

Map Branding refers to a customised map by Ho Chin Soon Research for the sponsoring client. We design a poster-size map tailored to the clients' needs & preferences. This map will then be used as a marketing material for distribution in order to reach out to a wide target. The mass public gets an **informative map** while at the same time it helps our sponsoring client to gain **market awareness**.



Table Talk



Overseas Event



Brochure



Exhibition



Digital View



Broadcast



Website



Size A1 size (equivalent to 8 A4 size papers) machine fold; 157 g matt art paper

All In Cost 30,000 print quantity at RM1.60 per copy for both sides printing RM48,000 nett

includes:

- site inspection
- design work
- machine fold
- delivery to door steps (including for Penang & JB)
- data collection
- base map revision
- colour separation

Map Design Done by Ho Chin Soon Research

Reverse artwork Done by Sponsor's advertising agency and soft copy given to Ho Chin Soon Research for printing

OPTION 1

Map Branding Printing-only Quantity Pricing

Quantity	Standard Price	Unit Price
1,000	RM 26,000	RM 26.00
5,000	RM 30,000	RM 6.00
10,000	RM 33,000	RM 3.30
15,000	RM 36,000	RM 2.40
20,000	RM 38,000	RM 1.90
25,000	RM 43,750	RM 1.75
30,000	RM 48,000	RM 1.60

+ Complimentary 2 MB resolution .jpg file

Additional **RM 10,000** if includes softcopy file (editable Ai)

OPTION 2

Clients may opt to purchase only the softcopy for self printing at **RM26,000**

Total (RM)

Name of firm

Contact no.

