

# 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	\$1,300	N/A
Inside Front or Back Cover	\$1,000	N/A
Full Page	\$900	\$650
2/3 Page Vertical	\$750	\$550
1/2 Page Horizontal/Vertical	\$600	\$400
1/3 Page Vertical/Square	\$500	\$350
1/4 Page	\$400	\$320
	\$800	\$800
	\$200	\$200

**Loose inserts and Classified ads** are now available in *Relax*.

#### 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,

NOTE: All specs are width x height

## 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 1<sup>st</sup> 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.

**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