

# THE AMERICAN CLUB SINGAPORE advertising rates

## Editorial CONTENT

The American Club Magazine is a reference and information vehicle used by thousands of expatriate and local families. We report the wide variety of recreational and educational events The Club offers. The Club's sports facilities and events are considered among the best in Singapore, and the Magazine highlights the activities and events in these recreational programs including golf, tennis, squash, bowling, and aquatics.

### CIRCULATION

The American Club Magazine is distributed to approximately 3,700 expatriate and local Members. The magazine also reaches 150 Reciprocal Clubs worldwide, including clubs in Hong Kong, Japan, Korea, the Philippines, Taiwan, Australia, Europe, South America, Canada, and the United States.

## Advertising COPY/MATERIAL DEADLINE

	book by	materials by
July / August 2011	May 20, 2011	June 1, 2011
September / October 2011	July 20, 2011	August 1, 2011
November / December 2011	September 20, 2011	October 3, 2011
January / February 2012	November 20, 2011	December 1, 2011
March / April 2012	January 20, 2012	February 1, 2012
May / June 2012	March 20, 2012	April 1, 2012
July / August 2012	May 20, 2012	June 1, 2012

Loose Inserts by the 15th of the preceding month.

## Advertising RATES

### FULL PAGE ADVERTISEMENTS

Outside Back Cover	\$2,200
Inside Front Cover	\$1,980
Inside Back Cover	\$1,870
Run-of Page	\$1,540
Double Page Spread	\$2,750
Specified Page - additional 10%	

### HALF PAGE ADVERTISEMENTS

Run-of Page	\$ 770
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### QUARTER PAGE ADVERTISEMENTS

Run-of Page	\$ 385
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### LOOSE INSERTS

Single Sheet	\$1,540
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*Flyers heavier than 115 gsm will be charged according to the weight and size*

### SERIES DISCOUNT

10% discount for three ad insertions (run within 12 months).

### CANCELLATION

Cancellation of advertisement orders will only be accepted if written notice is received by The Club at least eight weeks prior to the publication date.

### TERMS OF PAYMENT

30 days from the date of invoice.

### AGENCY COMMISSIONS

Only accredited advertising agencies are eligible for 15% commission. This applies to full page, half page, quarter page and loose insert advertisements only.

*7% GST charged for all advertising. All contracts for advertising are subject to the General Conditions and Terms of Acceptance.*

## THE AMERICAN CLUB MAGAZINE

### FULL PAGE ADS

text area  
176 mm (W) x 235 mm (H)

trimmed size  
216 mm (W) x 280 mm (H)

bleed size  
222 mm (W) x 286 mm (H)

### HALF PAGE ADS

horizontal  
176 mm (W) x 113 mm (H)

vertical  
83 mm (W) x 235 mm (H)

### QUARTER PAGE ADS

trimmed size  
85 mm (W) x 110 mm (H)

### REPRODUCTION MATERIALS

Artwork in softcopy. PDF, TIFF  
format with at least 300 dpi.  
(high resolution)

10 Claymore Hill, Singapore  
229573 [www.amclub.org.sg](http://www.amclub.org.sg)  
TEL: (65) 6739-4388

FAX : (65) 6737-2963

EMAIL: [tanshiying@amclub.org.sg](mailto:tanshiying@amclub.org.sg)

## General Conditions & TERMS OF ACCEPTANCE

1. Request for advertising space must be accompanied by an insertion order made out to The American Club, 10 Claymore Hill, Singapore 229573.
2. Insertion orders for advertising space are subject to acceptance by The American Club. The American Club reserves the right to decline any advertisement. Once accepted by The American Club, an insertion order may not be cancelled by an advertiser except upon consent of The American Club.
3. The American Club will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does The American Club accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
4. All advertisements are accepted and published by The American Club upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of The American Club's acceptance of such advertisement or publication, the agency and/or advertiser agrees to indemnify and save The American Club harmless from and against all loss and expense resulting from any claim or suit based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation or right or privacy, plagiarism and copyright infringement.
5. Advertisements must be inserted within the periods stipulated to earn frequency rates.
6. In the event of copy instructions not being received by the relevant deadline, the agency and/or advertiser shall remain liable for the relevant fees for the allocated space, and The American Club reserves the right, but shall not be obligated to repeat a previous advertisement of the same size.
7. The American Club reserves the right to destroy all transparencies or other materials after a period of six months. Such materials will not be returned to the agency or advertiser unless requested in writing.
8. Neither The American Club nor its agents are responsible for loss or damage to transparencies and other materials.
9. The American Club is not responsible for any errors in key numbers.
10. All advertising copy that might be mistaken by a reader as news, feature, or other non-advertising materials must be clearly marked "advertisement."
11. The American Club does not guarantee any given level of circulation or readership for an advertisement.