

ADVERTISING BOOKING FORM



36 Swiss Club Road
Singapore 288139

Tel : 6466 3233
Fax : 6591 9452
www.swissclub.org.sg

I confirm placement of a _____ advertisement (*indicate size/colour/b&w*)
for _____ (*company name*)

in the _____ issue(s) (*If for multiple insertions indicate month(s)/year below*)
JAN FEB MAR APR MAY JUN/JULY AUG SEP OCT NOV DEC

or 6 / 12 (*please circle*) consecutive placements beginning with the _____ issue (*state month*)

Cost per insertion (*before discount or any loading fees*): _____

Name Designation Signature Date *dd/mm/yyyy*

Company/Agency (*please circle*): _____

Address: _____

Tel: _____ Fax: _____ Email: _____

ROC and Co.'s Stamp _____

Any special placement requests? (*Note: These are subject to a 20% loading fee and must be confirmed in writing by the Swiss Club.*)

Rates (excluding GST)	Colour	B&W
SPACE	1x	1x
Outside Back Cover	\$1,100	N/A
Inside Front or Back Cover	\$850	N/A
Full Page	\$750	\$470
2/3 Page Vertical	\$660	\$370
1/2 Page Horizontal/Vertical	\$490	\$340
1/3 Page Vertical/Square	\$390	\$270
1/4 Page	\$350	\$230
1/6 Page (vertical only)	\$210	\$170
1/9 Page	\$150	\$125

Loose Inserts: Terms available upon request
Classified Ads: S\$5.50 per line of a 5.5cm column (minimum 4 lines and 3 insertions)
Incentives
- 20% discount for 12 consecutive placements
- 10% discount for 6 consecutive placements
GST: Will be applied at the prevailing rate to the ad rates shown.

Advertisement specifications and Terms and Conditions are overleaf.

ADVERTISEMENT SPECIFICATIONS

Materials:

CMYK films plus progressive proofs or
Soft copy plus approved digital printout [see below] or
Grey scale (depending on your advertisement)

Resolution:

Minimum 300 dpi
Screen Line: 175 lpi
[For films: Right reading, Emulsion down]

Soft Copy File Format:

PDF, TIFF, Photoshop, Illustrator, InDesign files.

If you choose to use Freehand, Illustrator or InDesign, please include all link files & convert all text to paths.

TERMS & CONDITIONS

Booking Deadline:

20th of the month prior to materials deadline [e.g., for May issue booking deadline is March 20th].

Material Deadline

Artwork/mechanicals must be submitted by the 1st of the month [e.g., for May issue, materials deadline is 1st April].

Cancellation

No cancellations will be accepted after the booking deadline.

Late Delivery of Materials

The Publisher reserves the right to use existing material if replacements are not received in time, or to charge for space booked if cancelled after the deadline.

Payment Terms

For first or single space ads and all classified ad placements payment must be made upon acceptance of booking. Other contracts: payment within 10 days of publication. A late fee of 10% per month will be levied for late payments.

Artwork

All submissions of colour artwork must be accompanied by a signed and dated hard copy print out showing approved colours.

Loading Fee

A 20% loading fee will be levied for all client-specified advertisement placements.

Exclusive Rates

50% on top of the normal rate depending on the size and colours for exclusive rights.

Incentives

- 20% discount for 12 consecutive placements.
- 10% discount for 6 consecutive placements.

Ad Content

The Club reserves the right to reject any ad. The Advertiser may only provide content and materials which he is legally entitled to publish and indemnifies the Club and its agents from any and all claims or suits resulting from the publication of his ad.

Only agreements confirmed in writing will be binding.

NOTE: All specs are width x height

Full Page

Text: 180mm x 260mm
Trim: 210mm x 297mm
Bleed: 216mm x 303mm

full page

2/3 Page Vertical

Text: 120mm x 260mm
Trim: 140mm x 297mm
Bleed: 126mm x 303mm

2/3
vert

1/2 Page Horizontal

Text: 190mm x 128mm
Trim: 210mm x 148mm
Bleed: 216mm x 154mm

1/2 horiz

1/3 Page Vertical

Text: 55mm x 260mm
Trim: 76mm x 297mm
Bleed: 82mm x 303mm

1/3
vert

1/2 Page Vertical

Text: 87mm x 260mm
Trim: 105mm x 297mm
Bleed: 111mm x 303mm

1/2
vert

1/3 Page Square

Text: 117mm x 117mm
Trim: 133mm x 133mm
Bleed: 143mm x 143mm

1/3 sq

1/4 Page Vertical

Text: 87mm x 120mm
Trim: 105mm x 148mm
Bleed: 111mm x 154mm

1/4
vert

1/6 Page Vertical

Text: 55mm x 120mm
Trim: 65mm x 148mm
Bleed: N/A

1/9 Page

Text: 55mm x 85mm
Trim: 65mm x 95mm
Bleed: N/A

1/6
vert

1/9
vert