial flights. They all need a place to stay in Bangkok, usually for at least two nights, some more.

7. I just learned of another hotel in Bangkok that offers a U.N. rate. The Taipan Hotel on Sukhumvit, Soi 23. Literally hundreds of U.N. troops stayed there on their way to Bangkok the first time. You should contact Khun Sanya, the Manager at 260-9888 to see about an ad.

8. You should have received about 150 copies of the Australian-paid special 4-page insert which we included in issue 6. I gave them to an Asia Foundation driver who gave me a lift to the airport on Sunday. His name is Lek. If you haven't received the inserts, please call him at 233-1644\47. These should be inserted in all of the copies that I left with you and used for promotional purposes. We can do similar inserts for other government agencies, companies or perhaps TAT and will provide quotations on an individual basis. In this respect, we can offer editorial, graphic and layout services and require perhaps one month notice.

9. In general, on selling ads you need to emphasize that the Post is now available in every district (172) in Cambodia. Because of the quality of the journalism of the paper, the U.N. has taken out 425 subscriptions that they will mail to their electoral officers throughout Cambodia. The Cambodia Times, because of its lack of quality, is not being subscribed to by the U.N. at all. As the only paper out in the districts and provincial capitals, it is guaranteed that the paper will be more widely circulated among a much larger readership.

Also, we are receiving a large number of subscriptions from Thailand, Malaysia, Singapore, Japan, Australia, the U.S. and Europe. Thus, many businesses, particularly in Thailand, are now receiving the paper regularly. These are businesses which already have active interests here in Cambodia or are in the process of setting something up. We are in the process of putting together a copy of our subscriber list and will send it to you when it is ready.

10. On the question of Zack's visit to Cambodia, the best timing would be to come back with me or Kathleen when we next go to Bangkok with the paper. Our return to Cambodia will be next week on Friday, October 9. Zack should

tentatively plan to return on the same flight (Cambodia Int'l Airlines) with us so he can help defray the overweight luggage charges for the paper.

My understanding of the purpose of his visit is for him to get a feel for the environment here. I don't see any point in having him do any specific calls on advertisers; we are handling that ok from this end. We can give Zack a free ticket and put him up at our house. He will have to pay for visa fees, exit\airport taxes, any meals while in Cambodia and any other expenses. Our house can be quite crowded - there are eight people staying here now. We may not be able to give him his own room, but we can guarantee a mattress and clean sheets and lots of interesting activity. On the question of his visa, we have been told by the Thai Embassy that it is possible to get a visa. I believe that you know more about the procedure and can better advise him.

11. The color rates are attached. sorry it took so long to get them to you.

12. We just received a call from Khun Prawit from Bangkok (couldn't understand the name of the company). We referred him to you.

TO: Soco International, 66-2-238-3322 14 August 1992

FR: Phnom Penh Post, 855-23-23108

RE: Mailing comp. issues

1) for the labels, why can't you cut off the old ones and just tape them to new envelopes, using 2 inch wide tape so that one short strip would cover the whole label and also stick it adequately to the new envelope. Sure it's labor intensive, but labor is cheap in thailand. You should be able to get someone who could do the whole job in one day for 200 baht.

2) Also, can you give me an idea why the postage is so high. Can you check to see if unsealed envelopes can be mailed for less, or is there a rate for printed materials?

3) Kathleen urgently ^{needs} the price for inserts that the Bangkok Post or nation use. We have an advertiser here who wants to give us one and need to get back to them by the end of ~~today?~~ ^{yesterday!}

Thanks, *Paul* FH

Phnom Penh Post

9 August 1992

Sergio (Sam) Armenio
Managing Director
Soco International Co., Ltd.
21/19 Saladaeng 1 Silom
Bangkok 10500
Thailand

Dear Mr. Armenio,

This is to confirm your appointment as our official advertising representative in Thailand for the Phnom Penh Post.

Terms and conditions are outlined below:

The general terms of the agreement are as follows:

1. The agreement is effective immediately and will be reviewed every four months.
2. You will be our sole Advertising Agent/Representative in Thailand. You will be paid 20% commission of net revenue earned by us for advertising sold by you. Should any staff member of the Phnom Penh Post assist in securing an advertising booking, then the commission will be split equally between both parties. This decision will be made by the Publisher. Commission will not be paid against those insertions payable by barter.

This commission is exclusive of agreements which have already been initiated by this office including the barter agreement with JVK International and NAGA Shipping Lines Co., Ltd., Bangkok Airways, Diethelm Travel and Eastern Printing.

On occasions when we must give special discounts or packages to clients to secure business it may be necessary to negotiate a lower commission rate to secure the business. Such agreements will be discussed with the Publisher in advance to ensure mutual satisfaction.

House 10 A, Street 264, S.K. Chatomuk, Phnom Penh, Cambodia
Local Tel.: 23108, 26568. Fax: 26568
International Mailing Address: c/o Indoswiss, G.P.O. 2420, 10120 Bangkok, Thailand
International Tel./Fax: 855-23-26568

TO: Soco International, 66-2-238-3322 16 August 1992

FR: Phnom Penh Post 855-23-26568

Dear Sam:

I sent U.S.\$1,000(cash) today to Bangkok with Andrew Drummond, a friend of mine. I told Andrew that you could have someone contact him to see what time would be good to go to his house and pick up the cash. His phone #s are 435-6816, 233-5587 (not sure which is office/home?), FAX: 236-7242 or 435-6656. His house is located at 1875/115 Jaran Sanitwong 71, Bangplad, Bangkok 10700. It's across the river; whoever picks up the money should call first to get directions. Please credit this money to our "account" and use for the mailings. Also, please check closely on the price for the mailings. Baht 20,000-30,000 sounds a bit high for the envelopes we left with you. Mailings to addressees in thailand should go out for around 5 baht each or less. I believe we had at least 250 Thai addresses. That's it for now. Regards,

Michael

AUG. 11, 92

FAX TO: Soco International, 66-2-238-3322

FR: Phnom Penh Post, 855-23-26568

Zach:

For starters, please note that the name of Cambodia's capital and the one we have taken for our paper is spelled "Phnom Penh" not "Pnohm Phen," and then find a blackboard and write 100 times "I will never spell Phnom Penh wrong again."

On the mailings, do you need the Baht10,000 in order to mail the papers you have already or can you go ahead and mail these and then we can set up the account (and give you the Baht10,000) when we next come to Bangkok, which will be on August 23 or 24?

For the envelopes, as I said we need to see a proof before these get printed. Make sure our international mailing address is used (Phnom Penh Post, c/o Indoswiss, G.P.O. 2420, Bangkok 10120, Thailand) as the return address.

For the papers you have already to be mailed, that is those wrapped in plastic, attached is a flyer that we would like inserted with each mailing. I trust you can get a fairly decent copy of what we are faxing to you. Also, its not necessary to use anything fancy for the envelope, i.e. one with our logo and return address. We just need to get these in the mail as fast as possible.

As far as an add in the Bangkok Post, I agree that this is a good idea. I will fax Nigel Oakins, the Post's managing director to see if he can help us out.

That's it for now,

Cheers,

Michael Hayes

p.s. Sam, can you find out ASAP (by tomorrow) what does the Bangkok Post & Nation charge for insertions? (Marlboro wants to insert a one-sheet flier into the Cambodia-bound papers.)
flanke

[Signature]

Phnom Penh Post

To: Sam Armenio, Soco International Fax: (66-2)238-3322
From: Kathleen Hayes, Phnom Penh Post Fax: (855-23)26568

Sorry for the communications problems. I'm afraid this points to an endemic issue which we must fight to overcome. I will give a quick call in 1/2 hour to confirm you have received this transmission and answer any additional questions you may have.

Attached please find the revised technical data: note the corrected dimensions and artwork widths as well as publishing schedule. You will note that we have extended our biweekly schedule through August due to circumstances quite beyond our control. (Michael's brother just died as I think I told you and we must go to the States in late August, hence, we thought it wise not to start the weekly schedule until September.

We are discussing the possibility of color. It is possible for ads of 1/2 page or greater size. I am awaiting rates from the printer so that we can structure a price list accordingly. We would need an additional 1 week advance notice and deadline for artwork materials.

We would like you to come to Cambodia as soon as possible. There is a Thai Embassy here through which you can get a Thai visa. We realize you are quite busy but are anxious for you to gain a better perspective on the situation in Cambodia as well as our own operation. Please let us know what your schedule might be.

I plan to terminate my agreement with Poramate in Bangkok tomorrow and will confirm with you as soon as it is official.

I will produce an outline of an agreement for your review and detailed analysis by your/our lawyer by the end of the week. Unfortunately, I can not produce it any sooner.

Please let me know if you have any question. We are pleased to have you as part of the team.

Best regards to you all.
House 10, A Street 264, S.K. Chatomuk, Phnom Penh, Cambodia
Local Tel.: 23108, 26568. Fax: 26568
International Mailing Address: c/o Indoswiss, G.P.O. 2420, 10120 Bangkok, Thailand
International Tel./Fax: 855-23-26568

9 August 1992

Sergio (Sam) Armenio
Managing Director
Soco International Co., Ltd.
21/19 Saladaeng 1 Silom
Bangkok 10500
Thailand

Dear Mr. Armenio,

This is to confirm your appointment as our official advertising representative in Thailand for the ~~Cambodia Times~~.

Phnom Penh Post

Terms and conditions are outlined below:

The general terms of the agreement are as follows:

1. The agreement is effective immediately and will be reviewed every four months.
2. You will be our sole Advertising Agent/Representative in Thailand. You will be paid 20% commission of net revenue earned by us for advertising sold by you. Should any staff member of the Phnom Penh Post assist in securing an advertising booking, then the commission will be split equally between both parties. This decision will be made by the Publisher. Commission will not be paid against those insertions payable by barter.

This commission is exclusive of agreements which have already been initiated by this office including the barter agreement with JVK International and NAGA Shipping Lines Co., Ltd., Bangkok Airways, Diethelm Travel and Eastern Printing.

On occasions when we must give special discounts or packages to clients to secure business it may be necessary to negotiate a lower commission rate to secure the business. Such agreements will be discussed with the Publisher in advance to ensure mutual satisfaction.

In the case that a barter arrangement is agreed upon by the Publisher, the Publisher will use his discretion in allowing the representative to utilize a portion of the barter based upon availability.

3. No administrative expenses will be borne by the Publisher's office except for remuneration of shipping/courier charges incurred when dispatching advertising materials (see paragraph 5).

4. Advertising Bookings/Contracts:

- a) All advertising insertions must be accompanied by an official contract or insertion order. The official insertion order must reach Phnom Penh 7 (seven) days before printing. In the case of color advertisers, 14 (fourteen) days notice is required. And with regard to color, you need to wait until we work out the logistical details with our printer for doing this before we tell advertisers we can do color.
- b) Verbal insertion orders must be supported by fax or insertion order within 7 days of booking being made.
- c) No discounted insertions are to be given without clearance by the Publisher.
- d) Advertising rates are to be quoted in US Dollars or the equivalent Baht buying rate and must be paid in these currencies unless prior clearance for payments in other currency is given by the Publisher.

5. Courier Charges Reimbursements:

- a) Representative is responsible for shipping/couriering advertising materials to Phnom Penh. The Publisher's office will re-imburse the cost of shipping material and all claims must be accompanied by an invoice and receipt.
- b) Advertising material must be complete and camera-ready.
- c) Advertising materials must arrive in Phnom Penh at the latest 7 (seven) days before printing is to commence.

6. Invoices/Payments:

- a) You are responsible for securing remittances in a timely fashion. Copies of all invoices for each issue will be forwarded to you for each issue in which you have advertising booked.
- b) Payments must be collected by the representative. (we will work out the proper mechanisms to enable you to deposit checks in our account in Bangkok as soon as possible.)
- c) Payment in full is required within 30 days following the advertising deadline date unless otherwise agreed upon by the publisher. You must assume financial responsibility for all advertising booked.

7. Cancellations:

- a) Cancellations will not be accepted after the advertising deadline. Cancellation of multiple advertisements will be charged one week of advertising fees in addition to a 10% service charge and any volume discount which may have been deducted from the regular

advertising fee. In this case, you will receive your normal commission for all booked advertisements which were published. The additional charges are payable to the Publisher.

Commission Claims:

- a) Representative is to forward to the Publisher's office a copy of a commission claim form. This must indicate name of client and agency, gross revenue, net revenue, commission owing to representative and invoice number (as per invoice sent to you).

8. Barter Agreement:

- a) Barter advertising cannot be accepted without prior clearance from the Publisher or the Marketing Director.
- b) In the event that barter advertising is accepted the validity and expiry date must be indicated on the contract/insertion order. Insertion orders must indicate clearly all services that the barter agreement covers.
- c) Advertisers booking barter advertising must forward a statement of account balance each month.
- d) In the event you utilize barter, you must advise the Publisher by receipt.

9. Representative is responsible for insuring that advertisers have authority to market products or services in Cambodia. You must supply the Publisher with evidence of such authorization.

10. The contract may be cancelled by either party at any time, with suitable arrangements to be made for existing or continuing client relationships.

11. VAT if applicable must be added on top of existing fees.

If you find the above terms and conditions acceptable, please fax a signed copy to us. We will forward by mail two original copies. Please sign both copies and return one original for our records.

I look forward to working with you.

Sincerely,

Agreed and signed by:

Michael G. Hayes
Publisher

Sergio Armenio
Managing Director
Soco International Co., Ltd.

date