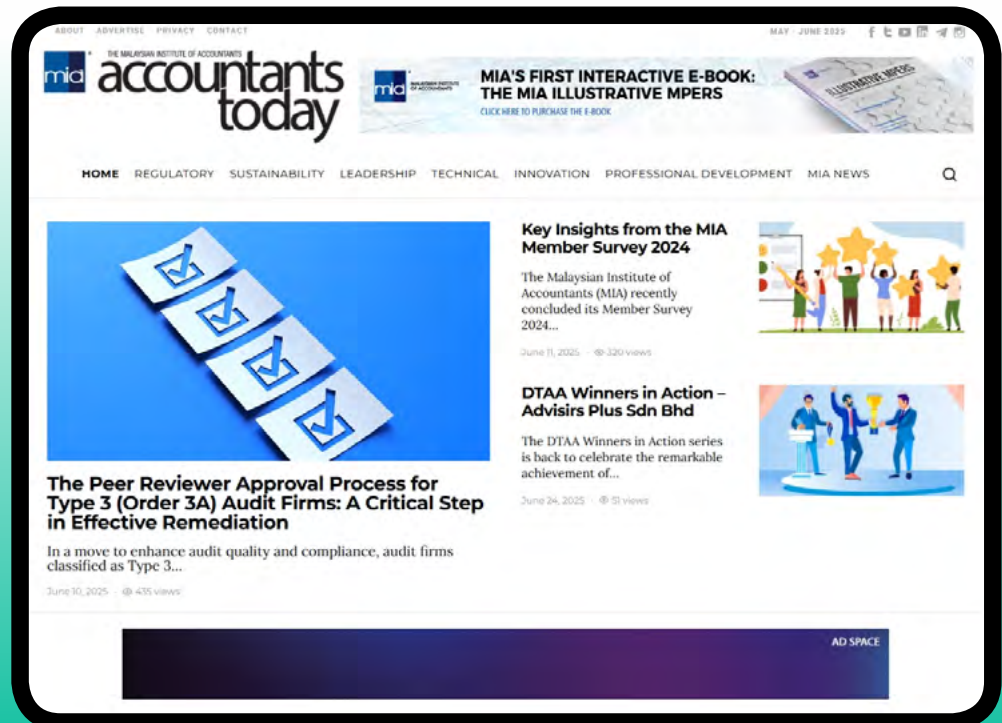


e-Magazine RATE CARD

THE MALAYSIAN INSTITUTE OF ACCOUNTANTS

accountants today



Build your Brand with e-AT

e-AT is the online knowledge portal of the Malaysian Institute of Accountants (MIA) that connects you to over 40,000 MIA members and the global accountancy profession.

Since its launch in 2018, e-AT has organically built up its readership and subscribers. Users and stakeholders appreciate e-AT's interactive format, whereby they are able to contribute ideas, content and feedback to enrich the profession's discourse and advocacy. To attract and expand its user base, e-AT has also successfully harnessed digital and social media tools such as video, interactive links and live links to Facebook and LinkedIn.

The content is regularly refreshed to sustain interest and currently comprises seven key sections: **Regulatory, Leadership, Sustainability, Innovation, Technical, Professional Development** and **MIA News**.

This is a marvelous opportunity for you to brand your organisation and services to more than 40,000 members of MIA as well as other readers locally and globally.

To learn more about how you can leverage on e-AT to build your brand, reach out to MIA at <https://www.at-mia.my/>

Rich Media Banners

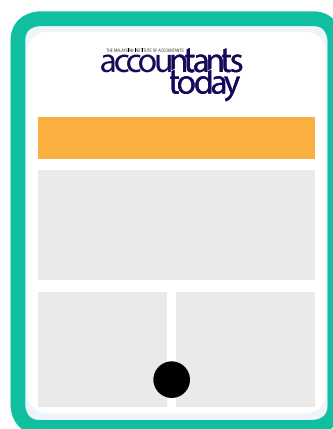
LEADERBOARD (TOP)

Ad Format Name	: Leaderboard - (Top)
Size (Width x Height)	: Desktop View - 728px x 90px
	: Tablet View - 728px x 90px
	: Mobile View - 300px x 250px
Format/ resolution/ mode	: Jpeg, 72 Dpi, RGB

Location	Monthly Rates (RM)
Homepage	: 7,500
Story Page	: 9,500



Desktop View
728px x 90px



Tablet View
728px x 90px



Mobile View
300px x 250px

Rich Media Banners

LARGE LEADERBOARD (MIDDLE)

Ad Format Name : Leaderboard - **(Middle)**

Size (Width x Height) : Desktop View - **970px x 90px**

: Tablet View - **728px x 90px**

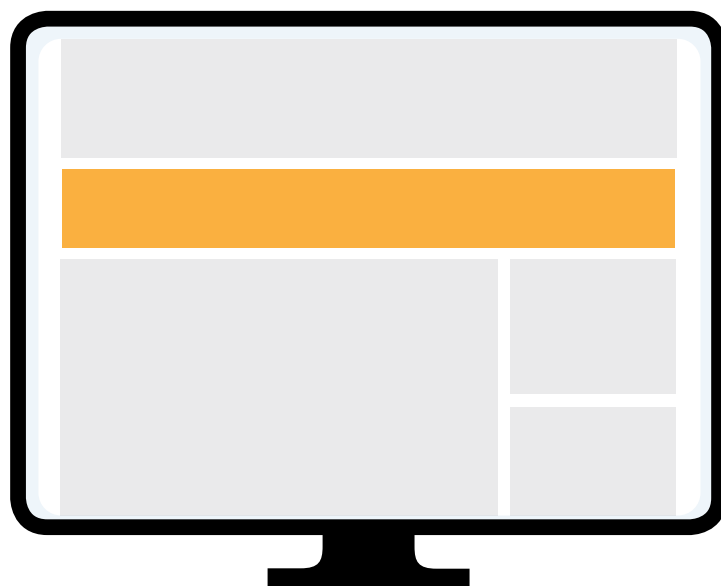
: Mobile View - **300px x 250px**

Format/ resolution/ mode : **Jpeg, 72 Dpi, RGB**

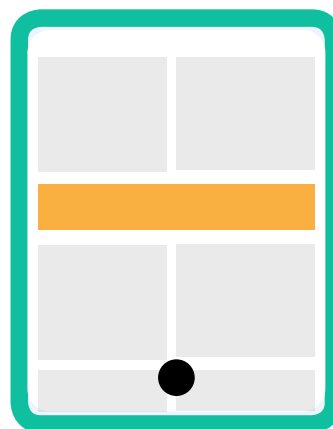
Location Monthly Rates (RM)

Homepage : **7,000**

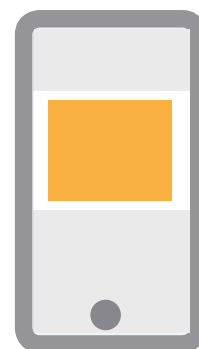
Story Page : **9,000**



Desktop View
970px x 90px



Tablet View
728px x 90px



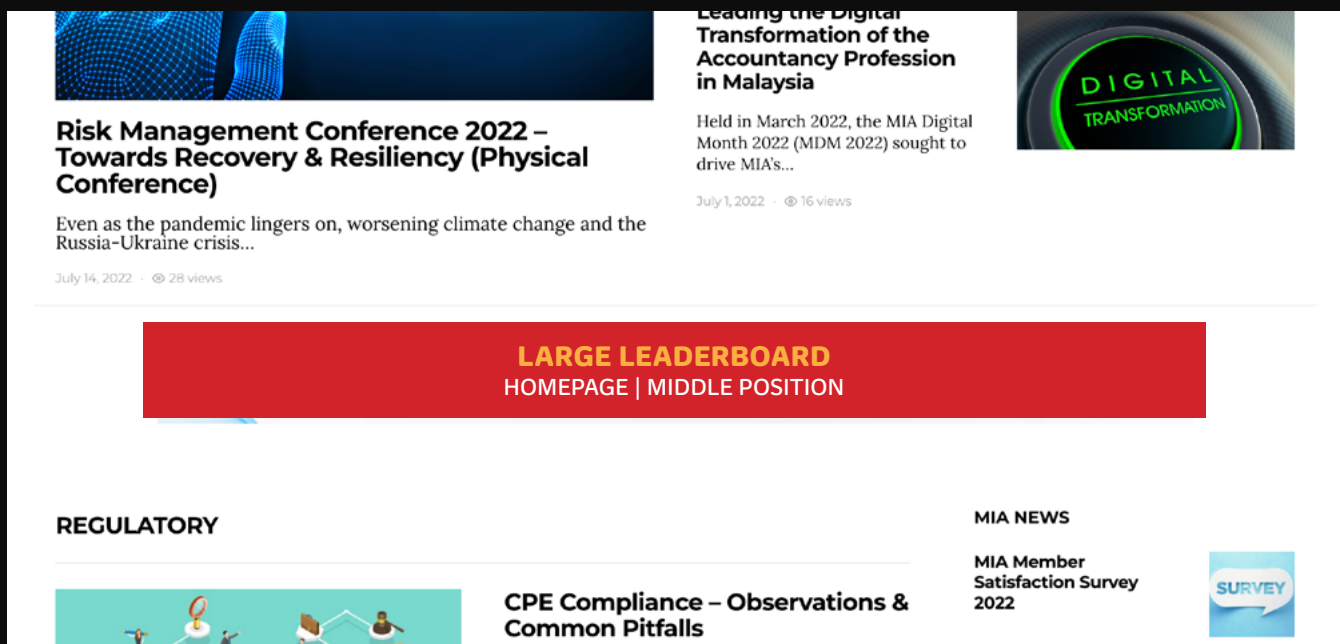
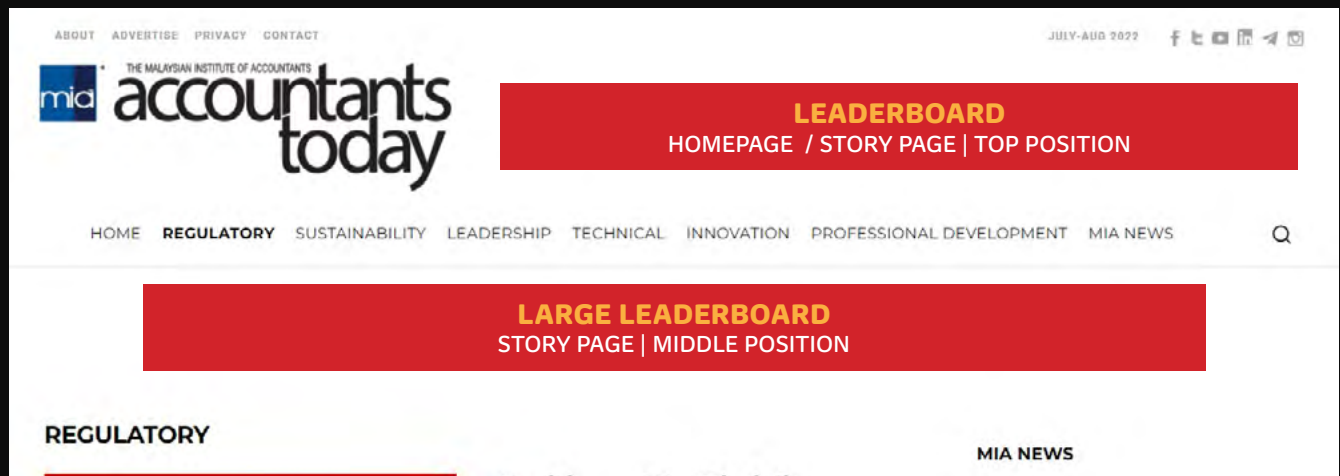
Mobile View
300px x 250px

Rich Media Banners

THE MALAYSIAN INSTITUTE OF ACCOUNTANTS
**accountants
today**

POSITIONING

DESKTOP VIEW

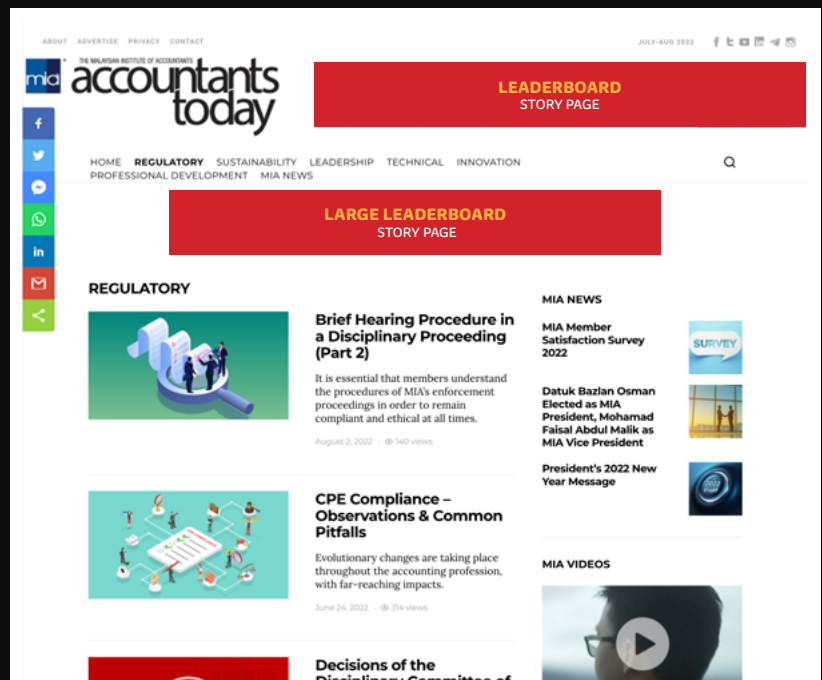
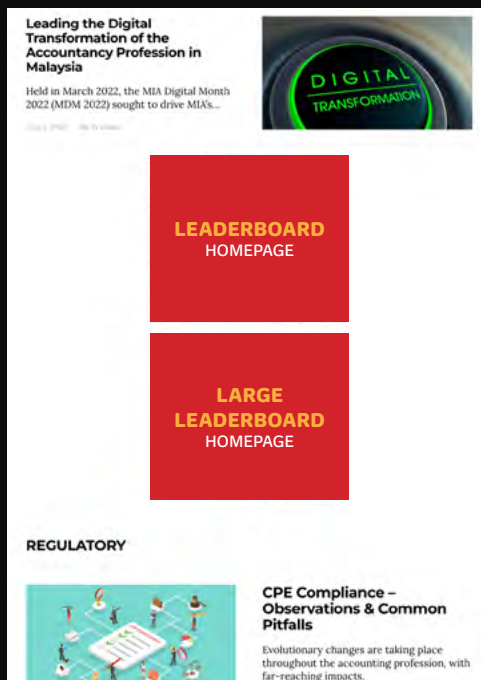


Rich Media Banners

THE MALAYSIAN INSTITUTE OF ACCOUNTANTS
**accountants
today**

POSITIONING

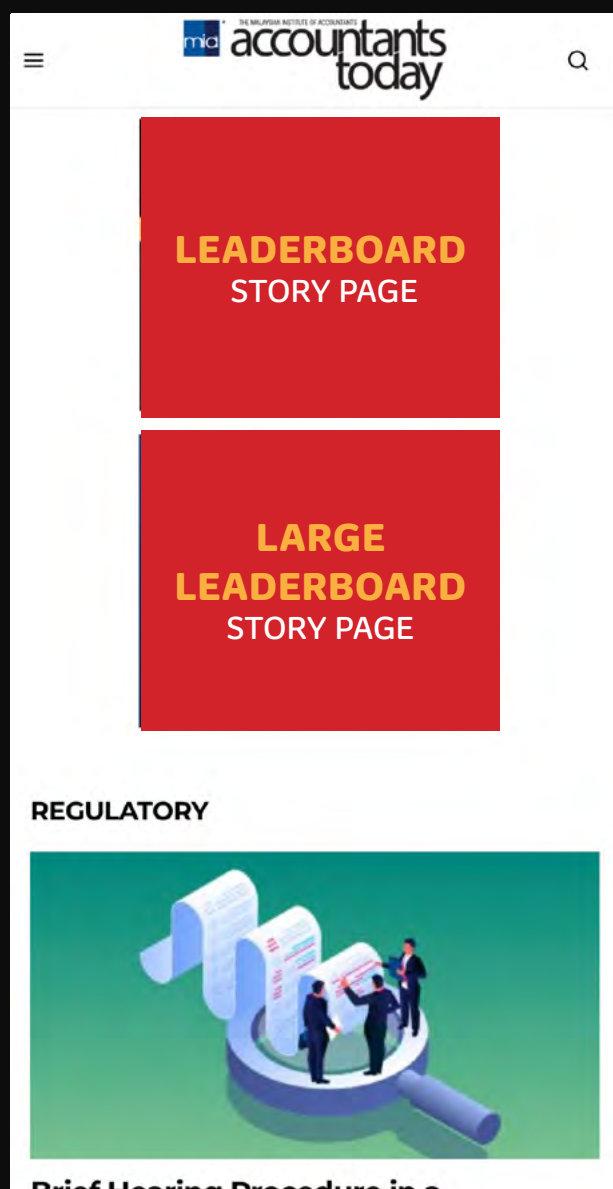
TABLET VIEW



Rich Media Banners

POSITIONING

MOBILE VIEW



BOOKING INFORMATION

For enquiry and booking, please contact:

Hani
Event Partnership Unit

 **+603 2722 9000** ext 154

 hani@mia.org.my

The e-AT is accessible at

 www.at-mia.my