



MALAYSIAN INSTITUTE
OF ACCOUNTANTS

E-MAGAZINE RATE CARD

THE MALAYSIAN INSTITUTE OF ACCOUNTANTS

accountants today



www.at-mia.my

Building Brand Recognition with e-AT

e-AT is the online version of Accountants Today, our previous bimonthly publication for members, that went live on 15 August 2018.

Transcending the limitations of the previous print format, this new e-AT format is designed to be more modern, visually appealing, flexible and interactive. Readers will be able to contribute ideas, content and feedback to make this a two-way channel of communications that provokes thought and discussion. They will also enjoy a wide range of attractive features not available in print, such as video, interactive links and live links to Facebook, LinkedIn and other social media platforms and search tools. The content currently comprises seven key sections addressing the interests of the Malaysian accountancy profession: Governance, Stewardship, Innovation, Driving Value, Technical, Professional Development and MIA News.

This is a marvellous opportunity for you to brand your products and services to more than 35,000 members of MIA as well as other readers locally and globally. By leveraging the unlimited reach of the Internet, e-AT will also enable you to reach out to the global accountancy community as well, which currently numbers 3 million strong.

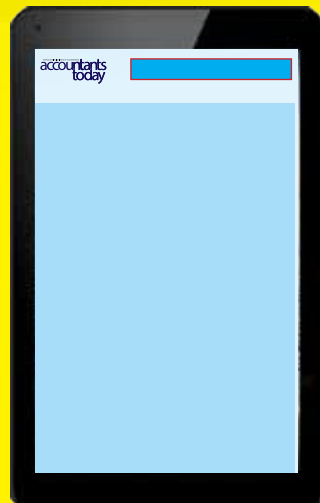
As a benefit, you will also be contributing to the greening of the environment by supporting us in our efforts to reduce paper wastage and pollution from printing and inks.

So, do reach out to us today to find out more about the advantages of advertising your brand in e-AT.

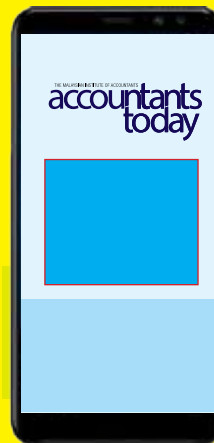
Leaderboard - (Top)



Desktop View
728px x 90px



Tablet View
728px x 90px



Mobile View
300px x 250px

AD FORMAT NAME

Leaderboard - (Top)

SIZE (WIDTH X HEIGHT)

Desktop View- 728px x 90px

Tablet View- 728px x 90px

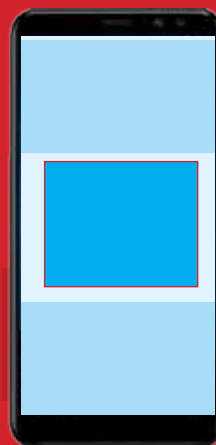
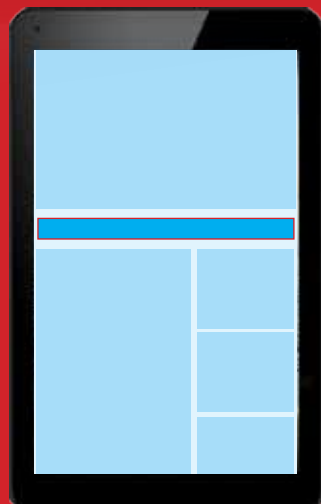
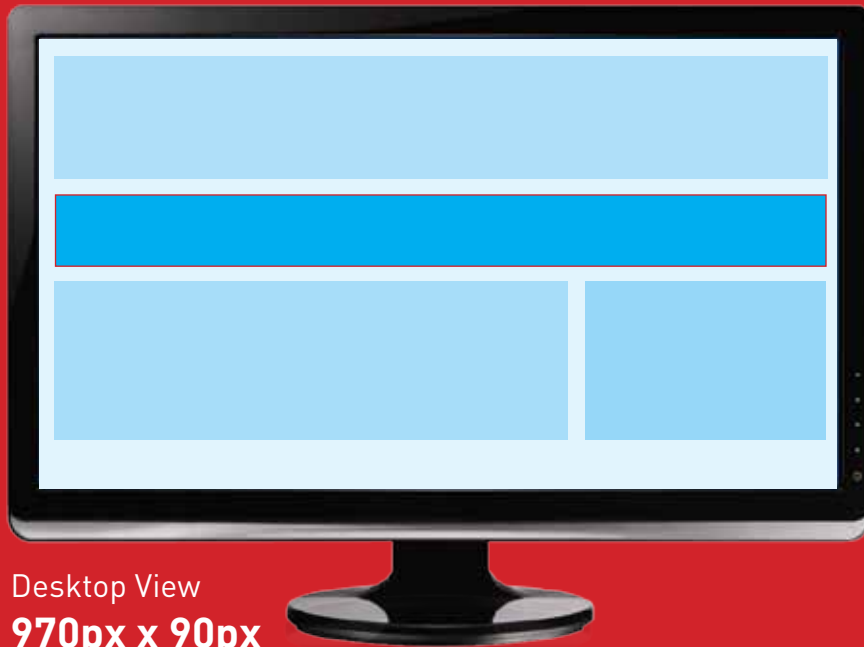
Mobile View- 300px x 250px

FORMAT/ RESOLUTION/ MODE

JPEG, 72 DPI, RGB

LOCATION	RATES (RM)	
	WEEKLY	MONTHLY
Front Page	900	3,500
Section Page	650	2,500
Story Page	400	1,500

Large Leaderboard - (Middle)



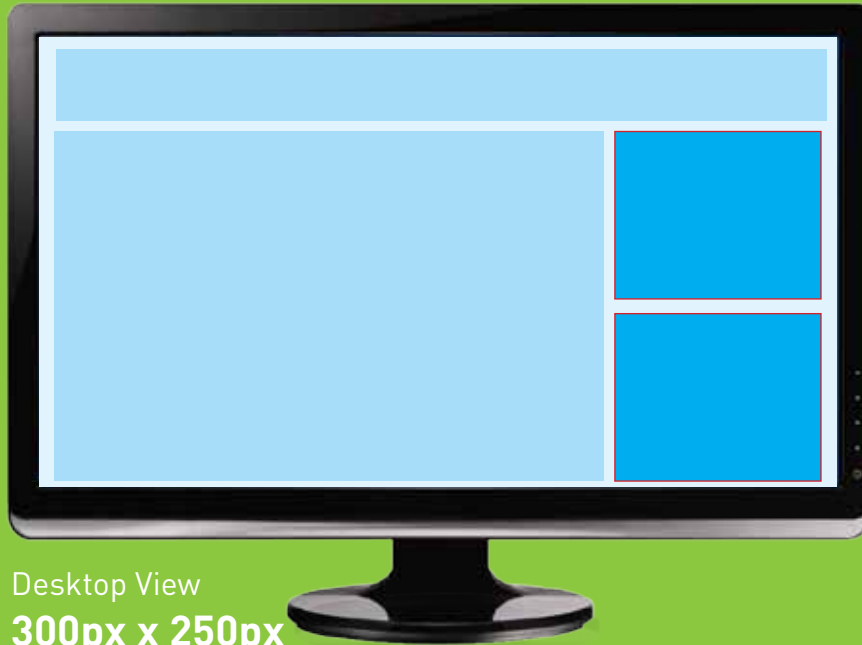
AD FORMAT NAME
Large Leaderboard - (Middle)

SIZE (WIDTH X HEIGHT)
Desktop View- 970px x 90px
Tablet View- 728px x 90px
Mobile View- 300px x 250px

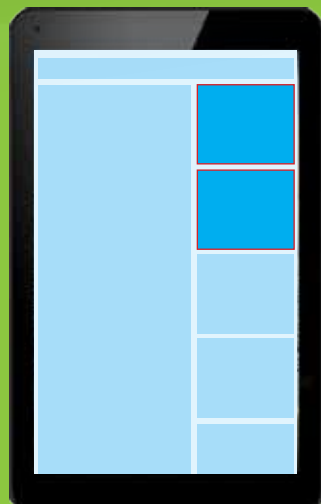
FORMAT/ RESOLUTION/ MODE
JPEG, 72 DPI, RGB

LOCATION	RATES (RM)	
	WEEKLY	MONTHLY
Front Page	800	3,000
Section Page	550	2,000
Story Page	300	1,000

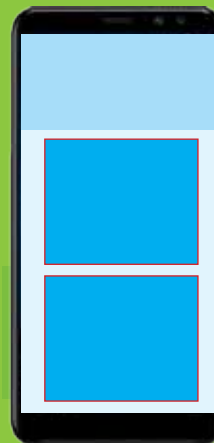
Medium Rectangle



Desktop View
300px x 250px



Tablet View
300px x 250px



Mobile View
300px x 250px

AD FORMAT NAME

Medium Rectangle

SIZE (WIDTH X HEIGHT)

Desktop View- 300px x 250px

Tablet View- 300px x 250px

Mobile View- 300px x 250px

FORMAT/ RESOLUTION/ MODE

JPEG, 72 DPI, RGB

LOCATION	RATES (RM)	
	WEEKLY	MONTHLY
Front Page	650	2,500
Section Page	400	1,500
Story Page	150	500

LEADERBOARD
 FRONTPAGE / SECTION PAGE / STORY PAGE
 TOP POSITION

HOME GOVERNANCE TECHNICAL DRIVING VALUE PROFESSIONAL DEVELOPMENT INNOVATION STEWARDSHIP MIA NEWS

GOVERNANCE
ENHANCED AUDITORS' REPORT: DRIVING BETTER GOVERNANCE
 One year on, the new requirements for the Enhanced Auditors' Report (EAR) have tangibly improved engagement, communications and corporate governance, according to a joint study by the AGU, MIA and ACCA. Now, where do we go from here?

DRIVING VALUE
CFOS OF THE FUTURE: INTEGRATED THINKERS

STEWARDSHIP
MANAGING GST RISKS

LARGE LEADERBOARD
 FRONTPAGE / SECTION PAGE / STORY PAGE
 MIDDLE POSITION

GOVERNANCE



EMBRACING THE DIGITAL ECONOMY OR FIT FOR DIGITAL

A fit-for-digital business strategy requires you to understand the evolving needs of customers and develop the tech-enhanced business models and competencies to deliver the products and services that meet these needs.

👤 351 🗨️ 4 🌟 17 1 10:00 AM



ONBOARDING MORE WOMEN

Malaysia targets more women on corporate boards, because research and data show that women can boost board and corporate performance. But beyond tokenism and pluralism, companies need to compose competent, ethical and high-quality boards, said panelists at MIA's Corporate Board Symposium 2017.

👤 204 🗨️ 2 🌟 18 1 10:00 AM



ANALYTICS: A NEW AUDIT PLAYBOOK

There's immense buzz about data analytics and audit. Cutting through the noise, what can analytics actually achieve for audit? Hoh Yoon Hoong, Country Leader for Data Analytics Implementation, EY Malaysia emphasised at MIA's recent AuditWorld2017 conference that analytics can enhance audit quality.

👤 202 🗨️ 2 🌟 4 1 10:00 AM

206.6 K FANS	389 FOLLOWERS	34 FOLLOWERS

MEDIUM RECTANGLE
 FRONTPAGE / SECTION PAGE / STORY PAGE
 SIDE POSITION 1

MEDIUM RECTANGLE
 FRONTPAGE / SECTION PAGE / STORY PAGE
 SIDE POSITION 2

MEDIUM RECTANGLE
 FRONTPAGE / SECTION PAGE / STORY PAGE
 SIDE POSITION 3



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