



## **Persatuan Pertuturan-Bahasa & Pendengaran Malaysia**

Malaysian Association of Speech-Language & Hearing (MASH)

Peti Surat 610, Pejabat Pos Jalan Sultan, 46770 Petaling Jaya, Selangor.

Email : mash1995@yahoo.com

### **Advertising Policies**

#### **1.0 Advertising period**

- 1.1 The minimal period of advertising is 60 days. Advertisers are protected from rate changes for the duration of the contract.
- 1.2 Advertisers who wish to extend their contracts after 60 days will have to sign a new contract with MASH. If the advertisement rates were revised at the time the contracts are renewed, the new rates will apply.
- 1.3 Publication of advertisements and advertisement contracts start within 3-5 days after receipt of full payment.

#### **2.0 Payment**

- 2.1 Payments for advertising should be made to The Malaysian Association of Speech-Language & Hearing (MASH), Maybank Berhad Account (Acct no. : 5126 7930 1895).
- 2.2 A 20% discount will be given to all MASH members.

#### **3.0 Advertising standards**

- 3.1 The acceptability of an advertisement for publication will be based upon legal, professional and ethical considerations. Advertisements must be in accordance with the policies of the Malaysian Speech-Language & Hearing Association (MASH).
- 3.2 Products or services advertised must be in accordance with all applicable laws, regulations and requirements. Advertisers are responsible to adhere to all legal and regulatory requirements concerning the content of advertisements. Advertisers assume responsibility for all content of advertisements printed.
- 3.3 MASH reserves the right to decline or cancel any advertisement for any reason at any time without liability, even though previously acknowledged or accepted. Acceptance of an advertisement does not imply MASH's endorsement or guarantee of the product or service advertised. MASH is not responsible for any claims made in the advertisement.
- 3.4 Advertiser and agency will also indemnify MASH, as publisher, against all loss, liability, damage, and expense of any nature arising out of the copying, printing, or publishing of its advertisement, including without limitation reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, copyright, and trademark infringement.
- 3.5 The fact that an advertisement for a product, service, or company has appeared in a MASH publication shall not be referred to in collateral advertising.

3.6 All advertisements published will be labelled as "Advertisement".

#### **4.0 Artwork of advertisements**

4.1 MASH resumes no responsibility for lost or damaged of artwork for advertisements.

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Once the advertiser signs the contract, it is assumed that advertisers have read our *advertising policies* and *advertisement rates* and agree to all conditions without any further contract or notice.

Rates, conditions, editorial calendar, and space units may change without notice.



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### Web Advertisement Feature Specification & Rates 2013

Type A	
<b>Position</b>	Right side bar
<b>Pixels</b>	125x125
<b>Advertisement title</b> (to be displayed in the advertisement box)	Wording and design provided by advertiser
<b>Advertisement content</b> (to be displayed upon clicking on the advertisement title)	Content and design or URL provided by advertiser
<b>Rate for non-members</b>	RM100
<b>Rate for MASH Members</b>	RM80

1. Pricing is every **60** days.
2. All advertisements will be published in ALL pages, except the homepage.
3. Advertisers should provide an image file for advertisement title **and** a poster/ brochure/ catalogue/ link to the website for content display.
4. File format:
  - a. Standard JPG or GIF for advertisement title.
  - b. JPG, GIF or PDF for posters, catalogues or brochures.