

三大网络平台， 资讯火速传播，

能见度大幅提升！

《中学生》广告客户有好康！

配合新媒体转型，《中学生》也跟上时代变迁的步伐，自2022年起全面出版电子杂志，停止印刷纸本。客户的广告传播效益向来为本会所重视，虽然《中学生》不再推行纸本杂志，但是广告的能见度有增无减！！2022年开始，广告客户只需在《中学生》电子杂志刊登1期广告，就能**获赠董总书坊网购平台、董总学务处学生事务局网页广告**。

| 刊登月份 | 刊登次数* | 附赠双网页广告** |
|----------|-----------|-----------|
| 3月 | 1期《中学生》广告 | 为期3个月 |
| 3、5月 | 2期《中学生》广告 | 为期6个月 |
| 3、5、7月 | 3期《中学生》广告 | 为期9个月 |
| 3、5、7、9月 | 4期《中学生》广告 | 为期12个月 |

*备注：

★《中学生》电子杂志：



**备注：

★董总书坊网购平台：



★董总学务处学生事务局网页：



《中学生》广告价格

| 版位 | 价格 (RM) | 设计规格 |
|-----------------------------------|---------|--|
| 封底 Back Cover | 2,900 | 实际尺寸 Actual Size: 21cm (W) x 20cm (H) 文字面积 (全版) Type Area (full page): 18cm (W) x 17cm (H) 出血面积 Bleed Size: 22cm (W) x 21cm (H) 档案需求 File Copy Requirement: 设计完整的彩色原稿存于PDF或ADOBE ILLUSTRATOR档案，并 create outline 以电邮传送。All artwork saved to create outline under PDF format or ADOBE ILLUSTRATOR file and send via email. |
| 封面内页 Inner Front Cover | 2,400 | |
| 封底内页 Inner Back Cover | 2,180 | |
| 封面内页对开 Opposite Inner Front Cover | 2,180 | |
| 封底内页对开 Opposite Inner Back Cover | 2,100 | |
| 内页全版 Inner Full Page | 1,750 | |

备注：首个刊登月份内付清全年广告款额，总额可折扣5%。



欲知详情，欢迎联络广告执行员：邓佩婷小姐

电话：603-87362337 ext.276

电邮：mp_advertising@dongzong.my

**Three large network platforms,
fast information dissemination,**

large scale exposure promoted!

Good news for “Majalah Pelajar” advertisers!

In conjunction with the new media transformation trend, “Majalah Pelajar” similarly keeps up with the times; from 2022 onwards, its digital version in the form of e-magazine will be all-out putting an end to its hard copy publication.

We always care about the communication effect of our advertisers. Though the paper version of “Majalah Pelajar” has been transformed into the digital form, **the exposure and visibility of your advertisements stays unabated!**

From 2022 onwards, you only have to publish one count of advertisement on “Majalah Pelajar”, **complimentary network ads** on **Dong Zong online bookstore and Student Affairs Department of the Educational Affairs Division platform** will be given unconditionally.

| Publication Month | Counts of Publication* | Complimentary Double Page Ads** |
|--------------------------------|-----------------------------------|---------------------------------|
| March | 1 count of “Majalah Pelajar” ads | A duration of 3 months |
| March and May | 2 counts of “Majalah Pelajar” ads | A duration of 6 months |
| March, May and July | 3 counts of “Majalah Pelajar” ads | A duration of 9 months |
| March, May, July and September | 4 counts of “Majalah Pelajar” ads | A duration of 12 months |

*Comments:

★ “Majalah Pelajar” e-magazine:



** Comments:

★ Dong Zong online bookstore:



★ Dong Zong Student Affairs Department official website:



“Majalah Pelajar” Advertisement Price List

| Position | Price (RM) | Format |
|----------------------------|------------|--|
| Back Cover | 2,900 | Actual Size: 21cm (W) x 20cm (H) Type Area (full page): 18cm (W) x 17cm (H) Bleed Size: 22cm (W) x 21cm (H) File Copy Requirement: All artwork saved to create outline under PDF format or ADOBE ILLUSTRATOR file and send via email. |
| Inner Front Cover | 2,400 | |
| Inner Back Cover | 2,180 | |
| Opposite Inner Front Cover | 2,180 | |
| Opposite Inner Back Cover | 2,100 | |
| Inner Full Page | 1,750 | |

Note: 5% discount in total sum for settlement of annual advertisement charges on the first publication month.



For further information, please contact Ms. Tan Pui Ting.

Tel: 603-87362337 ext.276

E-mail: mp_advertising@dongzong.my

高中各科试题总集

每年四月份出版的《高中各科试题总集》，对统考生而言，是“地表最强”的考前攻略，它集结了最新的统考各科试题。此书为全国华文独中约12,000位高中应届统考生所密切关注以及考前复习的重要参考书籍，亦是独中教师最渴望握在手里的“秘笈”，使用率和传阅率极高。

自2020年开始，本会将《高中各科试题总集》分为“理工科”和“文商科”两册，大大受到学校老师、学生和家长的喜爱，因而扩大了更广的销路通道，是国内外大专学府刊登招生广告的最佳平台。

《高中各科试题总集》4大优势

- ① 董总出版，具权威性。
- ② 老师课堂教学主要参考用书。
- ③ 本书的使用覆盖面包含独中老师、补习班老师、学生、家长。
- ④ 应届统考生必买的参考书籍。

| 出版日期 | 出版期数 | 试题集售价 |
|------|-------|-------|
| 每年4月 | 1期理工科 | RM 18 |
| | 1期文商科 | |

《高中各科试题总集》广告价格

| 版位 | 价格 (RM) | 设计规格 |
|--------------------------------------|---------|--|
| 封底 Back Cover | 3,600 | 实际尺寸 Actual Size: 18.5cm (W) x 26cm (H) |
| 封面内页 Inner Front Cover | 3,300 | |
| 封底内页 Inner Back Cover | 3,000 | 文字面积 (全版) Type Area (full page): 16.5cm (W) x 26cm (H) |
| 封面内页对开 Opposite Inner Front Cover | 3,000 | |
| 封底内页对开 Opposite Inner Back Cover | 2,900 | 出血面积 Bleed Size: 19.5cm (W) x 27cm (H) |
| 内页全版 Inner Full Page | 2,500 | |
| | | 档案需求 File Copy Requirement: 设计完整的彩色原稿存于PDF或ADOBE ILLUSTRATOR档案，并 create outline以电邮传送。All artwork saved to create outline under PDF format or ADOBE ILLUSTRATOR file and send via email. |

备注：首个刊登月份内付清全年广告款额，总额可折扣5%。



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★《中学生》电子杂志：

★董总书坊网购平台：

★董总学务处学生事务局网页：



Unified Examination Past Years' Series

Honestly, to many a UEC candidate, the “Unified Examination Past Years’ Series” launched in April annually is the ‘most effective senior UEC examination revision materials on earth’ as it encompasses the latest past years’ papers for all senior UEC subjects. This collection, in actual fact, is an inevitable reference book for some 12,000 candidates sitting for the senior UEC yearly. Moreover, it is also the most desirous ‘secret recipe’ for independent Chinese secondary schools’ teachers thus enjoying a very high usage and circulation rate.

From 2022 onwards, “Unified Examination Past Years’ Series” will be forwarded in two volumes, namely, the science stream and the commerce and arts stream editions as anticipated by teachers and students at large. Since the series have been favoured by teachers and students, our sales channels are therefore expanded and it is reckoned the best advertisement platform for both local and oversea higher education institutions.

The strengths of the “Unified Examination Past Years’ Series”:

- ① Published by Dong Zong thus bearing the authority;
- ② Main reference book for UEC revision teaching;
- ③ Used widely by ICSS teachers, tuition centres tutors, students and parents; and
- ④ A ‘must buy’ reference book for UEC candidates;

| Month of Publication | Number of Edition to Be Published | Price |
|----------------------|---|-------|
| April annually | One edition of Science Stream | RM 18 |
| | One edition of Commerce and Arts Stream | |

“Unified Examination Past Years’ Series” Advertisement Price List

| Position | Price (RM) | Format |
|----------------------------|------------|--|
| Back Cover | 3,600 | Actual Size: 18.5cm (W) x 26cm (H) Type Area (full page): 16.5cm (W) x 26cm (H) Bleed Size: 19.5cm (W) x 27cm (H) File Copy Requirement: All artwork saved to create outline under PDF format or ADOBE ILLUSTRATOR file and send via email. |
| Inner Front Cover | 3,300 | |
| Inner Back Cover | 3,000 | |
| Opposite Inner Front Cover | 3,000 | |
| Opposite Inner Back Cover | 2,900 | |
| Inner Full Page | 2,500 | |

Note: 5% discount in total sum for settlement of annual advertisement fees on the first publication month



For further information, please contact Ms. Tan Pui Ting.

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★ Dong Zong online bookstore:

★ Dong Zong Student Affairs Department official website:

