

e-marketer

Official e-Newsletter Published by the **Marketing Institute of Singapore**
- Knowledge for Marketing Excellence -

A monthly online publication targeted at connecting sales and marketing professionals in the region and around the world, the *e-Marketer* delivers the latest in trends and developments in the marketing field. With a round-up of upcoming industry events, useful eBooks and insightful articles, *e-Marketer* seeks to equip today's marketers with vital information for success with its rich contents.

Reader Demographics Professionals, Managers, Executives and Businessmen (PMEBs) from a diverse range of industries in Singapore and abroad. | **Circulation** Sent directly to over 120,000 recipients consisting of members, subscribers and sales, marketing and HR practitioners monthly. | **Publication Date** First Wednesday of every month.

ADVERTISING RATES					
Ad	Location	Dimensions	Format	Size ≤	Rate
Banner	Top of page, fixed	579 x 76 pixels	JPG / GIF / GIF Animated	20kb	S\$1,000.00
Tower	Right side of page, fixed	142 x 366 pixels	JPG / GIF / GIF Animated	20kb	S\$800.00
Button	Right side of page, fixed	142 x 122 pixels	JPG / GIF / GIF Animated	20kb	S\$500.00

FREQUENCY DISCOUNTS	
Package	Discount Rate
2 Insertions	10%
3 Insertions	15%
4 Insertions	20%

TERMS AND CONDITIONS

- Confirmation of exact Issue(s) in which ads are to be placed is required upon booking.
- Package advertisement spaces to be utilised within 1 year from date of booking.
- Above rates are valid till 31 December 2009 and are to be subjected to GST at the prevailing rate.

GENERAL DEADLINES

- Booking - 14 days prior to publication.
- Cancellation - a 50% cancellation fee is to be levied if booking is cancelled less than 14 days prior to publication.
- Material - 14 days prior to publication. Publisher reserves the right to retract or use previous materials if copy is not received 14 days prior to publication.

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