

# THE ISLANDER - ADVERTISEMENT INSERTION ORDER

Please fax signed copy to 6323 4940 by the 5<sup>th</sup> day of the preceding month.

Advertiser: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate your media / ad agency if you are booking through them; otherwise, no agency commission will be accorded.

Media / Ad Agency: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Position of Ad:

Outside Back Cover / Inside Front Cover / Inside Back Cover / Full Page Run of Book / Two-Page Run of Book Spread \*

Advertisement Rate	Currency / Rate	Amount
Cost per insertion	SGD	
Loading (if applicable)	10% / 20% / 30% *	
Sub Total		
Series Discount (if applicable)	5% / 10% *	
Member's Discount	5%	
Agency Commission (if applicable)	15%	
Nett Rate per Insertion	SGD	
Total Number of Insertion(s)		
* Please circle as appropriate	Total	
	7% GST	
	Grand Total	
Insertion Month(s): _____		

Issued By

Agreed & Accepted By

\_\_\_\_\_  
Signature / Company Stamp / Date  
(For & on behalf of the Advertiser)

\_\_\_\_\_  
Signature / Company Stamp / Date  
(For & on behalf of the Publisher)



THE  
SINGAPORE ISLAND  
COUNTRY CLUB



**Islander**<sup>®</sup>

**ADVERTISING  
INFORMATION**

## About the SICC Islander

The SICC *Islander* is a monthly publication produced by The Singapore Island Country Club with a circulation of about 7,600. A publication reflective of the Club's prestigious membership, the *Islander* is the most comprehensive and important source of information for Club Members.



Advertisers are assured of quality exposure to a well-defined target audience. In addition, the *Islander* is sent to our 47 reciprocal clubs in 13 countries worldwide, and to absent Members who are residing overseas. This translates to extra mileage and international exposure for our advertisers.

## Advertising Rates

Position	Rates
Outside Back Cover	\$2,910
Inside Front Cover	\$2,780
Inside Back Cover	\$2,425
Full Page Run of Book	\$1,810
Half Page (Horizontal & Vertical)	\$1,000
Two Page Run of Book Spread	\$3,630

All Full Page Run of Book advertisements will run on a left hand page. Requirements not specified (e.g. centrespread) may be discussed on a case-by-case basis with the Publisher.

## Loading Charges

Specific Right Hand Page	30%
Specific Left Hand Page	20%
Front Half of Magazine	10%

## Series Discount

6 insertions	5%
12 insertions	10%

## SICC Member's Discount

5%

## Booking Deadline

5<sup>th</sup> day of the preceding month

## Copy Deadline

10<sup>th</sup> day of the preceding month

## Member Profile

Profile of Principal Members and Corporate Nominees: as of 08.02.2011

	PRINCIPAL		NOMINEE		Total
	Single	Married	Single	Married	
Male	836	4844	55	315	6050
Female	744	941	9	13	1707
					7757

## Total Readership

	As at 08.02.2011
No. of Principal Members & Corporate Nominees	7757
No. of Spouses	5820
No. of Children (12 years & above)	3171
No. of Children (Below 12 years)	1626
Total	18374

## Profile by Age

By Age	% by age
Age 81 and above	3%
Age 71 to 80	8%
Age 61 to 70	17%
Age 51 to 60	26%
Age 41 to 50	25%
Age 31 to 40	15%
Age 21 to 30	6%
Total	100%

## Nationalities

Singaporean	Permanent Residents	Foreigners
6386	728	643

For further information, please contact:

Pacom Media Pte Ltd  
801 Toa Payoh Lorong 7, #06-08, Wearnes Building  
Tel: 6323 9600, Fax: 6323 4940  
E-mail: info@pacommedia.com

## Terms & Conditions

- The Advertiser and Advertising Agency jointly and severally assume liability for all content and also indemnify and hold the Publisher harmless against any claims arising there made against the Publisher.
- The Publisher reserves the right to accept or cancel all advertising copy at any time without assigning any reason whatsoever, and neither the Publisher nor its agent shall be responsible for any loss arising from any cancellation.
- The Publisher reserves the right to place the word 'advertisement', 'advertorial' or similar with copy which, in the opinion of the Publisher, likens to that of editorial matter.
- All insertion orders must be duly signed, stamped and received by the Publisher on or before the 5<sup>th</sup> of the preceding month.
- Proof of Order is NOT proof of Acceptance. The Publisher reserves the right to reject any advertisement without assigning any reason whatsoever.
- All materials must be submitted to the Publisher on or before the 10<sup>th</sup> of the preceding month and in accordance with the technical specifications stipulated below. The Publisher reserves the right to reprint previously published materials if the Advertiser fails to submit complete advertisement materials by the stipulated deadline. The full advertising cost shall be borne by the Advertiser.

	Full Page	Double Page Spread
Trim Size	210mm (w) X 297mm (h)	297mm X 420mm
Type Area	180mm (w) X 270mm (h)	270mm X 360mm
Bleed Size	218mm (w) X 305mm (h)	305mm X 436mm
Screen Line	175	175

Please ensure that the final output is in CMYK at 300 dpi resolution – PDF and EPS files are accepted, with images and fonts embedded. Both email and CD-ROM submissions are accepted. (Email submissions should be less than 10MB). A colour print-out must accompany the artwork files to ensure that the final output is accurate.

- Any cancellation of advertisement must be made before the 10<sup>th</sup> day of the preceding month. Otherwise, the full advertisement fee will be levied. The Publisher reserves the right to use previous material if copy is not received by deadline and to charge the full advertisement fee for space booked if the space booked has not been cancelled before the stipulated deadline. Non-fulfilment of insertion bookings within the contracted period is subjected to a 50% surcharge on the full advertising fee for each insertion cancelled.
- An advertisement, which is appearing for the first time, can be postponed, provided a request for postponement must be received in writing by the Publisher on or before the 10<sup>th</sup> day of the preceding month, failing which the full advertising rate will apply. The postponement is allowed only ONCE and the new insertion issue must be within a three-month period from the original month of insertion. If the advertisement space in question is part of a series booking which has commenced, the said space may not be postponed but must be cancelled, subject to the full advertising fee.
- Payment is due within 30 days from the date of invoice. A 2% interest/finance charge will be levied for invoices in arrears of more than 30 days. Frequency/series discounts will be revised/void if there is a reduction in the total number of insertions.
- For overseas Advertiser, please note that full payment must be received via telegraphic transfer on or before the 10<sup>th</sup> of the preceding month, failing which the order will be treated as cancelled. Overseas bank charges will be borne by the Advertiser. Local GST will not be applicable to overseas Advertisers.