

SINGAPORE AMERICAN

Advertising Rates* & Spec Sheet 2012

Materials

High resolution (minimum of 300dpi) jpeg, or pdf files; CMYK format to exact ad size as indicated at right.

Deadlines

Booking deadline is the first (1st) day of each preceding month (e.g., 1st January for the February issue).

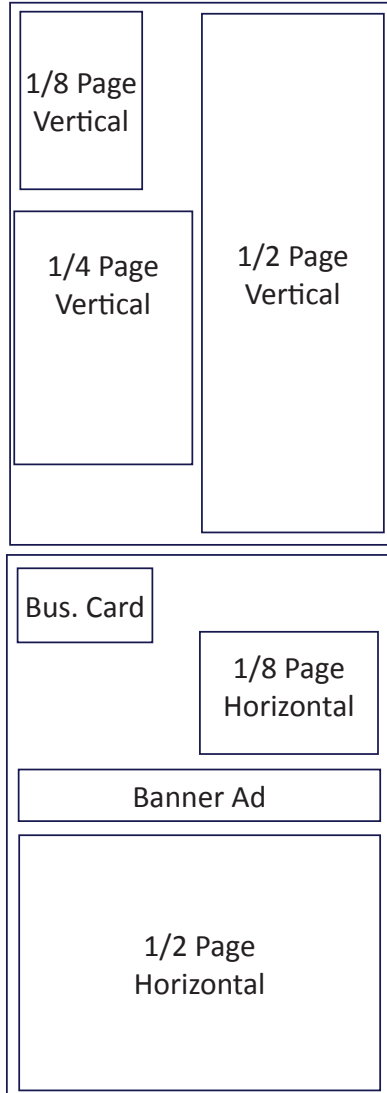
Material deadline is the tenth (10th) day of the preceding month (e.g., 10 January for the February issue).

Bookings and advertising materials should be sent to the Advertising Manager: san.ads@aasingapore.com

About the Singapore American Newspaper

The *Singapore American Newspaper* (SAN) has been the expat community's newspaper for over 50 years. With a circulation of 6,000 copies monthly (June/July combined), the *Singapore American Newspaper* reports on community issues, events and happenings in Singapore.

Copies of the Singapore American are provided to all members of the American Association of Singapore. The *Singapore American Newspaper* is also available at the US Embassy, the US Naval facility at PSA Sembawang, the Singapore American School, The American Club, major relocation companies, health institutions, international schools and serviced apartments.



OUTSIDE BACK COVER

Bleed:	39cm high x 28cm wide	\$3,300
Live Text Area:	36cm high x 25cm high	

FULL PAGE ROP (NON-BLEED)

35cm high x 24cm wide	\$2,800
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HALF PAGE (1/2)

Horizontal:	17cm high x 24cm wide	\$1,700
Vertical:	34cm high x 12cm high	\$1,700

QUARTER PAGE (1/4)

Vertical:	17cm high x 12cm wide	\$900
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EIGHTH PAGE (1/8)

Horizontal:	8cm high x 12cm wide	\$500
Vertical:	12cm high x 8cm high	\$500

BANNER

5cm high x 24cm wide	\$700
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BUSINESS CARD (minimum 3 insertions)

Horizontal:	5cm high x 9cm wide	\$165
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LOOSE INSERTS

Max. Size: A4 up to 9 grams	\$900
10-20 grams	\$1,800

SERIES DISCOUNTS

Six (6) insertions per year	5%
Eleven (11) insertions per year	10%

RIGHT-HAND PAGE

Loading Fee	10%
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PAYMENT

The American Association of Singapore must be in receipt of full payment by the material deadline date. No ad will be published unless payment has been received.

*GST is applicable, all advertisements are in color

Valerie Tietjen, Advertising Manager
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2012