

THE AMERICAN CLUB SINGAPORE

ADVERTISING RATES

The American Club Magazine is a reference and information vehicle used by thousands of expatriate and local families. We report the wide variety of recreational and educational events The Club offers. The Club's sports facilities and events are considered among the best in Singapore, and the Magazine highlights the activities and events in these recreational programs including golf, tennis, squash, and aquatics.

Circulation: The American Club Magazine is distributed to approximately 3200 expatriate and local families.

Booking deadline is the 20th day of each preceding month (e.g., November 20 for the January/February issue).

Material deadline is the first day of the preceding month (e.g. December 1 for the January/February issue).

Loose Inserts by the 15th of the preceding month.

Bookings and advertising materials should be sent to Constance Yeo at constancey@amclub.org.sg

FULL PAGE ADS

text area

189.5 mm (W) x 257.5 mm (H)

trimmed size

215 mm (W) x 280 mm (H)

bleed size

221 mm (W) x 286 mm (H)

HALF PAGE ADS

horizontal

176 mm (W) x 113 mm (H)

vertical

83 mm (W) x 235 mm (H)

QUARTER PAGE ADS

trimmed size

85 mm (W) x 110 mm (H)

DOUBLE PAGE ADS

text area

408 mm (W) x 259 mm (H)

trimmed size

430 mm (W) x 280 mm (H)

bleed size

436 mm (W) x 286 mm (H)

REPRODUCTION

MATERIALS

Artwork in softcopy. PDF, TIFF format with at least 300 dpi. (high resolution)

DISPLAY OF FLYERS, LCD & WEBSITE ADVERTISEMENTS

- Minimum booking of 2 consecutive weeks
- Booking deadline is 2 weeks before start of advertising period
- Artwork & flyers have to be submitted 1 week before start of advertising period



THE
AMERICAN CLUB
SINGAPORE

10 Claymore Hill, Singapore 229573

www.amclub.org.sg

TEL: (65) 6739-4388

FAX: (65) 6737-2963

2018

ADVERTISING RATES

FULL PAGE ADVERTISEMENTS

Includes complimentary click-through link on e-version of magazine

Outside Back Cover	\$2,200
Inside Front Cover	\$1,980
Inside Back Cover	\$1,870
Run-off Page	\$1,540
Double Page Spread	\$2,750
Advertorial additional	\$1,000
Specified Page	Specified Page additional 10%

SERIES DISCOUNT

10% discount for three ad insertions (run within 12 mths)

HALF PAGE ADVERTISEMENTS

Includes complimentary click-through link on e-version of magazine

Run of Page	\$770
-------------	-------

QUARTER PAGE ADVERTISEMENTS

Includes complimentary click-through link on e-version of magazine

Run of Page	\$385
-------------	-------

LOOSE INSERTS IN MAGAZINE OR BILL STATEMENT

(Printing of loose inserts/flyers is not provided) Maximum size: A4 (210mm x 297mm) up to 10 grams/sheet

Single Sheet	\$1,540
--------------	---------

DISPLAY OF FLYERS* (Printing of loose inserts/flyers is not provided)

Concierge Desk	\$200 Per Week
Thinkspace Desk	\$200 Per Week

LCD ADVERTISEMENTS* (768 pixels x 1280 pixels in **jpg, portrait, max 1.2mb**)

Lobby	\$200 Per Week
Youth (Basement 1)	\$200 Per Week
Thinkspace	\$200 Per Week

WEBSITE ADVERTISEMENTS* (290 pixels x 220 pixels in jpg)

www.amclub.org.sg homepage	\$200 Per Week
---	----------------

EDM ADVERTISEMENTS (600 pixels x 140 pixels in **jpg, landscape**)

Banner space in e-newsletter What's On, which is circulated to approximately 5000 subscribers.

1 EDM	\$500
4 EDMs	\$1600

GENERAL CONDITIONS & TERMS OF ACCEPTANCE

1. Request for advertising space must be accompanied by an insertion order made out to The American Club, 10 Claymore Hill, Singapore 229573.
2. Insertion orders for advertising space are subject to acceptance by The American Club. The American Club reserves the right to decline any advertisement. Once accepted by The American Club, an insertion order may not be cancelled by an advertiser except upon consent of The American Club.
3. The American Club will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does The American Club accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
4. All advertisements are accepted and published by The American Club upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of The American Club's acceptance of such advertisement or publication, the agency and/or advertiser agrees to indemnify and save The American Club harmless from and against all loss and expense resulting from any claim or suit based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation or right or privacy, plagiarism and copyright infringement.
5. Advertisements must be inserted within the periods stipulated to earn frequency rates.
6. In the event of copy instructions not being received by the relevant deadline, the agency and/or advertiser shall remain liable for the relevant fees for the allocated space, and The American Club reserves the right, but shall not be obligated to repeat a previous advertisement of the same size.
7. The American Club reserves the right to destroy all transparencies or other materials after a period of six months. Such materials will not be returned to the agency or advertiser unless requested in writing.
8. Neither The American Club nor its agents are responsible for loss or damage to transparencies and other materials.
9. The American Club is not responsible for any errors in key numbers.
10. All advertising copy that might be mistaken by a reader as news, feature, or other non-advertising materials must be clearly marked "advertisement."
11. The American Club does not guarantee any given level of circulation or readership for an advertisement.

CANCELLATION POLICY Cancellation of advertisement orders will only be accepted if written notice is received by The Club at least eight weeks prior to the publication date.

TERMS OF PAYMENT 30 days from the date of invoice.

AGENCY COMMISSIONS Only accredited advertising agencies are eligible for 15% commission. This applies to full page, half page, quarter page and loose insert advertisements only.

7% GST charged for all advertising. All contracts for advertising are subject to the General Conditions and Terms of Acceptance.