

## IEM Online Advertisement 2023

([www.MyIEM.org.my](http://www.MyIEM.org.my))

The Institution of Engineers, Malaysia (IEM) established in 1959 and its primary function is to promote and advance the science and profession of engineering in any or all its disciplines and to facilitate the exchange of information and ideas related to engineering.

Membership of IEM is currently about 42,000 and the growth rate is about 15% per annum, making it one of the largest professional institutions in the country. In order to support the needs of members, the IEM has 8 Standing Committees to attend to the different administrative functions of the Institution. To support the multi-disciplinary needs of engineering practice, there are 18 Technical Divisions and 3 Special Interest Groups to look after and to organize activities for the different disciplines. There is also a Graduate and Student Section that caters exclusively to the young members.

MyIEM portal was launched on 1st October 2010. The portal aims to provide enhanced interaction between IEM and members with features such as online membership application, online registration for events, online CPD, online booking of library books etc.



<http://iemtasb.weebly.com/advertisement.html>

## ADVERTISEMENT (WEBSITE)

### 1. Advertisement in Website (monthly / yearly)

The advertisement will appear in main page of IEM website and view by our members (we have 40,000 members) or public and the positions are fixed to the advertisers' bookings. Viewer may click to the advertisement and it will direct them to the landing page of the advertiser.



This advertisement is an effective way in promoting your product or services to our members.

We believe, the power of Advertising will provide you with the right target audience and that is what we are offering. We consistently anticipate numerous hits on our portal, which will lead to the inquiring individual or companies to see your advertisement and create a need for your products or services.

### ADVERTISEMENT FORMAT

**Note: Submission of artwork and landing page must be submitted together with payment. Advertisement placement will be made within 1-3 working days.**

ADVERT TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	MONTHLY RATE (MYR)	YEARLY RATE (MYR)
Medium rectangular Banner	300px x 250px	55k	JPG/GIF/SWF	636.00	6,360.00
Bottom Banner	468px x 60px	55k	JPG/GIF/SWF	424.00	4,240.00

## BANNER FOR WEBSITE



MEDIUM RECTANGULAR BANNER

BOTTOM BANNER

## ADVERTISEMENT BOOKING FORM



**IEM TRAINING ACADEMY SDN BHD**  
 Wisma IEM, 1<sup>st</sup> Floor, No. 21, Jalan Selangor  
 46150 Petaling Jaya, Selangor Darul Ehsan,  
 Malaysia. Tel: +(603) 7958 2851  
 Email: [iemta@iem.org.my](mailto:iemta@iem.org.my)

### ADVERTISEMENT IN WEBSITE OF IEM-IEMTA

I/We wish to advertise in the IEM-IEMTA Portal Advertisement / MyIEM Weekly Email Newsletter Advertisement as indicated (✓) below and enclose herewith Online Transfer/Banker's Cheque/Local Cheque No. \_\_\_\_\_ issued to "IEM Training Academy Sdn. Bhd." for the sum of Malaysia Ringgit \_\_\_\_\_.

**Account Name** : IEM TRAINING ACADEMY SDN BHD  
**Account Number** : 514169143176  
**Bank Name** : Malayan Banking Berhad  
**Bank Address** : Jalan Sultan, 46200 Petaling Jaya,  
 Selangor Darul Ehsan, Malaysia  
**Swift Code** : MBBEMYKL

Enclosed herewith the artwork and landing page.

### PAYMENT & SUBMISSION POLICIES

All advertisement design / artwork must be accompanied with landing page and payment upon submission of booking form. Advertisement rate is inclusive of 6% SST. Insertion of the advertisement placement is subject to the availability of the space. Submission must reach IEMTA on every Monday for Saturday circulations.

All fee paid is not refundable; however, substitution in same category is allowed for other month and subject to prior confirmation and availability.

## CONTACT INFORMATION

For Invoice and Payment Purposes:

<b>Contact Name:</b>			
<b>Organisation:</b>			
<b>Position:</b>			
<b>Mailing Address</b>			
<b>Email Address:</b>			
<b>Contact No.:</b>	Office		Mobile

### 2. Portal Banner Advertisement:

TICK (✓)	ADVERT TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	WEEKLY RATE (MYR)	YEARLY RATE (MYR)	AMOUNT (RM)
<input type="checkbox"/>	Medium rectangular Banner	300px x 250px	55k	JPG/GIF/SWF	636.00	6360.00	
<input type="checkbox"/>	Bottom Banner	468px x 60px	55k	JPG/GIF/SWF	424.00	4240.00	
					<b>TOTAL:</b>		

(All fees inclusive of 6% SST)

I/we hereby confirmed on the said placement and understand on the policies.

Placement Date : \_\_\_\_\_

Date : \_\_\_\_\_

Signature : \_\_\_\_\_

Company Stamp :

## ADVERTISEMENT (NEWSLETTER)

### 2. MyIEM Newsletter Advertisement (Weekly email blast)

The advertisement will be email blast to all our members (we have 40,000 members) on weekly basis and the positions are fixed. Viewer may click to the advertisement and it will direct them to the landing page of the advertiser.



This newsletter advertisement is an effective way in promoting your product or services as it will directly reach to our database / member via email blast.

We believe, the power of Advertising will provide you with the right target audience and that is what we are offering. We consistently anticipate numerous hits on our portal, which will lead to the inquiring individual or companies to see your advertisement and create a need for your products or services.

## BANNER FOR WEBSITE



TOP BANNER

MEDIUM BANNER 1

### ADVERTISEMENT FORMAT

Note: Submission of artwork and landing page must be submitted together with payment. Advertisement placement will be made within 1-3 working days.

ADVERT TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	WEEKLY RATE (MYR)
Top Ad Banner	600px x 100px	55k	JPG/GIF/SWF	848.00
Medium Banner 1	300px x 250px	55k	JPG/GIF/SWF	636.00

## ADVERTISEMENT BOOKING FORM

### IEM TRAINING ACADEMY SDN BHD

Wisma IEM, 1<sup>st</sup> Floor, No. 21, Jalan Selangor  
46150 Petaling Jaya, Selangor Darul Ehsan,  
Malaysia. Tel: +(603) 7958 2851  
Email: [iemta@iem.org.my](mailto:iemta@iem.org.my)



### MYIEM WEEKLY EMAIL BLAST NEWSLETTER ADVERTISEMENT

I/we wish to advertise in the IEM-IEMTA Portal Advertisement / MyIEM Weekly Email Newsletter Advertisement as indicated (✓) below and enclose herewith Online Transfer/Banker's Cheque/Local Cheque No. \_\_\_\_\_ issued to "IEM Training Academy Sdn. Bhd." for the sum of Ringgit Malaysia \_\_\_\_\_.

**Account Name** : IEM TRAINING ACADEMY SDN BHD  
**Account Number** : 514169143176  
**Bank Name** : Malayan Banking Berhad  
**Bank Address** : Jalan Sultan, 46200 Petaling Jaya,  
Selangor Darul Ehsan, Malaysia  
**Swift Code** : MBBEMYKL

Enclosed herewith the artwork and landing page.

### PAYMENT & SUBMISSION POLICIES

All advertisement design / artwork must be accompanied with landing page and payment upon submission of booking form. Advertisement rate is inclusive of 6% SST. Insertion of the advertisement placement is subject to the availability of the space. Submission must reach IEMTA on every Monday for advert placement.

All fee paid is not refundable; however, substitution in same category is allowed for other month and subject to prior confirmation and availability.

## CONTACT INFORMATION

### For Invoice and Payment Purposes:

<b>Contact Name:</b>			
<b>Organisation:</b>			
<b>Position:</b>			
<b>Mailing Address</b>			
<b>Email Address:</b>			
<b>Contact No.:</b>	Office		Mobile

### 2. MyIEM WEEKLY Email Blast Newsletter Advertisement:

TICK (✓)	ADVERT TYPE	DIMENSION (WIDTH x HEIGHT)	MAXIMUM SIZE (FILE SIZE OF CREATIVE)	CREATIVE FORMAT (FILE TYPE OF CREATIVE)	WEEKLY RATE (MYR)	AMOUNT (RM)
<input type="checkbox"/>	Top Ad Banner	600px x 100px	55k	JPG/GIF/SWF	848.00	
<input type="checkbox"/>	Medium Banner	300px x 250px	55k	JPG/GIF/SWF	636.00	
					<b>TOTAL:</b>	

*(All fees inclusive of 6% SST)*

I/we hereby confirmed on the said placement and understand on the policies.

Placement Date : \_\_\_\_\_

Date : \_\_\_\_\_

Signature : \_\_\_\_\_

Company Stamp :