



AmCham  
S I N G A P O R E

# MEDIA KIT



Follow Us @AmChamSG

**The American Chamber of Commerce in Singapore**

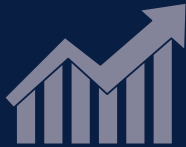
1 Scotts Road, Shaw Centre #23-03, Singapore 228208

[www.amcham.org.sg](http://www.amcham.org.sg)



# THE AMERICAN CHAMBER OF COMMERCE

## A PLATFORM FOR GLOBAL BUSINESS LEADERS



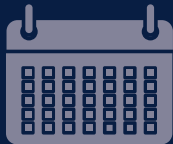
**\$230** Billion  
of investment represented



**700** member companies



**5,500** participating individuals



**200+** events annually



**46** Years  
of shaping business connections



**13** industry-specific committees

ADVOCACY INSIGHTS CONNECTIONS



Follow Us @AmChamSG



# THE NETWORKER

ADVOCACY | INSIGHTS | CONNECTIONS

## THE BALESTIER SERIES FEATURING MINISTER FOR DEFENCE DR. NG ENG HEN

Corporate tables are available at \$800 for 10 seats. Please email Aisayah Jaafar at [ajafar@amcham.org.sg](mailto:ajafar@amcham.org.sg) to reserve a table and learn more corporate table benefits. Lunch will be provided. More details to follow.

**Speaker: Dr NG Eng Hen, Minister for Defence**

**Date:** September 18, 2018  
**Time:** 12:00 PM - 1:45 PM

**Venue:** Singapore Marriott Tang Plaza Hotel, Ballroom 3 (Level 3), 320 Orchard Road, Singapore 238865  
**Price:** \$50.00

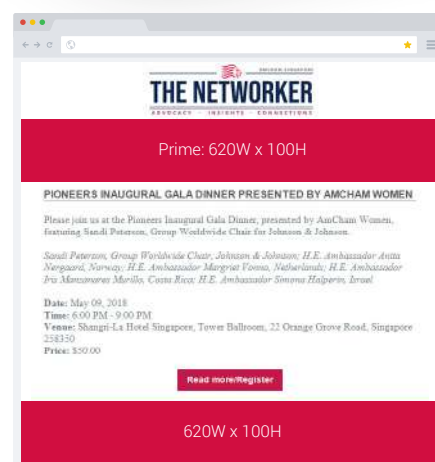
[Register now](#)



**TO VIEW SAMPLE  
CLICK HERE**

# The Networker

The Networker is AmCham's weekly e-newsletter and our primary channel of communications to all members. Delivered every Monday directly to the inboxes of our 5,500+ members. The Networker informs members of the latest AmCham events, members' news, and industry-specific networking opportunities in Singapore and the region.



REACH MORE THAN

# 5,500

AMCHAM MEMBERS



# 22%

AVERAGE OPEN RATE

Position	Size in Pixels	Member	Non-Member	Specifications
Prime	620W x 100H	\$550	\$650	<ul style="list-style-type: none"> <li>▪ JPEG format</li> <li>▪ Resolution: 72 pixels per inch</li> <li>▪ Color Mode: RGB</li> <li>▪ File Size: 25-50 KB</li> <li>▪ Deadline: submitted with URL 5 working days before placement.</li> </ul>
V1	620W x 100H	\$450	\$550	
V2	620W x 100H	\$350	\$450	
V3	620W x 100H	\$300	\$400	

\* All prices in SGD and include GST

\* Discounts available for bulk booking and AmCham Annual Strategic Corporate Partners

For advertising inquiries, contact Nathaniel Lim at [nlim@amcham.org.sg](mailto:nlim@amcham.org.sg).

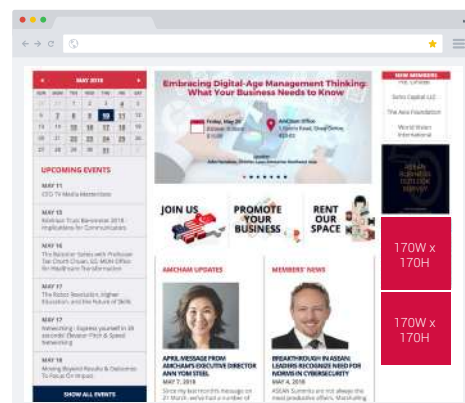




**TO VIEW SAMPLE  
CLICK HERE**

## Website

AmCham's website, [amcham.org.sg](http://amcham.org.sg), updates members on AmCham's upcoming events, committee news, advocacy initiatives, and industry trends.



**>20,000**  
PAGE VIEWS  
PER MONTH



**>3,000**  
HOMEPAGE VISITS  
PER MONTH

Position	Size in Pixels	Member	Non-Member	Specifications
V1	170W x 170H pixels	\$1,100	\$1,300	<ul style="list-style-type: none"> <li>■ JPEG format</li> </ul>
V2		\$1,000	\$1,200	<ul style="list-style-type: none"> <li>■ Resolution: 72 pixels per inch</li> </ul>
V3		\$900	\$1,100	<ul style="list-style-type: none"> <li>■ Color Mode: RGB</li> </ul>
SME 1		\$500	\$600	<ul style="list-style-type: none"> <li>■ File Size: 25-50 KB</li> </ul>
SME 2		\$400	\$500	<ul style="list-style-type: none"> <li>■ Deadline: submitted with URL 5 working days before placement.</li> </ul>

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## FEATURED OFFERS



**TO VIEW SAMPLE  
CLICK HERE**

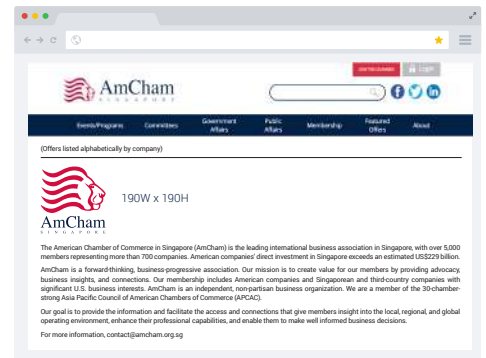
## Featured Offers

AmCham's Featured Offers page allows companies to promote their goods and services at special rates exclusive to the AmCham community.



Follow Us @AmChamSG

**ANNOUNCED MONTHLY ON  
OUR SOCIAL MEDIA PLATFORMS**



**EXCLUSIVE RATES  
FOR  
AMCHAM MEMBERS**

Position	Member	Non-Member	Specifications
3 months	Complimentary	\$250	<ul style="list-style-type: none"> <li>Company Logo or image of choice 190 X 190 pixels JPEG image Resolution: 72 pixels per inch / Color Mode: RGB/ File Size: 25-50 KB</li> <li>Discount, company description, and member instructions - maximum 180 words written in the third person and in American English.</li> <li>Company URL or URL of offer.</li> <li>Note: Company offer will be listed alphabetically.</li> <li>Deadline: submitted with URL 5 working days before placement.</li> </ul>
6 months	Complimentary	\$500	
12 months	Complimentary	\$750	

\* All prices in SGD and include GST

\* Discounts available for bulk booking and AmCham Annual Strategic Corporate Partners

**For advertising inquiries, contact Nathaniel Lim at [nlim@amcham.org.sg](mailto:nlim@amcham.org.sg).**



### Video Advertising

Advertise your video on loop in AmCham's office lobby. Your video will be seen daily by AmCham's most influential members and corporate decision makers.

#### Monthly Advertising Rates

Member	Non-Member	Specifications
\$250	\$300	<ul style="list-style-type: none"><li>Length: 1-2 minutes</li><li>File size: No larger than 45mb</li><li>Format: WMV format</li></ul>

*\* All prices in SGD and include GST*



## >5,000

VISITORS PER YEAR TO AMCHAM'S LOBBY INCLUDING AMCHAM'S MOST INFLUENTIAL MEMBERS



## 100-150

EVENTS HELD AT AMCHAM'S OFFICES ANNUALLY



### Brochure Display

Display marketing materials or brochures in AmCham's library. AmCham hosts over 150 events at our office annually, offering high visibility for marketing collateral.

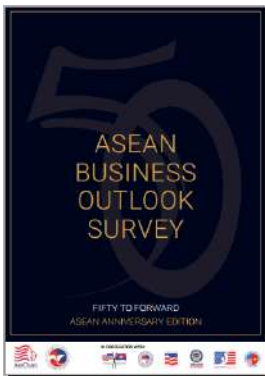
#### Monthly Advertising Rates

Member	Non-Member
Complimentary	\$150

*\* All prices in SGD and include GST*



TO VIEW SAMPLE  
CLICK HERE



## Asean Business Outlook Survey

The ASEAN Business Outlook Survey (ABOS) offers an accessible summary of the perceptions and insights of U.S. executives about doing business in the region. For more than a decade and a half, ABOS has been an unmatched guide to U.S. business and investor sentiment throughout the region.



REACH MORE THAN  
**6,000**

AMCHAM MEMBERS, CHAMBERS IN THE REGION, EMBASSIES IN THE REGION, THE U.S. CHAMBER OF COMMERCE, POLICY MAKERS, ACADEMICS, AND INFLUENCERS.



A POPULAR CHOICE  
AMONG ADVERTISERS TO  
CONNECT WITH INFLUENTIAL  
BUSINESS LEADERS  
THROUGHOUT THE REGION.

Position	Member	Non-Member	Specifications
Outside back	\$3,500	\$4,500	<ul style="list-style-type: none"> <li>JPEG or PDF format</li> <li>Resolution: 300 dpi</li> <li>Color Mode: CMYK</li> <li>Size: 210 mm (width) x 256 mm (height)</li> </ul>
Inside front	\$3,000	\$4,000	
Inside back	\$3,000	\$4,000	
Page one	\$3,000	\$4,000	
Run-of-press	\$1,800	\$2,250	
Run-of-press SME	\$1,500	\$2,000	

\* All prices in SGD and include GST

For advertising inquiries, contact Nathaniel Lim at [nlim@amcham.org.sg](mailto:nlim@amcham.org.sg).



## MEMBERSHIP DIRECTORY



 **TO VIEW SAMPLE  
CLICK HERE**

## Digital Membership Directory

AmCham's Membership Directory is a comprehensive listing of all member companies. Enhanced listings are available to boost your company's profile and reach AmCham's most influential members. The directory is listed on our website for an entire year and is emailed directly to the inbox of our 5,500+ individual members.



**>40,000**  
IMPRESSIONS



**>300** hours  
SPENT SEARCHING  
INSIDE

Position	Member	Non-Member	Specifications
Inside front cover	\$4,000	\$5,000	<ul style="list-style-type: none"><li>▪ JPEG</li><li>▪ Resolution: 300 dpi</li><li>▪ Color Mode: RGB</li><li>▪ Size: 210 mm (width) x 297 mm (height)</li><li>▪ Expected release date: Every January</li></ul>
Page one	\$4,000	\$5,000	
Beside Ambassador	\$3,500	\$4,500	
Beside Chairman	\$3,000	\$4,500	
Run-of-press	\$2,500	\$3,000	
Run-of-press SME	\$1,500	\$2,000	

\* All prices in SGD and include GST

For advertising inquiries, contact Nathaniel Lim at [nlim@amcham.org.sg](mailto:nlim@amcham.org.sg).



## ENHANCED LISTING RATES (MEMBERS ONLY)

Description	Fee	Specifications
<b>Standard</b> <ul style="list-style-type: none"> <li>Company name</li> <li>Company profile (max. 20 words)</li> <li>Member list</li> </ul>	Complimentary	N/A
<b>Standard Color Logo</b> <ul style="list-style-type: none"> <li>Company name</li> <li>Company profile (max. 20 words)</li> <li>Member list</li> <li>Company logo in color</li> </ul>	\$200	<ul style="list-style-type: none"> <li>JPEG or PDF format</li> <li>Resolution: 150 dpi</li> <li>Color Mode: RGB</li> </ul>
<b>Enhanced</b> <ul style="list-style-type: none"> <li>Company name</li> <li>Company profile (max. 300 words)</li> <li>Member list</li> <li>Company logo in color with URL</li> <li>Primary member's photo in color</li> </ul>	\$500	<ul style="list-style-type: none"> <li>JPEG or PDF format</li> <li>Resolution: 150 dpi</li> <li>Color Mode: RGB</li> </ul>
<b>Premium Enhanced</b> <ul style="list-style-type: none"> <li>Company name</li> <li>Company profile (max. 300 words)</li> <li>Member list</li> <li>Company logo in color with URL</li> <li>Primary member's photo in color</li> <li>Half-page advertisement in color or picture with URL</li> </ul>	\$2,000	<ul style="list-style-type: none"> <li>JPEG or PDF format</li> <li>Resolution: 150 dpi</li> <li>Color Mode: RGB</li> <li>Half-Page Ad/Picture: 210 mm (width) x 148 mm (height)</li> </ul>
<b>Premium Plus Enhanced</b> <ul style="list-style-type: none"> <li>Company name</li> <li>Company profile (max. 300 words)</li> <li>Member list</li> <li>Company logo in color with URL</li> <li>Primary member's photo in color</li> <li>Half-page advertisement in color or picture with URL</li> <li>Full-page advertisement in color (run-of-press) with URL</li> </ul>	\$4,000	<ul style="list-style-type: none"> <li>JPEG or PDF format</li> <li>Resolution: 150 dpi</li> <li>Color Mode: RGB</li> <li>Half-Page Ad/Picture: 210 mm (width) x 148 mm (height)</li> <li>Full-Page Ad/Picture: 210 mm (width) x 297 mm (height)</li> </ul>

\* All prices in SGD and include GST



Primary Member



IN RECOGNITION



### THE AMERICAN CHAMBER OF COMMERCE IN SINGAPORE

MEMBER SINCE 1973

*A chamber of commerce (or board of trade) is a form of business network.*

1 Scotts Rd, #23-03 Shaw Centre  
Singapore 228208  
<http://www.amcham.org.sg>

#### Primary Member:

STEEL, Ann Yom – Executive Director

#### Company Profile:

The American Chamber of Commerce in Singapore (AmCham) is the leading international business association in Singapore, with over 5,000 members representing more than 700 companies. American companies' direct investment in Singapore exceeds an estimated US\$229 billion.

AmCham is a forward-thinking, business-progressive association. Our mission is to create value for our members by providing advocacy, business insights, and connections. Our membership includes American companies and Singaporean and third-country companies with significant U.S. business interests. AmCham is an independent, non-partisan business organization. We are a member of the 30-chamber-strong Asia Pacific Council of American Chambers of Commerce (APCAC).

Our goal is to provide the information and facilitate the access and connections that give members insight into the local, regional, and global operating environment, enhance their professional capabilities, and enable them to make well informed business decisions.



When you're running a global business, keeping up with emerging opportunities in the region is a challenge. AmCham Singapore connects member companies with business and government leaders through events, dialogue sessions, and regional business missions.

# COMPLIMENTARY BENEFITS



 <p><b>AmCham Digital Membership Directory</b></p>	<p>Members receive complimentary listing in AmCham's Membership Directory which goes to the inbox of our 5,500+ members and is available on our website. This publication receives more than 40,000 impressions and over 300 hours spent looking inside the publication each year!</p>
 <p><b>Brochure Display in AmCham Lobby</b></p>	<p>Members are invited to display publications and brochures in AmCham's library. Located in the reception area, the highly visible space maximizes exposure to influential members of the business community. We host between 100-150 events annually at AmCham and have over 5,000 visitors per year.</p>
 <p><b>E-newsletter Member News</b></p>	<p>Contribute to our member news section by sending us upcoming events, special offers, or other related company news.</p> <ul style="list-style-type: none"> <li>▪ If interested, please provide us with the following information:</li> <li>▪ A JPEG image with dimensions 150 pixels x 150 pixels</li> <li>▪ URL</li> <li>▪ Title of event within 10-15 words</li> <li>▪ 60-80 word description</li> </ul> <p>Example: [Company name] invites AmCham members to join [Event name, date, venue, and/orx speakers]</p> <ul style="list-style-type: none"> <li>▪ Please use American English in the third person: organization instead of organisation. Do not use we, our, us, etc.)</li> <li>▪ Original price and AmCham member discounted price (if applicable)</li> </ul> <p>Example: AmCham members can enjoy an exclusive 30% discount by quoting "AmCham2016" when registering.</p>
 <p><b>Exclusive Invitations</b></p>	<p>Members and Annual Partners have the opportunity to be invited to various professional business dinners, galas, or events as guests of AmCham throughout the year.</p>
 <p><b>Featured Offers</b></p>	<p>Members can feature products or services at a promotional rate exclusive to the AmCham community on AmCham's website. This is a great way to increase visibility, enhance your brand, and reach potential new clients.</p> <p><b>If interested please provide us with the following information:</b></p> <ul style="list-style-type: none"> <li>▪ Company Logo or Image of choice - high res logo in JPEG format</li> <li>▪ Discount, company description, and member instructions</li> <li>▪ Maximum 150 - 180 words written in the third person and in American English.</li> <li>▪ Company URL or URL of offer</li> </ul> <p>* <i>Note: Company offer will be listed alphabetically.</i></p>
 <p><b>Member News Blog</b></p>	<p>Contribute to thought leadership by sending us trending industry information, company announcements, or a white paper on AmCham's Member News section of our website. This will be featured on AmCham's home page which has over 3,000 visitors per month for 1-2 weeks.</p> <p><b>If interested please provide us with the following information:</b></p> <ul style="list-style-type: none"> <li>▪ Company Logo or Image of choice- 190x190 pixels in JPEG form</li> <li>▪ Press release, news article, write up, white paper, etc</li> <li>▪ Any other photos you want included in JPEG form</li> <li>▪ URL(s) if any to link to</li> </ul>
 <p><b>Member Portal</b></p>	<p>Use your AmCham member login to communicate with other members via our member search and message system. This works like LinkedIn!</p>
 <p><b>New Member Announcements</b></p>	<p>New members will be featured in our e-newsletter, social media platforms (including Facebook and Twitter), and on our home page. New members are also invited to an exclusive New Member Welcome Reception where your company is featured and you have a chance to meet other members of the AmCham community (listing will stay up for 1 month).</p>
 <p><b>Networking Opportunities</b></p>	<p>There are great networking opportunities at all of our 200+ events and dedicated monthly networking nights where you can interact with AmCham members across multiple industries.</p>
 <p><b>Speaking Opportunities</b></p>	<p>AmCham members are invited to speak and share their expertise throughout the year. If you are interested in speaking at an event, please email us at <a href="mailto:events@amcham.sg">events@amcham.sg</a>.</p>



Return completed form to [nlim@amcham.org.sg](mailto:nlim@amcham.org.sg) or mail to:  
AmCham Singapore, 1 Scotts Road, Shaw Centre #23-03 Singapore 228208

### Company Details

Company Name

Contact Person

Mailing Address

City, State, Zip

Phone

Email

Please ☒ check the boxes below that apply to your marketing commitments

#### Digital Membership Directory

Position	Member	Non-Member
<input type="checkbox"/> Inside front cover	\$4,000	\$5,000
<input type="checkbox"/> Page one	\$4,000	\$5,000
<input type="checkbox"/> Beside Ambassador	\$3,500	\$4,500
<input type="checkbox"/> Beside Chairman	\$3,000	\$4,500
<input type="checkbox"/> Run-of-press	\$2,500	\$3,000
<input type="checkbox"/> Run-of-press SME	\$1,500	\$2,000

#### The Networker

Position	Quantity	Member	Non-Member
<input type="checkbox"/> Prime (620W x 100H)		\$550	\$650
<input type="checkbox"/> V1 (620W x 100H)		\$450	\$550
<input type="checkbox"/> V2 (620W x 100H)		\$350	\$450
<input type="checkbox"/> V3 (620W x 100H)		\$300	\$400
Total:			

#### ASEAN Business Outlook Survey

Position	Member	Non-Member
<input type="checkbox"/> Outside back	\$3,500	\$4,500
<input type="checkbox"/> Inside front	\$3,000	\$4,000
<input type="checkbox"/> Inside back	\$3,000	\$4,000
<input type="checkbox"/> Page one	\$3,000	\$4,000
<input type="checkbox"/> Run-of-press	\$1,800	\$2,250
<input type="checkbox"/> Run-of-press SME	\$1,500	\$2,000

#### AmCham's Website

Position	Quantity	Member	Non-Member
<input type="checkbox"/> V1		\$1,100	\$1,300
<input type="checkbox"/> V2		\$1,000	\$1,200
<input type="checkbox"/> V3		\$900	\$1,100
<input type="checkbox"/> SME 1		\$500	\$600
<input type="checkbox"/> SME 2		\$400	\$500
Total:			

#### ☐ Video Advertising

Number of Months	Member	Non-Member
	\$250	\$300

Total: \_\_\_\_\_

#### ☐ Brochure Display

Number of Months	Non-Member
	\$150

Total: \_\_\_\_\_

#### Featured Offers

Number of Months	Non-Member
<input type="checkbox"/> 3 months	\$250
<input type="checkbox"/> 6 months	\$500
<input type="checkbox"/> 12 months	\$750

**Total cost: \$**

(inclusive of GST)

Payment Policy: Upon your signature, an invoice will be sent to you. Once an invoice is sent please remit payment in full within 30 days.

Thank you for your support of AmCham Singapore. We look forward to working with you.

Name

Title

Company

Date

Company Representative  
Name / Signature

AmCham Representative  
Name / Signature

By Credit Card: ☐ Visa ☐ MasterCard ☐ Amex

Card Number:

Expiry Date: (mm/yyyy)

CVC

Billing Address

Billing Zip Code

Print Name

Signature (as on card)

Date

Conditions of booking:

- Cancellation after agreement to one (1) week before the publication date: 25% penalty.
- Cancellation from one (1) week before publication to publication date must be paid in full.