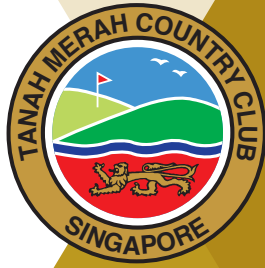


TanahMerah

COUNTRY CLUB



E-newsmagazine Advertisement
RATE CARD

INTRODUCTION



The Tanah Merah E-news magazine is a bi-monthly online publication produced by Tanah Merah Country Club – home to two of Singapore’s most exclusive and multiple award-winning golf courses. Since its official opening in 1984, the Club has played host to Asia’s premier events such as Singapore Open, Johnnie Walker Classic, Tiger Skins, Lexus Cup and the HSBC Women’s Champions.

The E-news magazine is the primary means of communication and an important source of information for Club members. Advertisers are assured of quality exposure to a very affluent group of consumers comprising senior management of corporations, business owners, leading local/expatriate professionals to senior civil servants.

The E-news magazine can be easily accessed and downloaded for reading anytime and anywhere on the go, via all mobile platforms, notepads or laptops/desktops. The downloadable highly interactive Flipbook allows the option to hyperlink directly to your company’s website page, thus further broadening your reach. A PDF version is also available.



TanahMerah
COUNTRY CLUB

ADVERTISING RATES 2019

Full Page Full Colour (ROP)	S\$1,605
Inside Front Cover	S\$2,461
Inside Back Cover	S\$2,140
Outside Back Cover	S\$2,675
Double Page Spread	S\$3,210
Inserts	S\$1,605

FREQUENCY DISCOUNT

3-5 Insertions	10%
6-8 Insertions	20%

- Other conditions will be subject to approval by General Manager / Marketing Manager. All rates are in Singapore Dollars and are already inclusive of 7% GST. A 15% commission is allowed for Accredited Advertising Agencies.
- Some Misc changes like capitalising certain letters for consistency

MEMBER PROFILE

Principal Member			
	Single	Married	Total
Male	185	2,060	2,245
Female	80	251	331
			2,576

MEMBERSHIP PROFILE BY OCCUPATION

Chairman, Partners, Sole Proprietors	11.8%
Directors, Presidents, VPs	35%
MDs & GMs, Division Managers, Professionals (including legal, technical financial, academic, etc)	44.2%
Military Personnel	0.2%
Diplomatic Corp	1.3%
Supervisors, Working Executives	1.7%
Students	1.1%
Others	4.2%
Public Servants (including Ministers)	0.5%
TOTAL	100%

MEMBER PROFILE BY NATIONALITY

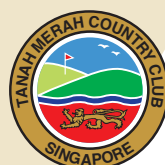
Singaporeans	Permanent Residents	Foreigners
2,000	224	441

PROFILE BY AGE

By Age	% by age
Age 81 and above	2.8
Age 71 to 80	15.4
Age 61 to 70	27
Age 51 to 60	27.8
Age 41 to 50	21.3
Age 31 to 40	5.2
Age 21 to 30	0.5
Total	100

TOTAL READERSHIP

No. of Principal Members	2,665
No. of Spouses	2,132
No. of Children (below 21 years) (Male: 603) (Female: 578)	1,068



TanahMerah

COUNTRY CLUB

BOOKING DEADLINES 2019

Jan - Feb	5 Dec 2018
Mar - Apr	5 Feb 2019
May - Jun	6 Apr 2019
Jul - Aug	6 Jun 2019
Sept - Oct	6 Aug 2019
Nov - Dec	5 Oct 2019

SUBMISSION DEADLINES 2019

Jan - Feb	3 Dec 2018
Mar - Apr	1 Feb 2019
May - Jun	2 Apr 2019
Jul - Aug	3 Jun 2019
Sept - Oct	2 Aug 2019
Nov - Dec	7 Oct 2019

FLIPBOOK CONVERSION DEADLINES 2019

Jan - Feb	4 Jan 2019
Mar - Apr	4 Mar 2019
May - Jun	6 May 2019
Jul - Aug	4 July 2019
Sept - Oct	5 Sept 2019
Nov - Dec	5 Nov 2019

TECHNICAL DATA

Full Page (Trim Size)	280mm x 210mm
Full Page (Bleed Size)	286mm x 216mm
Double Page Spread (Trim Size)	280mm x 420mm
Double Page Spread (Bleed Size)	286mm x 426mm
Text Area NOT Exceeding	265mm x 180mm
Inserts (Trim Size)	110mm x 80mm

Offset printing: 175dpi Lines Screen

Type matter, Logo or important illustrative materials must be keep 15 mm from all sides of the advertisements.

Due to mechanical tolerance, type matter on facing-pages spread must be kept 15mm away from the centrefold on each page.

MATERIAL SUBMISSION FORMAT

EMAIL TO: marketing@tmcc.org.sg and samuel@semcodesign.com

Softcopy **high resolution PDF files with crop marks & 3mm bleeding** all round plus colourproofs.

All images, including logos used must be in CMYK mode with minimum resolution 300dpi and all text pathed.

CONTACT

Marketing Department, Tanah Merah Country Club

1 Tanah Merah Coast Road, Singapore 498722

Tel: 6592 0303 / 6592 0304

Email: marketing@tmcc.org.sg

Terms & Conditions

General

1. This is a contract for advertisement space only. All artwork must be submitted by the Advertiser.
2. Advertisements must be in accordance to publication page size, and subject to the Publisher's (TMCC) approval of creative, which is to be in line with the brand position of Tanah Merah Country Club.
3. Please note that there is no product exclusivity.
4. The Advertiser and Advertising Agency jointly and severally assume liability for all content and also indemnify and hold the Publisher (TMCC) harmless against any claims arising there made against the Publisher (TMCC).
5. The Publisher (TMCC) shall not be held liable to the Advertiser or Advertising Agency for any loss that results from the incorrect publication of the advertisement.
6. Proof of Order is NOT proof of Acceptance. The Publisher (TMCC) reserves the right to accept or cancel all advertising copy at any time without assigning any reason whatsoever, and neither the Publisher (TMCC) nor its agent shall be responsible for any loss arising from any cancellation.
7. The Publisher (TMCC) reserves the right to place the word 'advertisement' or similar with copy which, in the opinion of the Publisher (TMCC), likens to that of editorial matter.
8. All insertion orders must be duly signed, stamped and received by the Publisher (TMCC) on or before the booking deadline.
9. Loose inserts must be printed by the Advertiser and must be delivered to the mailing house for insertion before the submission deadline prior to publication. Heavy loose inserts will incur an additional surcharge, which is subject to the weight.
10. All materials must be submitted to the Publisher (TMCC) on or before the submission deadlines and in accordance with the technical specifications stipulated. The Publisher (TMCC) 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.

Cancellation and Postponement

1. Any cancellation of advertisement must be made within seven (7) working days from the submission deadline. Otherwise, the full advertisement fee will be levied.
2. The Publisher (TMCC) reserves the right to use previous material if copy is not received by the submission deadline and to charge the full advertisement fee for space booked if the space booked has not been cancelled before the stipulated deadline.
3. The Publisher (TMCC) reserves the right to continue charging the Advertiser for space booked, whether the advertising space is fulfilled or unfulfilled by the Advertiser due to late submission of artwork.
4. 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 submission deadline, failing which the full advertising rate will apply.
5. The postponement is allowed only ONCE and the new insertion issue must be placed in the next coming issue.
6. 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.

Billing and Commissions

1. All prices quoted are in Singapore dollars, per insertion and inclusive of 7% GST.
2. 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.
3. Advertising agencies must add commissions to quoted rates. Rates quoted are inclusive of GST.
4. Please make cheque payable to Tanah Merah Country Club. 1 Tanah Merah Coast Road, Singapore 498722
5. For Overseas Advertisers, please note that full payment must be received via telegraphic transfer on or before the submission deadline, failing which the order will be treated as cancelled. All Overseas bank charges will be borne by the Advertiser.
6. GST treatment and charges will depend on the place of circulation for the advertisement. For Overseas Advertisers, as long as an advertisement is being fully circulated locally in Singapore, they will be charged the Standard-rate of 7% GST. If an advertisement is fully circulated outside of Singapore, the supply is then referred to as Zero-rated. However, if at least 51% of the total circulation of the same advertisement is done overseas, this service may be considered Zero-rated.

TANAH MERAH E-NEWSMAGAZINE - ADVERTISING INSERTION ORDER

Please scan and email signed copy to marketing@tmcc.org.sg
 For enquiries, call Marketing Department at 6592 0303 / 6592 0304.

Position	Dimension (mm)	Rate	Frequency Discount
Full Page Full Colour (ROP)	<input type="checkbox"/> 280h x 210w (Trim Size) <input type="checkbox"/> 286h x 216w (Bleed Size)	<input type="checkbox"/> \$1,605	3-5 insertions: 10% discount 6-8 insertions: 20% discount No. of insertions: (____) (please indicate)
Inside Front Cover	286h x 216w	<input type="checkbox"/> \$2,461	
Inside Back Cover	286h x 216w	<input type="checkbox"/> \$2,140	
Outside Back Cover	286h x 216w	<input type="checkbox"/> \$2,675	Publication Issues Tick which issues to appear in:
Double Page Spread	<input type="checkbox"/> 280h x 420w (Trim Size) <input type="checkbox"/> 286h x 426w (Bleed Size)	<input type="checkbox"/> \$3,210	<input type="checkbox"/> January - February <input type="checkbox"/> March - April <input type="checkbox"/> May - June
Insertions	110h x 80w	<input type="checkbox"/> \$1,605	<input type="checkbox"/> July - August <input type="checkbox"/> September - October <input type="checkbox"/> November - December

All rates are inclusive of 7% GST.

ARTWORK REQUIREMENTS

Please save artwork in high resolution PDF files with crop marks and 3mm bleeding all round plus colourproofs.
 All images, including logos used must be in CMYK mode with minimum resolution 300dpi and all text pathed.
 Note: Text area NOT exceeding 180mm x 280mm.

Advertiser Details

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

Company Name: _____

Media / Ad Agency: _____

Contact Person: _____

Contact Person: _____

Designation: _____

Designation: _____

Address: _____

Address: _____

Tel: _____

Tel: _____

Fax: _____

Fax: _____

Email: _____

Email: _____

Signature & Company Stamp

Name: _____

Designation: _____

Date: _____