

## TOURIST MAP of MALAYSIA

### INTRODUCTION

The Tourist Map of Malaysia, previously produced and published by Rimman International Sdn. Bhd. and the Malaysian Tourism Promotion Board (MTPB) now comes with a new look under Navi & Map Sdn. Bhd.

The Tourist Map of Malaysia aims to assist MTPB's efforts in promoting Malaysia as an exciting and unique tourist destination, especially with Visit Malaysia Year 2007.

The map provides comprehensive and up-to-date street information of major tourist-frequented towns in Malaysia, including tourist attractions and point of interests. It will be given as a complimentary copy for the public and tourists.



### CIRCULATION

A minimum of 600,000 copies of the Tourist Map of Malaysia will be published by Navi & Map Sdn. Bhd. The Malaysian Tourism Promotion Board will distribute the map through its network of over 40 offices located at cosmopolitan cities such as Paris, Milan, London, New York, Los Angeles, Stockholm, Sydney, Tokyo, Beijing, Shanghai, Seoul and more. This map will be available at display counters in all MTPB offices and also at prominent areas and locations frequented by tourists. Previously, MTPB has distributed 600,000 copies of this map worldwide. The Tourist Map of Malaysia will complement other marketing collaterals for the Visit Malaysia 2007 global campaign.

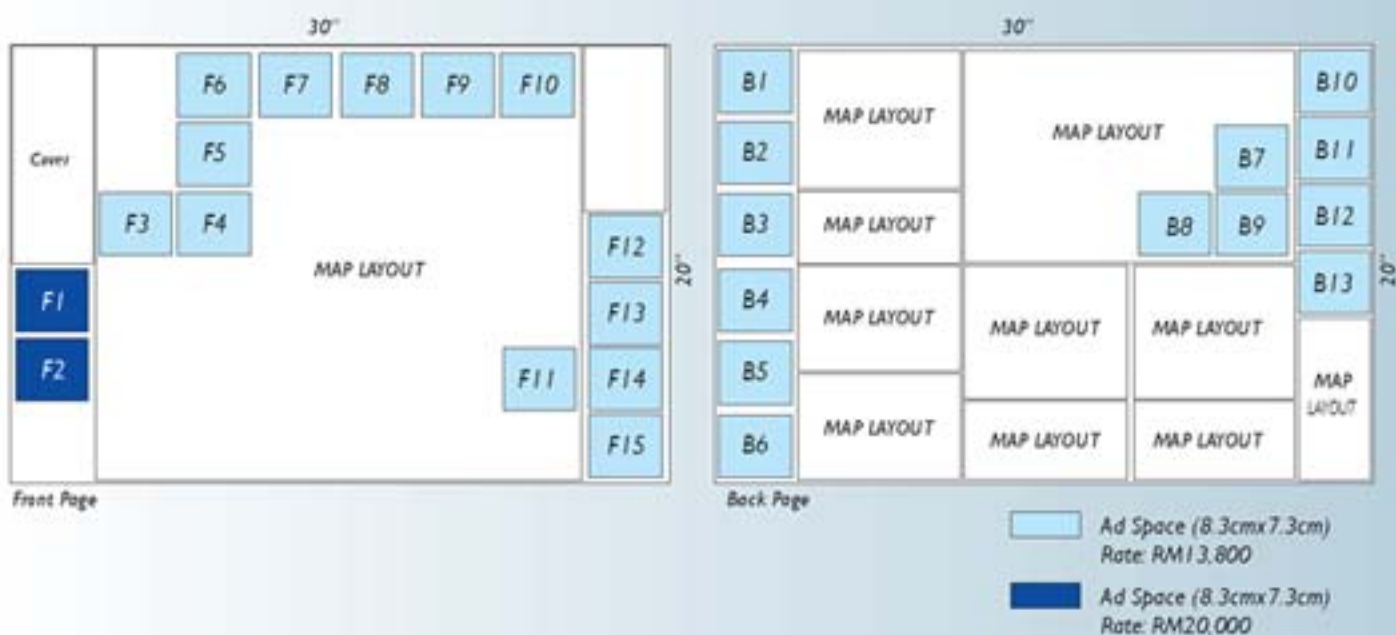
Endorsed by:  TOURISM  
MALAYSIA

### SPECIAL FEATURES

- Complete map of Malaysia, with detailed maps for major tourist-frequented towns
- Maps are GPS-referenced for accuracy and printed in full colour for ease of use and visual clarity
- Major connecting roads to all major towns
- Map content include shopping malls, tourist attractions, places of interest, hotels, integrated transit network, embassies, hospitals and clinics
- Listings of hotels and useful phone numbers

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## Advertisement Rate Details



### Printing Paper Specification

Paper - 105gsm Glossy Art Paper

### Material Requirements

TIFF format. Must be in CMYK. Spot colours are not allowed. Minimum resolution of 300 dpi. Please ensure that the file extension (.tif or .tiff) is included. Materials must be submitted in CD format with a colour proof before the specified deadline.

### Circulation

Minimum of 600,000 copies to be printed.

Distributed to over 40 Tourism Malaysia offices worldwide:

- Bandar Seri Begawan • Bangkok • Beijing • Chennai
- Dhaka • Dubai • Frankfurt • Guangzhou • Hanoi • Ho Chi Minh
- Hong Kong • Istanbul • Jakarta • Jeddah
- Johannesburg • Karachi • London • Los Angeles • Manila
- Medan • Melbourne • Milan • Moscow • Mumbai • New Delhi
- New York • Osaka • Paris • Perth • Phnom Penh
- Seoul • Shanghai • Singapore • Stockholm • Sydney
- Taipei • Tehran • Tokyo • Vancouver • Vientiane

Sales Enquiries

Booking Deadline

Material Deadline