

Established:
July 1992
Frequency:
Fortnightly
Format:
Tabloid

Language:
English
Readership:
15-20,000
Newsstand Price:
1,200 riel

Publisher & Editor-in-Chief:
Michael Hayes

The *Phnom Penh Post* provides a unique opportunity to access an expanding new market. The *Post* is Cambodia's oldest independent newspaper and was the first English language paper published since before 1975. As an independent source of news and analysis, the *Phnom Penh Post* provides comprehensive coverage of local and international issues affecting the nation.

The *Phnom Penh Post* is targeted at individuals and institutions throughout the world who want to remain informed of political, economic and social developments. In Cambodia, readership comprises the foreign community and Khmers from all sectors who in increasing numbers are adopting English as the international language of choice. International subscribers—a notable number of whom comprise the Asian business community—span more than 35 countries across the globe. In addition to a growing number of local and overseas subscribers, the *Phnom Penh Post* is available on all leading airlines servicing Cambodia. Target readers include:

- consumers
- entrepreneurs & businessmen
- government officials
- diplomats
- professionals
- tourists
- academics
- NGO employees

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

- finance & banking
- consumer goods
- service industries
- shipping & transportation
- real estate
- communications
- tourism
- manufacturing
- import/export
- construction

Phnom Penh Post:

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Int. Mailing Address: P.O. Box 12-1074, Soi Suan Phlu Post Office, 10121 Bangkok, THAILAND

Advertising Representative in Cambodia:

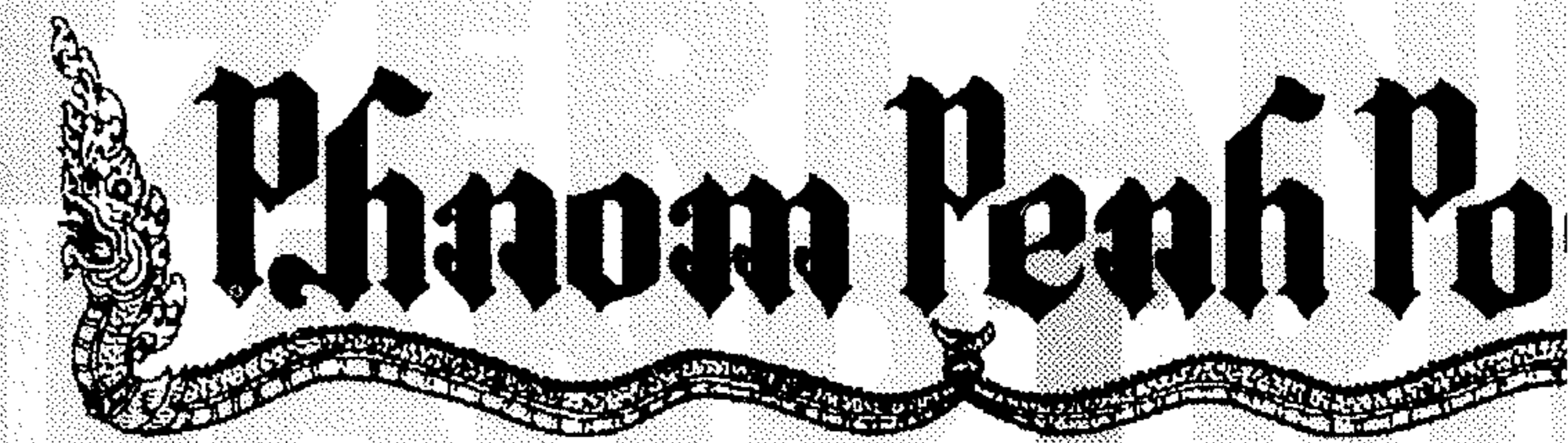
Mr. Richard McDonough

Advertising Representative in Singapore:

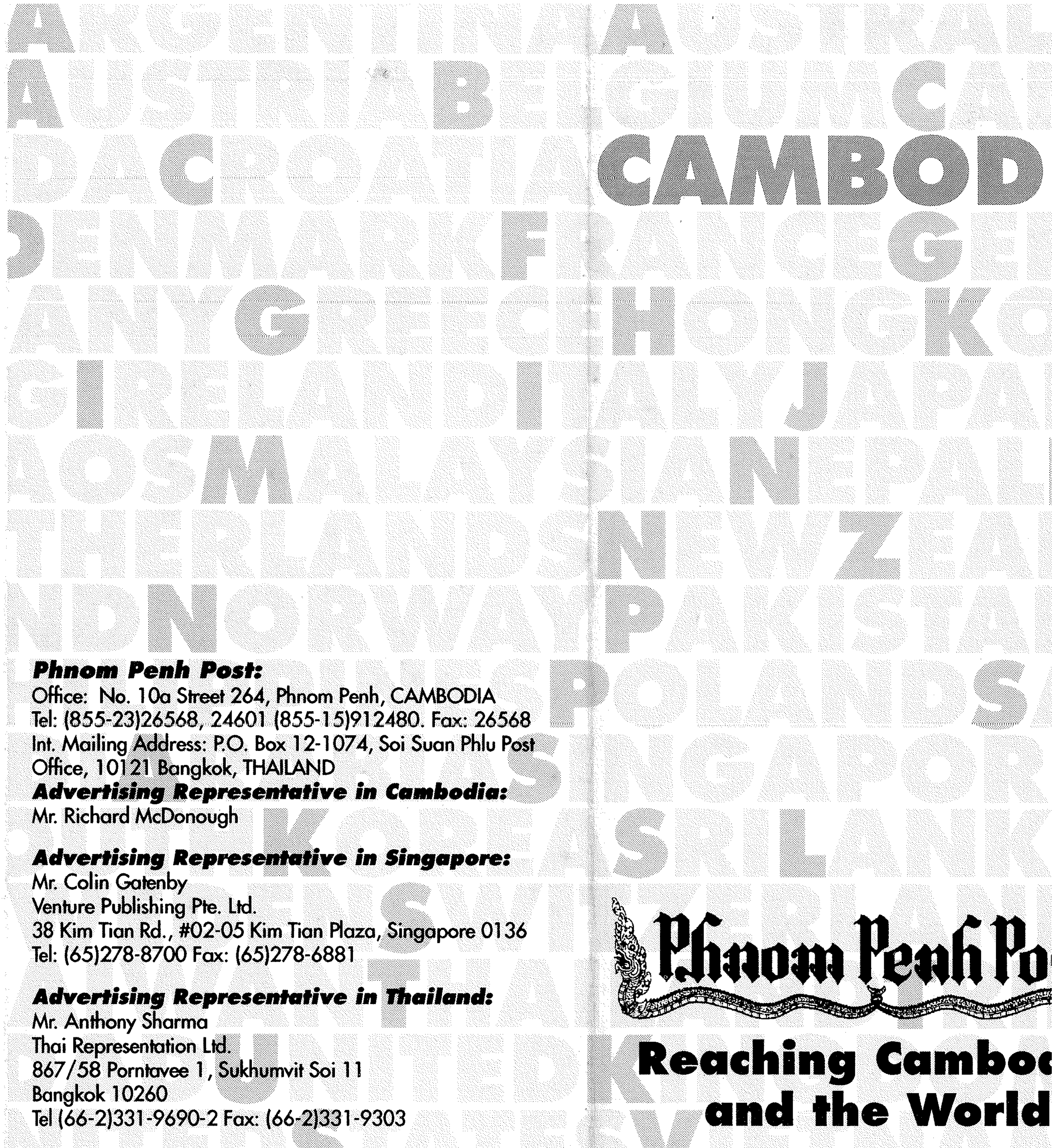
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**Reaching Cambodia
and the World**



Terms & 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 publication 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.
- The advertiser 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 otherwise instructed by the advertiser.
- 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 in advance of the publishing date. Late payments are subject to a 5% late charge compounded monthly.
- Cancellation or postponement of contracts nullifies any discount given and may be subject to a penalty fee.
- Map listings will be automatically renewed unless canceled by the advertiser two weeks before expiration of the contract.
- 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.
- Artwork & designs produced by Phnom Penh Post Publishing Ltd. are for exclusive use in the Phnom Penh Post and are not to be used otherwise without prior written consent of the publisher. If such materials & designs are used without such authorization, the advertiser will be charged accordingly for the use of proprietary materials.

Technical Data

Printing: offset
Screen: 120 lines per inch
Artwork: camera ready
Instructions: mark clearly

Dimensions:
Page size 11"x17" 28x43cm
Print area 9.8"x15" 24.9x38cm
Columns per page 5
Column width 1.8" 4.6cm
Column height 14.8" 38cm

Acceptable Artwork Widths:
1 column 1.8"
2 column 3.8"
3 column 5.8"
4 column 7.8"
5 column 9.8"

Schedules 1994

Deadlines for orders and materials

Publishing Date	Color Ad Deadline	B/W Ad Deadline
14 Jan	31 Dec	7 Jan
28 Jan	14 Jan	21 Jan
11 Feb	28 Jan	4 Feb
25 Feb	11 Feb	18 Feb
11 Mar	25 Feb	3 Mar
25 Mar	11 Mar	18 Mar
8 Apr	25 Mar	1 Apr
22 Apr	8 Apr	15 Apr

Publishing Date	Color Ad Deadline	B/W Ad Deadline
6 May	22 Apr	29 Apr
20 May	6 May	13 May
3 Jun	20 May	27 May
17 Jun	3 Jun	10 Jun
1 Jul	17 Jun	24 Jun
15 Jul	1 Jul	8 Jul
29 Jul	15 Jul	22 Jul
12 Aug	29 Jul	5 Aug

Advertising Rates

	Unreserved Page			Front Page			Map Page			Other Rese	
	b & w	one color	full color	b & w	one color	full color	b & w	one color	full color	b & w	one color
Full Page	1,860	2,160	2,860								
Half Page	1,040	1,340	2,040							1,725	2,025
3 col x 8	744	1,044	1,744							1,104	1,404
3 col x 6	558	858	1,558							828	1,128
2 col x 8	496	796	1,496				960	1,260	1,960	736	1,036
3 col x 4	372	672	1,372							552	852
2 col x 4	248	548	1,248				480	780	1,480	368	668
5 col x 1.5	233	533	1,233	765	1,065	1,765	765	1,065	1,765	345	645
1 col x 4	124	424	1,124							184	484

Notes: Rates are in U.S.\$ col=column=1.8" Rates for other dimensions on request