

ABOUT AUSTCHAM SINGAPORE

AustCham is the Australian business community in Singapore with close to 700 members representing over 500 companies. Our members have a connection to Australia be it through working for Australian companies in Singapore, Australians working for non-Australian companies in Singapore and Singaporeans and other nationalities who have a connection to Australian business (whether in Australia or the region).

The majority of our members are from industries including professional services (23%) financial services (17%) property, construction and infrastructure (9%) travel, hospitality and entertainment (8%) and our members are senior management and business leaders in large MNCs, small business owners and entrepreneurs.

AUSTCHAM SINGAPORE OVERVIEW



Over
650
members... and growing



4500
attendees at our events in 2016



3400
social medial followers...
and counting



50 events in 2016
and planning to
keep you busy in
2017 as well...



8 ANNUAL BUSINESS SERIES
Breakfast with the Stars, Country briefing,
Excellence in Leaders, In Conversation With,
Innovation, Inside Business, Launch Pad,
Special Breakfasts



4 ANNUAL SIGNATURE EVENTS
ANZ Australia Day Ball
Business Awards Lunch
Wine & Cheese nights (Mar & Aug)

ADVERTISING & PROMOTIONAL OPPORTUNITIES

AustCham offers a broad range of promotional opportunities to help you communicate with top level executives personally and effectively. AustCham members represent a diverse cross section of internal and local companies, from global corporations to dynamic SMEs, so your ad will be reaching a diverse Australia-Singapore focused audience.

Whether you're looking for a fully coordinate campaign across several platforms or a simple banner ad, we have a range of choices to suit all audiences and budgets.

Advertising

E-Newsletter banner from \$310



Access Asia magazine from \$650



Website banner from \$650



Promotional

Event Sponsorship

AustCham offers a broad range of event sponsorship options at cost-effective rates. Our Business Briefings and Social Events offer an effective targeted opportunity for companies to raise their profile and showcase their brand.

Product Placement

Can you offer a product or service as a lucky door prize or raffle prize at on of our events? Increase the exposure or your business and introduce your company or product to potential new customers at the same time.

Event Speaker

Do you have an idea for an event? It could be an interesting speaker or relevant topic in industry. We are always keen to hear ideas from members about events you think other members would be interested in.

Editorial Opportunities

Our bi-monthly magazine Access Asia regularly features stories about our members. Also opportunity for members to contribute an article relevant to the magazine theme.

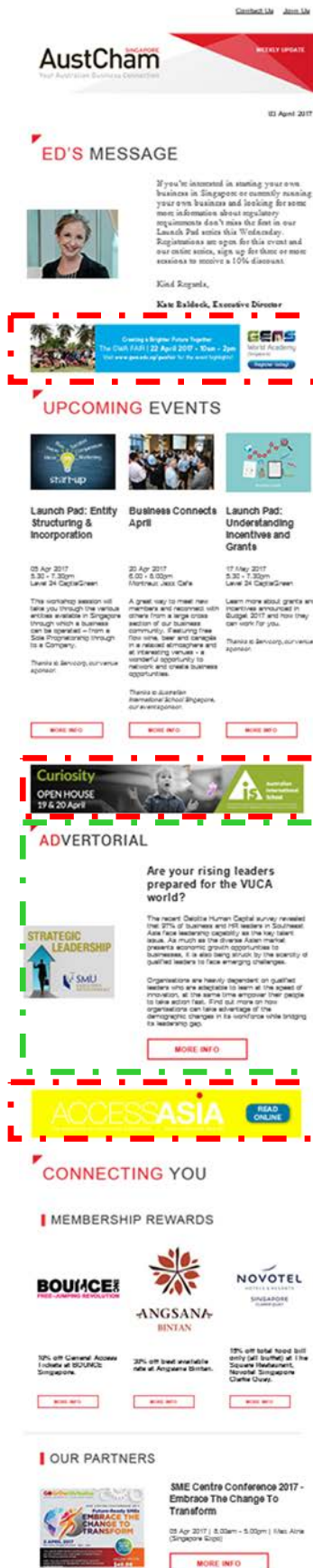
Public Business Directory

AustCham offers all corporate members the opportunity to be on our Business Directory which can be accessed by the public.

Membership Card Programme

Offer a great deal to members and get your logo prominently placed in Access Asia magazine, on our website and regularly in our e-newsletter. Promoting your business this way is free and only available to our corporate members

AUSTCHAM WEEKLY E-NEWSLETTER MEDIA KIT



Ad Position 1

Ad Position 2

Ad Position 3

Advertorial

What is the AustCham Weekly E-Newsletter?

AustCham's weekly E-Newsletter is one of the Electronic Direct Mailer's (EDM)s that are sent to our members and wider database every Monday*.

Through this E-Newsletter, our readers are updated on our Upcoming Events, Membership Card Programme latest promotion, partner events and job vacancies.

We offer several advertising opportunities on this platform to facilitate your connection with the AustCham community.

*excluding Public Holidays when it is sent on the next possible work day



AUDIENCE

1000+ recipients

70% Senior level executives in the international business community in Singapore.



OPEN RATE

85% average



CLICK-THROUGH RATE

Up to 20%

ADVERTISING RATES (as of 1st April 2017)

Category	Members	Non-Members
Ad Position 1	\$425	\$550
Ad Position 2	\$357	\$465
Ad Position 3	\$310	\$400
Advertorial	\$450	\$585

(prices inclusive 7% gst)

Book **10 ads** or more in advance to enjoy **additional 20% off**.

[NEW] Members enjoy additional 15% off member's rate at first time advertising. (not valid with any other offers)

AUSTCHAM WEEKLY E-NEWSLETTER MEDIA KIT

FY1718 BOOKING FORM

(1 Apr 2017 – 31 Mar 2018)

Booking deadline is seven days prior desired email out.

Important note: Full payment must be made before an advertisement can be placed.

Please circle your advertising Category

Advertorial / Position 1 / Position 2 / Position3

Tick your preferred week and month. E-newsletter is distributed on every Monday excluding public holidays (when it is sent on the next possible work day).

FY1718	Week 1	Week 2	Week 3	Week 4	Week 5
Apr					
May					
Jun					
July					
Aug					
Sep					
Oct					
Nov					
Dec					
Jan					
Feb					
Mar					

Please complete the details of your business and contact person below:

Company _____ AustCham Member yes/ no

Office address _____

Contact person _____

Email Address _____


Contact no. _____ Total advertising (incl. GST) S\$ _____


Signature _____ Date _____

AUSTCHAM WEEKLY E-NEWSLETTER MEDIA KIT

Technical specifications

Artwork Specifications

Ad Position 1/2/3	Example 
Resolution	96 dpi
Dimension	450 pixels wide X 80 pixels height
Format	.png or .jpg

Advertorial	Example 
Resolution	96 dpi
Dimension	150 pixels wide X 120 pixels height
Format	.png or .jpg
Maximum words (including title)	100 words

Artwork should be sent to info@austcham.org.sg

Material dateline

5.00pm Thursday the week preceding email out.

Cancellations

- Cancellations must be made in writing to AustCham at info@austcham.org.sg.
- No cancellations will be accepted after five days prior to desired email out.
- If cancellation is received after the materials deadline, full charges will be incurred.
- It is the advertiser's responsibility to provide artwork before the deadline. In the absence of the required artwork, we will be unable to proceed with the advertising.

Payment Terms

- Full payment must be made before an advertisement can be placed.
- All payments to be made in Singapore dollars and cheques made payable to "Australian Chamber of Commerce, Singapore".
- AustCham is GST registered: M90369048C. All advertising rates reflected are inclusive of GST.
- AustCham reserves the right to withdraw advertising if payment terms are not met.
- Overseas advertisers must pay by credit card prior to publication date.

Important Notes

- Placement is at the discretion of AustCham staff and no correspondence will be entered in to.
- **Advertisements are allocated on a first booked basis and are non-exclusive.**

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

ACCESS ASIA MAGAZINE

The Access Asia Magazine provides our readers with insights about the latest industry trends and ways to connect businesses in the region.

It is published bi-monthly and the only communication platform that presented in both printed and digital copy.

We offer five different advertising opportunities on Access Asia magazine to facilitate your connection with the AustCham community.



600 PRINTED COPIES

Distributed to:

- ✓ Members
- ✓ International Schools
- ✓ Relocation companies
- ✓ Australian banks in Singapore
- ✓ Qantas lounge in Changi Airport
- ✓ Advertisers



DIGITAL COPY

3500 impressions on average per edition

Promoted through:

- ✓ Website
- ✓ E-Newsletter
- ✓ Social Media Platforms

ADVERTISING RATES (as of 1st April 2017)

Category	Members	Non-Members
Half page advertising	\$750	\$980
Full page advertising	\$1210	\$1575
Advertorial	\$1450	\$1885
Inside Cover	\$1400	\$1820
Back Cover	\$1500	\$1950
Flyer Inserts	\$650	\$845

(prices inclusive 7% gst)

Book **at least 6 editions** in advance to enjoy **additional 20% off**.

[NEW] Members enjoy additional 15% off member's rate at first time advertising. (not valid with any other offers)

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

FY1718 MAGAZINE BOOKING FORM

(1 Apr 2017 – 31 Mar 2018)

Please tick your desired advertising category and month.

Important note: Full payment must be made before an advertisement can be placed.

	Half Page	Full Page	Advertorial	Flyer inserts
Apr/May				
Jun/Jul				
Aug/Sep				
Oct/Nov				
Dec/Jan				
Feb/Mar				

Please complete the details of your business and contact person below:

Company _____ AustCham Member yes/ no

Office address _____

Contact person _____

Email Address _____

Contact no. _____ Total advertising (incl. GST) S\$ _____

Signature _____ Date _____

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

Technical specifications

Artwork Specifications

Half Page Ad	
Resolution	300 dpi CMYK
Dimension	Trimmed: 190mm (Wide) X 138mm (Height) Bleed: 200mm (Wide) X 148mm (Height)
Format	.pdf

Full Page Ad/ Back cover/Inside Cover	
Resolution	300 dpi CMYK
Dimension	Trimmed: 203mm (Wide) X 297mm (Height) Bleed: 213mm (Wide) X 307mm (Height)
Format	.pdf

Advertorial	
Maximum Images	5
Image format	.jpg (300 dpi resolution)
Maximum words (including title)	600 words (in word doc)

Artwork should be sent to info@austcham.org.sg

Magazine Issue	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Booking Deadline	14 Jan	14 Mar	14 May	14 Jul	14 Sep	14 Nov
Artwork / Advertorial Deadline	16 Jan	16 Mar	16 May	16 Jul	16 Sep	16 Nov

Cancellations

- Cancellations must be made in writing to AustCham at info@austcham.org.sg.
- No cancellations will be accepted after the 1st of the preceding month.
- If cancellation is received after the materials deadline, full charges will be incurred.
- It is the advertiser's responsibility to provide artwork before the deadline. In the absence of the required artwork, we will be unable to proceed with the advertising.

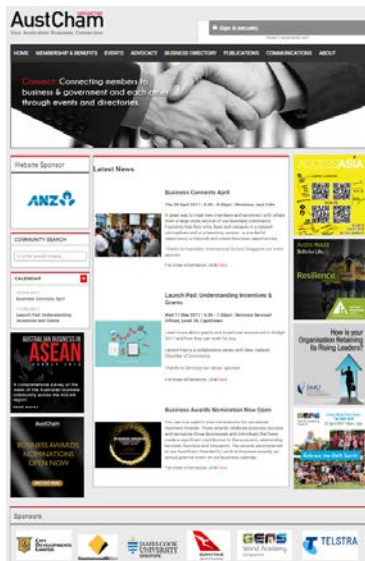
Payment Terms

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- Overseas advertisers must pay by credit card prior to publication date.

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- **Advertisements are allocated on a first booked basis and are non-exclusive.**

AUSTCHAM WEBSITE MEDIA KIT



AustCham Website www.austcham.org.sg

AustCham website is the main platform to drive all communications to broader audiences.

We offer several advertising opportunities on this platform to facilitate your connection targeting mainly the AustCham community.

It is dedicated to provide business-related information and news in the region.



WEBSITE VISITORS
1000+ unique visitors weekly



VISITOR PAGE VIEWS
6 pages per visit at average



AD BANNERS
Reaches up to **2500** impressions monthly

ADVERTISING RATES (as of 1st April 2017)

Category	Members	Non-Members
Home Page	\$650	\$900
Sub-pages side	\$700	\$960
Sub-page footer	\$700	\$960

(prices inclusive 7% gst)

Book **10 banners** or more in advance to enjoy **additional 20% off**.

[NEW] Members enjoy additional 15% off member's rate at first time advertising. (not valid with any other offers)

AUSTCHAM WEBSITE MEDIA KIT

FY1718 WEBSITE BOOKING FORM

(1 Apr 2017 – 31 Mar 2018)

Booking deadline: 20th of the month preceding uplift.

Please tick your desired advertising and month.

Important note: Full payment must be made before an advertisement can be placed.

FY1718	Home Page	Sub-pages side	Sub-page footer
Apr			
May			
Jun			
July			
Aug			
Sep			
Oct			
Nov			
Dec			
Jan			
Feb			
Mar			

Please complete the details of your business and contact person below:

Company _____ AustCham Member yes/ no

Office address _____

Contact person _____

Email Address _____


Contact no. _____ Total advertising (incl. GST) S\$ _____


Signature _____ Date _____

AUSTCHAM WEBSITE MEDIA KIT

Technical specifications

Artwork Specifications

Home Page / Sub-pages side	Example	
		
	Resolution	96 dpi
	Dimension	200 pixels wide X 220 pixels height
Format	.png .jpg or .gif	

Sub-pages footer	Example	
		
	Resolution	96 dpi
	Dimension	723 pixels wide X 137 pixels height
Format	.png .jpg or .gif	

Artwork should be sent to info@austcham.org.sg

Material dateline

25th of the month preceding uplift

Cancellations

- Cancellations must be made in writing to AustCham at info@austcham.org.sg.
- No cancellations will be accepted after 20th of the preceding month.
- If cancellation is received after the materials deadline, full charges will be incurred.
- It is the advertiser's responsibility to provide artwork before the deadline. In the absence of the required artwork, we will be unable to proceed with the advertising.

Payment Terms

- Full payment must be made before an advertisement can be placed.
- All payments to be made in Singapore dollars and cheques made payable to "Australian Chamber of Commerce, Singapore".
- AustCham is GST registered:M90369048C. All advertising rates reflected are inclusive of GST.
- AustCham reserves the right to withdraw advertising if payment terms are not met.
- **Overseas advertisers must pay by credit card prior to publication date.**

Important Notes

- Advertisements are displayed from 1st day of month booked to last day of month with slight variation if these occur over a weekend.
- Placement is at the discretion of AustCham staff and no correspondence will be entered in to.
- **Advertisements are allocated on a first booked basis and are non-exclusive.**