



ADVERTISING RATES

GENERAL CONDITIONS & TERMS OF ACCEPTANCE

1. Request for advertising space must be accompanied by an insertion 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 occasional 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 specific 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 content 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 material 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 and 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.

CANCELLATION POLICY

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

TERMS OF PAYMENT

3 working days from the date of the Insertion Order

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.

PAYMENT TERMS

1. All Payments are to be made in one lump sum within 3 working days from the date of the Insertion Order.
2. Advertisements can only be published after The Club receives payment.
3. Payment can be made via bank transfer or check (drop-off or couriered).

CHECK

- Please indicate Company Name and Advertising period on the back of the check.
- Drop off check at TAC Concierge, Attn: Marcom Department

BANK TRANSFER

- Please indicate Company Name and Advertising period on the payment reference during transfer.
- After transfer, email the payment advice to marketing@amclub.org.sg

Company Name: THE AMERICAN CLUB

Bank name: UNITED OVERSEAS BANK

Bank acct number: 101-334-357-3

Bank address: UOB Main Branch

Bank code: 7375

Branch code: 001

Swift code (if any): UOVBSGSG



10 Claymore Hill, Singapore 229573 www.amclub.org.sg

marketing@amclub.org.sg

TEL: (65) 6739-4388

FAX: (65) 6737-2963

The American Club Magazine is a quarterly publication that covers all important Club news, upcoming events, promotions, Club wins and post event updates.

Circulation: The magazine is mailed every quarter to approximately 3200 expatriate and local families.

Payment has to be made 3 working days from the date of the insertion order in one lump sum either via bank transfer or via check (drop-off or couriered). Refer to Page 4 for more details.

ADVERTISING RATES

DISPLAY OF FLYERS

(Printing of loose inserts/flyers is not provided)

Concierge Desk	\$200 Per Week
Thinkspace Desk	\$200 Per Week

LCD IMAGE ADVERTISEMENTS

(768 pixels x 1280 pixels in jpg, portrait, max 1.2mb)

Lobby	\$200 Per Week
Spa	\$200 Per Week
Thinkspace	\$200 Per Week
Membership	\$200 Per Week
Tradewinds	\$200 Per Week

LCD VIDEO ADVERTISEMENTS (1920 x 1080 -1080p)

Scotts Road Entrance: \$400 Per Week

Concierge: \$400 Per Week

WEBSITE ADVERTISEMENTS (290 pixels x 220 pixels in jpg)

www.amclub.org.sg \$200 Per Week

EDM BANNER ADVERTISEMENTS

(600 pixels x 140 pixels in jpg, landscape)

1 EDM \$500 4 EDMs \$1600

MAGAZINE ADVERTISING RATES

FULL PAGE ADVERTISEMENTS

Outside Back Cover	\$2,200
Inside Front Cover	\$1,980
Inside Back Cover	\$1,870
Run-off Page	\$1,540
Double Page Spread	\$2,750
Advertorial	Additional \$1,000
Specified Page	Additional 10%

HALF PAGE ADVERTISEMENTS

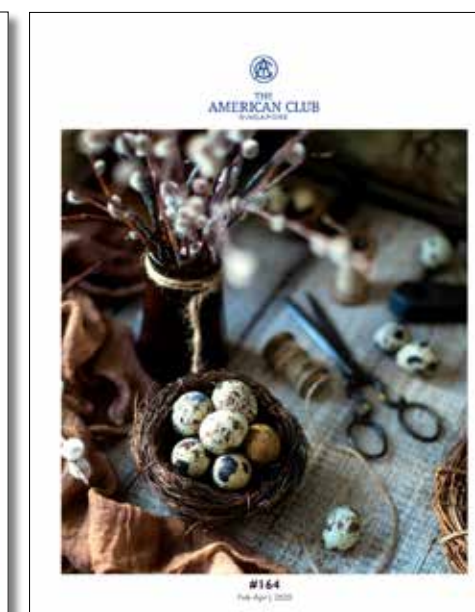
Run of Page	\$770
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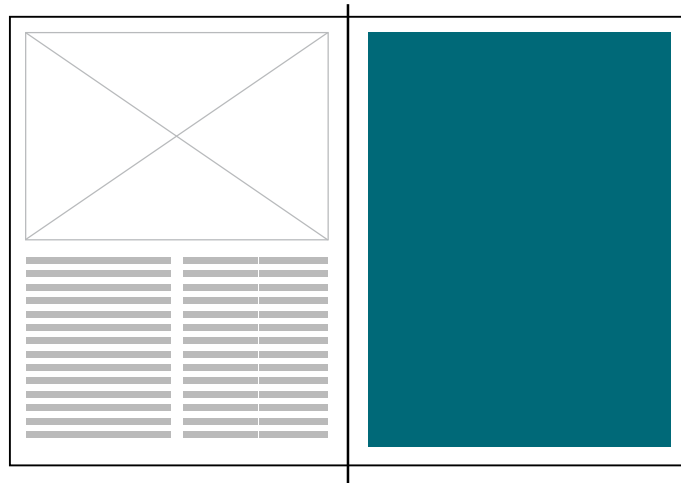
LOOSE INSERTS IN MAGAZINE OR BILL STATEMENT

Single Sheet	\$1,540
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SERIES DISCOUNT 10% discount for three ad insertions (run within 12 mths)

MAGAZINES





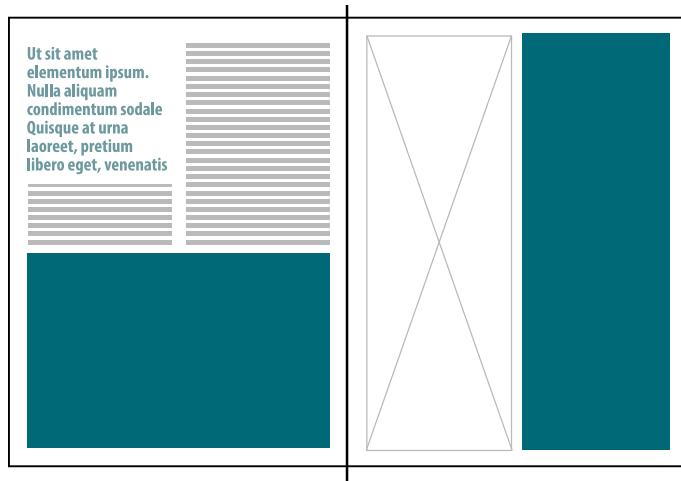
FULL PAGE ADS

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

Text area: 189.5 mm (W) x 257.5 mm (H)

Trimmed size: 215 mm (W) x 280 mm (H)

Bleed size: 221 mm (W) x 286 mm (H)



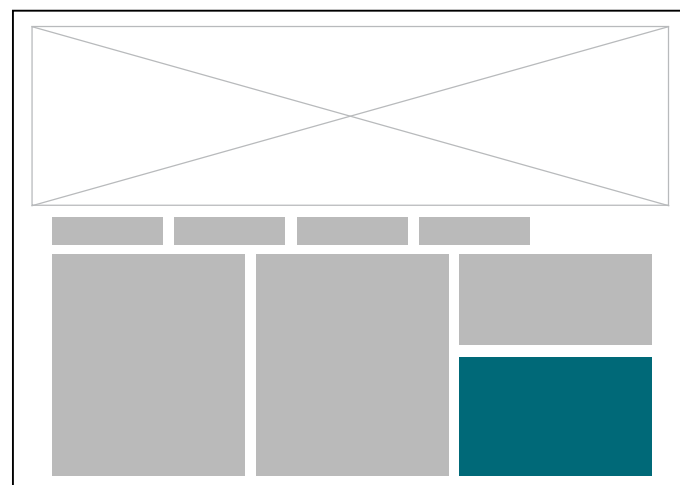
HALF PAGE ADS

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

Choose either horizontal **OR** vertical.

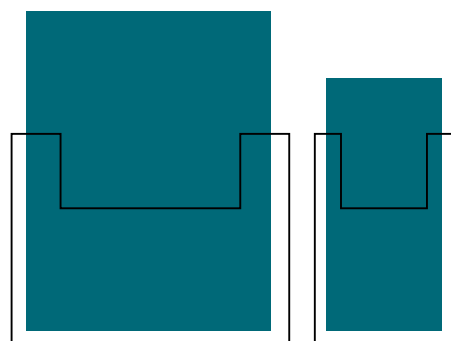
Horizontal: 176 mm (W) x 113 mm (H)

Vertical: 83 mm (W) x 235 mm (H)



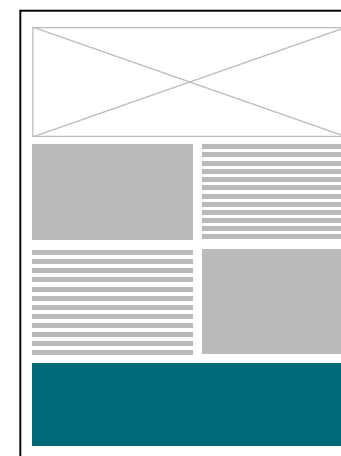
WEBSITE ADVERTISEMENTS

- Minimum booking of 2 consecutive weeks; booking deadline is 2 weeks before start of advertising period.
- Artwork has to be sent in 2 weeks before start of advertising period.
- **Dimensions:** 290 pixels x 220 pixels in jpeg
- If gif, please set on loop on advertiser's end
- Maximum 1 jpeg per booking (2 weeks)
- Located at bottom of Club website <https://www.amclub.org.sg/>
- Includes 1 clickable link OR email pop-up



FLYERS

- Printing of loose inserts / flyers is not provided.
- Minimum booking of 2 consecutive weeks; booking deadline is 2 weeks before start of advertising period.
- Physical copies of the flyers have to be mailed or dropped off at The American Club Concierge (address to Marcom Department) 1 week before start of advertising period.
- **Size:** Max A4
- **Quantity:** Approximately 100 flyers for 2 weeks



EDM BANNER ADVERTISEMENTS

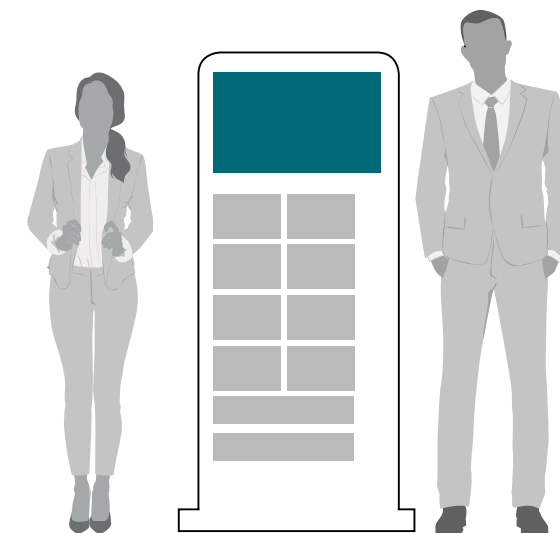
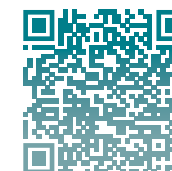
- Banner space in fortnightly e-newsletter What's On, sent to Members every other Saturday
- Artwork has to be sent in 1 week before EDM is circulated to Members.
- Includes 1 clickable link **OR** email pop-up.

What's On recipients: 5200

What's On open rate: 30%

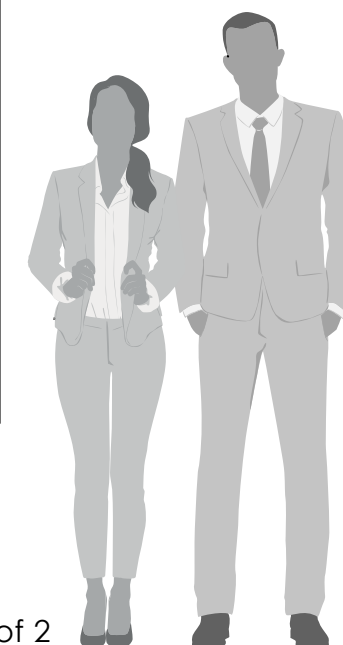
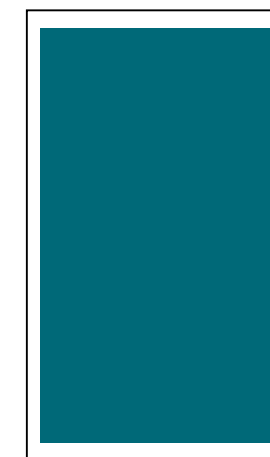
What's On click rate: 6%

Scan QR code to view latest issue.



LCD VIDEO ADVERTISEMENTS

- Minimum booking of 2 consecutive weeks; booking deadline is 2 weeks before start of advertising period.
- Video has to be sent in 2 weeks before start of advertising period. System does not support sound; video will be played on loop during Club's opening hours.
- **Dimensions:** 1920 x 1080 (1080p)



LCD IMAGE ADVERTISEMENTS

- Minimum booking of 2 consecutive weeks; booking deadline is 2 weeks before start of advertising period.
- Artwork has to be sent in 2 weeks before start of advertising period.
- **Dimensions:** 768 pixels x 1280 pixels in jpg, portrait, max 1.2mb
- Maximum 1 static jpeg per LCD screen per 2 weeks; advertisements will be on rotation throughout the day

MEMBER DEMOGRAPHICS

- **3,600** principal Members; **11,300** Members including spouses and children
- **50%** North Americans and Canadians; **30%** Singaporeans; **20%** a mix of expatriates
- **72%** 1 to 4 kids; **28%** no kids



Booking deadline is the 20th day of each preceding month (e.g., November 20 for the January/February issue). Material deadline is the first day of the preceding month (e.g. December 1 for the January/February issue). Loose Inserts by the 15th of the preceding month. Bookings and advertising materials should be sent to **marketing@amclub.org.sg**