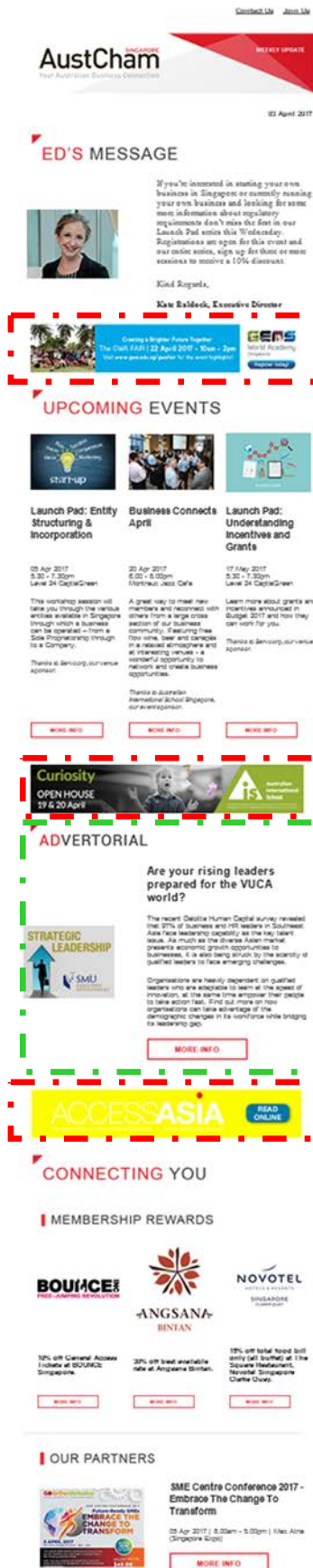


AUSTCHAM WEEKLY E-NEWSLETTER MEDIA KIT



Ad Position 1

Ad Position 2

Advertorial

Ad Position 3

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

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 1200 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.**