

# Asia Insurance Review

## ◆ Advertisement Booking Form 2011 ◆

Please tick appropriate column(s) / box(es)

Print Advertisements		Rate	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	SIRC Issue <sup>1</sup>	Asean Insurance Journal <sup>2</sup>
Position																
Premium Positions (full colour)	Outside Back Cover	SGD 8,360														
	Inside Front Cover	5,830														
	Inside Back Cover	5,310														
	Facing Inside Front Cover	5,310														
	Facing Editor's Message Page	5,120														
	Facing Contents Page	5,120														
	Facing People on the Move Page	4,840														
	Facing Inside Back Cover	4,670														
	Facing First News Page	4,670														
	Double Page Spread	8,300														
	Gatefolds	13,200														
	Advertorial* (4 pages)	10,000														
	Advertorial* (8 pages)	19,600														
Bellyband (inclusive of printing costs)	8,360															
Run-Of-Page Positions	Full Page Colour	SGD 4,180														
	Full Page Black & White	3,200														
	Half Page Colour	3,000														
	Half Page Black & White	2,330														

\* Inclusive of 200 free copies of reprints.

Website Advertisements	Impressions	20,000	30,000	50,000
Button (120 X 120 pixels)		<input type="checkbox"/> SGD1,590	<input type="checkbox"/> SGD2,620	<input type="checkbox"/> SGD4,210
Squawk Box (200 X 200 pixels)		<input type="checkbox"/> 2,620	<input type="checkbox"/> 3,680	<input type="checkbox"/> 5,240
Banner (468 X 60 pixels)		<input type="checkbox"/> 3,150	<input type="checkbox"/> 4,210	<input type="checkbox"/> 5,770
Sky Scraper (120 X 600 pixels)		<input type="checkbox"/> 3,680	<input type="checkbox"/> 4,740	<input type="checkbox"/> 6,300
Rectangle Header (378 X 180 pixels)		<input type="checkbox"/> 5,000	<input type="checkbox"/> 6,000	<input type="checkbox"/> 7,500

eNews Alerts Sponsorship	<input type="checkbox"/> Button (120 X 120 pixels)		<input type="checkbox"/> Banner (468 X 60 pixels)	
	Monthly	Yearly	Monthly	Yearly
AIR eDaily	<input type="checkbox"/> SGD2,000	<input type="checkbox"/> SGD18,000	<input type="checkbox"/> SGD5,000	<input type="checkbox"/> SGD40,500
eWeekly MiddleEast (Tue; pm)	<input type="checkbox"/> 500	<input type="checkbox"/> 4,500	<input type="checkbox"/> 1,200	<input type="checkbox"/> 9,000
eWeekly Takaful (Wed; pm)	<input type="checkbox"/> 500	<input type="checkbox"/> 4,500	<input type="checkbox"/> 1,200	<input type="checkbox"/> 9,000

<sup>1</sup> Special Supplement for Singapore International Reinsurance Conference (Oct);

<sup>2</sup> Asean Insurance Journal – Published annually to coincide with the Asean Insurance Council Meeting.

### Cancellation of Bookings for Print Advertisements

All cancellations of advertisement bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.

**All rates are nett** (Excluding GST).

Remarks:

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Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For office use
A.C.: _____
Disc (%): _____