

Jakarta, 29 Maret 2010
No. 002/QUO/AKI/III/10

**To the attention of,
Sales Marketing Manager
Of Equipment & Construction Material Producer/
Would be Advertiser in KONTRAKTOR Magazine
At Jakarta**

Dear Sir/ Madam,

First of all, please allow us to introduce the Indonesian Contractors Association (ICA), we were founded in 1973, with the 125-member of National Private Company, Foreign Companies Representatives and State Owned Enterprises (BUMN), that are moving in the construction services sector with medium and big qualifications (grade 5, 6 and 7) who grab the market share of national construction service industry for 70% to 80%, makes so many companies who are providers of building materials and other construction materials (both producers and distributors) who are interested to perform and promote approaches to members of ICA.

Realizing this great opportunity especially for promoting your **“Equipment or Construction Material Product”** in Indonesia, We're preparing promotion media in:

1. **Website ICA** (www.aki.or.id) which was established since 2006 and accessed ICA by members of the public services and construction by daily basis.
2. **ICA Directory** is designed and printed exclusively of 5000 exemplar to distribute to its members, departments / agencies related to national construction industry both from domestic and abroad.
3. **KONTRAKTOR Magazine** which was also created specifically for members, departments/ agencies related to the national construction industry both inside and outside the country, will printed of 5000 exemplar with a color printed and specially designed as a medium for the contractors, manufacturers of tools & construction materials, will be a reference for construction industry.

Here with, we would like to provide you an opportunity to place your advertisement in KONTRAKTOR Magazine with the benefits for your consideration as follow:

CONCEPT

This magazine as a medium of communication, exchange of information & knowledge about the world of construction, contractors, equipment and construction materials for the members of AKI, the business community, relevant agencies within and outside the country and the people of Indonesia which was published as a national magazine and will issued every 2 months. On edition 29th (March-April 2010) **advertisement deadline on 16 April 2010.**

POSITIONING

This magazine was established to be a media of the exclusive business to business and to government in Indonesian construction society.

TARGET USERS

1. Construction sector communities as the Government, service provider (Entrepreneur/ Contractor), services users (Project Owner/ Project Leader), Academics and the Associate Member of the construction sector.
2. Manufacturer and distributor of tools and construction materials from within and outside the country,
3. Investor infrastructure, buildings and other construction.

ADVERTISERS TARGET

1. Entrepreneur Contractors (civil, mechanical, electrical & environmental)
2. Manufacturer and distributor of tools and construction materials
3. Other services such as Entrepreneur, Consultant, Supervisor, Maintenance and others.

ADVERTISING INVESTMENT

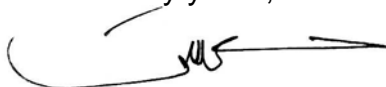
- | | |
|------------------------------|-------------------|
| 1. ¼ page / Full Color | Rp. 2.000.000, -- |
| 2. ¼ page / Black & White | Rp. 1.000.000, -- |
| 3. ½ page / Full Color | Rp. 4.000.000, -- |
| 4. ½ page / Black & White | Rp. 2.000.000, -- |
| 5. 1 Full Page / Full Color | Rp. 8.000.000, -- |
| 6. 1 Full Page/Black & White | Rp. 4.000.000, -- |
| 7. Back Cover (inside) | Rp.10.000.000, -- |
| 8. Back Cover | Rp.12.000.000, -- |

We believe that this good opportunity we offer, where we provide the most practical solution, effective and efficient in communicating the product to the ICA members and community construction services in Indonesia, will reach your expectation in enhancing your promotion achievements.

If you required, we will send or attach a sample of 1 (one) exemplar of KONTRAKTOR Magazine (last issue) for your consideration. Should you need more information and confirmation regarding this matter, please do not hesitate to contact us at the Secretariat of ICA (Ms. Mega & Mila), phone: 021-7200794, 72790672 or by e-mail: ari@aki.or.id or visit us at www.aki.or.id

We are looking forward to hearing good news from you soon. We thank you very much your attention and consideration.

Sincerely yours,



Ari Rahim

Marketing Head/ DE AKI

CONFIRMATION STATEMENT

Name : _____
Position : _____
Company : _____
Address : _____

Phone : _____
Fax : _____
HP : _____
Email : _____

Here by, I would like to confirm our cooperation in placing our company's advertisement / advertorial / article in **Majalah Kontraktor** (Contractor Magazine) no. 29 month: March/April 2010 (publish 24 April 2010) with specification as follow:

- | | | |
|---|-----------------|-------|
| 1. <input type="checkbox"/> ¼ page / Full Color | Rp. 2.000.000,- | _____ |
| 2. <input type="checkbox"/> ¼ page / Black & White | Rp. 1.000.000,- | _____ |
| 3. <input type="checkbox"/> ½ page / Full Color | Rp. 4.000.000,- | _____ |
| 4. <input type="checkbox"/> ½ page / Black & White | Rp. 2.000.000,- | _____ |
| 5. <input type="checkbox"/> 1 Full Page / Full Color | Rp. 8.000.000,- | _____ |
| 6. <input type="checkbox"/> 1 Full Page / Black & White | Rp. 4.000.000,- | _____ |
| 7. <input type="checkbox"/> Back Cover (inside) | Rp.10.000.000,- | _____ |
| 8. <input type="checkbox"/> Back Cover | Rp.12.000.000,- | _____ |
| 9. <input type="checkbox"/> Others: | | _____ |

Payment by:

1. Cash to:
Indonesian Contractors Association Sekretariat
Wijaya Graha Puri Block D-1
Jl. Darmawangsa Raya No.2 Jakarta 12160 – Indonesia
Phone: (62-21) 720 0794, 7279 0672 Fax: (62-21) 720 6805
Email: akinet.or.id Website: www.aki.or.id

2. Transfer to:
Account name : Asosiasi Kontraktor Indonesia
Bank : Mandiri Bank
Account no. : **126-0094023917**

(Mark **X** on your choice)

Jakarta, _____

Full name:

Notes:

- Advertising material prepared by the client and submit to Editor in JPEG CD-ROM format and please fax this confirmation letter and/or email to us.

Attachment :

KONTRAKTOR Magazine Technical Specifications:

Magazine Size : 20 x 27 cm

Printed area : 17 x 22 cm

Margin in : 1.5 cm

Outer margin : 1.5 cm

Margin top : 2 cm

Bottom margin : 1.5 cm

Number of editorial columns : 2 columns

Distance between columns : 0.9 cm

Full color image:

- Page ads : Full color

- This editorial : Full color

Type of paper:

- Cover : Art Carton 230 gr

- Advertising pages : Matt Paper 150 gr

Estimated Number of Pages:

- Cover + ad + Editorial : 60 pages

Language : Indonesia

Binding : Wire sew