

MiddleEast Insurance Review

◆ Advertisement Booking Form 2010 ◆

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

Print Advertisements		Rate	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Premium Positions (full colour)	Outside Back Cover	SGD4,950													
	Inside Front Cover	4,650													
	Inside Back Cover	4,350													
	Facing Inside Front Cover	4,200													
	Facing Editor's Message Page	4,050													
	Facing Contents Page	4,050													
	Facing People on the Move Page	3,900													
	Facing Inside Back Cover	3,750													
	Facing News Page	3,750													
	Double Page Spread	6,450													
	Gatefolds	12,000													
	Advertorial* (4 pages)	9,000													
	Advertorial* (8 pages)	18,000													
	Bellyband (inclusive of printing costs)	7,500													
Run-Of-Page Positions	Full Page Colour	SGD3,450													
	Full Page Black & White	2,550													
	Half Page Colour	2,400													
	Half Page Black & White	1,950													

* Inclusive of 200 free copies of reprints.

Website Advertisements	Impressions	20,000	30,000	50,000
Squawk Box (200 X 200 pixels)	<input type="checkbox"/>	SGD2,620	<input type="checkbox"/> SGD3,680	<input type="checkbox"/> SGD5,240
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
Button (120 X 120 pixels)	<input type="checkbox"/>	1,590	<input type="checkbox"/> 2,620	<input type="checkbox"/> 4,210

eWeekly Sponsorship	<input type="checkbox"/> Button (120 X 120 pixels)		<input type="checkbox"/> Banner (468 X 60 pixels)	
	Monthly	Yearly	Monthly	Yearly
eDaily Asia	<input type="checkbox"/> SGD2,000	<input type="checkbox"/> SGD18,000	<input type="checkbox"/> SGD4,500	<input type="checkbox"/> SGD40,500
eWeekly MiddleEast (Tue; pm)	<input type="checkbox"/> 500	<input type="checkbox"/> 4,500	<input type="checkbox"/> 1,000	<input type="checkbox"/> 9,000
eWeekly Takaful (Wed; pm)	<input type="checkbox"/> 500	<input type="checkbox"/> 4,500	<input type="checkbox"/> 1,000	<input type="checkbox"/> 9,000

Remarks:

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.

Name: _____

Designation: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ Signature: _____ Date: _____

For office use

A.C.: _____

Disc (%): _____