



華商

CHINESE
ENTREPRENEUR

ADVERTISING
**RATE
CARD**

SCCCI NETWORK

Reach out to the top elites of the business society with SCCCI. We bring the finest things to an affluent group of 40,000 Members comprising high-flying CEOs and professionals. SCCCI also has an extensive network with global senior statesmen and business leaders. If you are targeting the upper echelon of the business community, SCCCI is the brand association you are looking for.



DEMOGRAPHICS

- Corporate & Trade Association Members of Singapore Chinese Chamber of Commerce & Industry
- CEOs, managing directors, key management staff and decision
- Corporate partners and government ministries & agencies
- Global & regional business partners including from ASEAN, China and India

SCCCI OFFICIAL WEBSITE

As part of our 110th Anniversary initiatives, the refreshed www.sccci.org.sg brings the focus back to those that matters to us most; the business community. The new responsive site is interactive, informative and intelligent. Its user centric and multiplatform compatibility will ensure that your ad gets maximum exposure, generating quality leads for your business.

WEBSITE BANNERS ADVERTISING RATES

Member (/mth)

\$2,700

Non-member (/mth)

\$3,700

All design files in 300dpi jpeg.

Mobile ad size is 300px x 300 px

PREMIUM AD BANNER

300px (H)
X
150px (W)



CHINESE ENTREPRENEUR PUBLICATION & E-BOOK

The Chinese Entrepreneur is created exclusively for the privileged Members and Partners of Singapore's apex business organisation Singapore Chinese Chamber of Commerce & Industry. Chinese Entrepreneur is a bilingual, quarterly publication dedicated to business insights from industry leaders, with a focus on Chamber's activities and the latest happenings impacting the business community.



Frequency: Quarterly (Mar / Jun / Sep / Dec)

Circulation: 5,000

Readership: 25,000

Distribution:

Members - 40%

Events, Seminars - 40%

VIPs - 10%

Selected Public Libraries, Institutions - 5%

Embassies, Government Agencies, Hotels - 5%

CHINESE ENTREPRENEUR ADVERTISING RATES

Premium Positions	Member	Non-member
Inside Front Cover (IFC)	\$3,000	\$3,500
Inside Back Cover (IBC)	\$2,800	\$3,300
Outside Back Cover	\$3,200	\$3,700
Premium Position	\$2,700	\$3,200
Double Page Spread	\$5,000	\$5,600
Run of Page	\$2,500	\$3,000
Inserts (First 15gm)	\$1,400	\$1,700

MECHANICAL SPECIFICATION

FULL PAGE

Trimmed	200mm (w) X 260mm (h)
Bleed	210mm (w) X 270mm (h)
Text area	170mm (w) X 230mm (h)

DOUBLE PAGE SPREAD

Trimmed	400mm (w) X 260mm (h)
Bleed	410mm (w) X 270mm (h)
Text area	370mm (w) X 230mm (h)

MATERIAL SUBMISSION

Final artwork files (minimum 300 dpi in CMYK) should be submitted in either PDF, EPS, Illustrator or Indesign format with accompanying color proofs. Include crop mark and 5mm bleed on all sides.

SCCCI ADVERTISING SPECIAL!

Chinese Entrepreneur Premium Package:

- (i) For advertisers who have committed to 4 ads within a year

At 15% frequency discount.

- (ii) For advertisers who have committed to 2 ads within a year

At 10% frequency discount.

Website Banner Package Rates & Discount:

- (i) For advertisers who have committed to an advertising period of 2 to 5 months

At 10% frequency discount.

- (ii) For advertisers who have committed to an advertising period of 6 months or more

At 15% frequency discount.

- (iii) Advertisement bookings through Advertising Agencies

15% media commission payable to the agency.

Terms and conditions:

- Member ad pricing is available and will be implemented accordingly.
- Ads in Inside Front Cover (IFC) can be substituted with ads in other positions. Prices will be adjusted accordingly with the same discount margin.
- Singapore Chinese Chamber of Commerce & Industry (SCCCI) reserves the rights to reject or edit any advertisement before the publishing date without having to assign any reason whatsoever.
- The advertiser will ensure that all advertising materials submitted for publication contain no false or unwarranted claim for any products or services, are not defamatory and do not infringe the copyright of any person.

**BE PART OF THE MANY
MARKETPLACE LEADERS
THAT HAVE CHOSEN TO
ADVERTISE
WITH US!**



DAIMLER



ORACLE



**AND MANY
MORE!**