



ADVERTISING BOOKING FORM

36 Swiss Club Road
Singapore 288139
Tel : 6466 3233/ 6591 9420
Fax : 6591 9452
Website : www.swissclub.org.sg

Business/Organisation Name :

Billing/Invoice Address :

Type of Business :

Contact Name :

Phone : Fax :

Email : *(company stamp)*

- Insertion**
- | | | |
|-----------------------------------|------------------------------------|--|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March |
| <input type="checkbox"/> April | <input type="checkbox"/> May | <input type="checkbox"/> June/July <i>(combined)</i> |
| <input type="checkbox"/> August | <input type="checkbox"/> September | <input type="checkbox"/> October |
| <input type="checkbox"/> November | <input type="checkbox"/> December | |

Advertisement Size/Price per issue

*(*circle one)*

- | | | | |
|---|---------|---|---------|
| <input type="checkbox"/> Outside Back Cover | \$1,400 | <input type="checkbox"/> Inside Front or Back Cover* | \$1,100 |
| <input type="checkbox"/> Full Page | \$980 | <input type="checkbox"/> ½ Page Vertical or Horizontal* | \$660 |
| <input type="checkbox"/> ¼ Page | \$450 | <input type="checkbox"/> Loose Inserts + | \$800 |
| <input type="checkbox"/> Classified Ad | \$250 | All rates quoted are subject to the prevailing GST. | |

Dimensions	Bleed (H x W)	Text (H x W)	Trim (H x W)
Full Page	305 x 218mm	262 x 182mm	297 x 210mm
½ Page Vertical	N/A	N/A	297 x 105mm
½ Page Horizontal	N/A	N/A	148 x 210mm
¼ Page	N/A	N/A	105 x 148mm

For more information, please email to marketing@swissclub.org.sg. Please submit your ad booking form and final artwork to admin@swissclub.org.sg prior to the deadlines.

Booking and Material Deadlines

Booking Deadline : 20th of the Month e.g. 20th March for May issue
Material Deadline : 27th of the Month e.g. 27th March for May issue



Final artwork should be submitted electronically in high resolution (minimum 2MB) in 300dpi jpeg format.

Cancellation and Late Delivery of Materials

No cancellations will be accepted after the booking deadline. Artwork received after the deadline cannot be guaranteed for publication. The Swiss Club reserves the right to use existing material if replacements are not received in time, or the full amount will be charged for the space booked if cancelled after the deadline.

Advertising Agencies

No agency commission is offered for all advertisement placements in the publication.

Loading Fee and Exclusivity

A 20% loading fee will be levied for all client-specified advertisement placements. For an exclusivity rights, a 50% surcharge fee is applicable.

Payment Terms

For new advertisers, a full prepayment must be made upon acceptance of booking prior to the ad placements. New advertisers opting for 12 consecutive issues are required to pay the first 6 consecutive issues in full prior to the ad placements; payment for the next 6 issues should be made within 10 days of publication. For others confirmed by the Club, payment should be made within 10 days of publication. A late fee of 10% per month will be levied for late payments. Cheques must be made payable to "**SWISS CLUB**".

Incentives

20% discount is offered for 12 consecutive advertisement placements and 10% for 6 consecutive placements.

Advertorial/Editorial

Advertisers may receive one advertorial space when they reserve three or more advertisement placements within a six-issue period. This offer only applies to full and half page advertisements. All advertisements in the series must be of the same size.

The space allocated for the advertorial will be the same size as the advertisement; full page advertorial for full page advertisements, half page for half page advertisements.

All copy/photos for the advertorial must be supplied by the advertiser. If the advertiser prefers, they may submit their own advertorial page which must include the word "Advertorial" in readable type in the upper right hand corner of the page.

†Loose Inserts

Maximum paper weight for the loose inserts must be 80gsm. Loose inserts weighing more than 80gsm will incur additional surcharge, subject to the weight. Loose inserts must be printed by the advertiser and must be delivered to the Club for insertion by 25th of the month prior to publication (unless otherwise notified by the Club).

Suitable Content

Swiss Club reserves the right to reject any material we believe contravenes any law, is offensive or indecent. With the exception of pre-booked preferential positions, the Club retains the right to determine the presentation, format, placement, order and position of the material supplied.