



2024 MEDIA KIT

The American Chamber of Commerce in Singapore



ABOUT US

The American Chamber of Commerce in Singapore (AmCham Singapore) is the premier business association for international businesses seeking to establish or expand their presence in Southeast Asia. As the largest and most active chamber in the region, it serves as a cornerstone for over 600 companies and over 6,000 members.

For 50 years, AmCham Singapore has a commitment to advocacy, business insights, and connections while being a powerful voice for the business community. With its diverse membership base, it is dedicated to supporting businesses to strive for excellence in this dynamic and thriving region.

OUR AUDIENCE

Over

6,000

AmCham Members

More than

650

Member Companies

54%



25%



21%



Online Visitors

OUR YEARLY ENGAGEMENT

Over

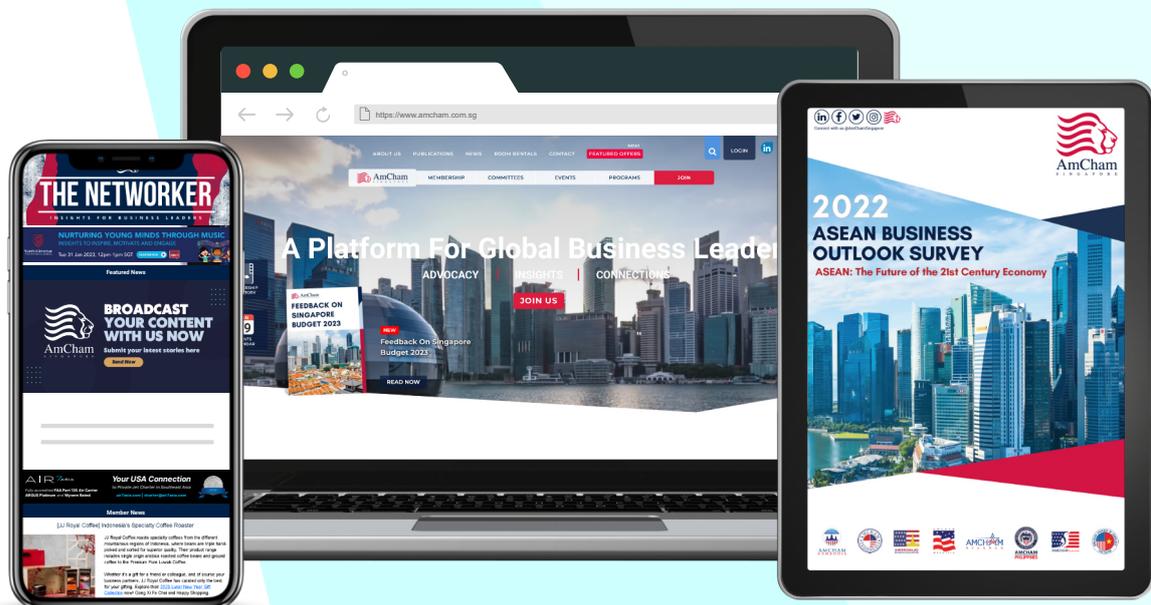
500,000

Website Page Views

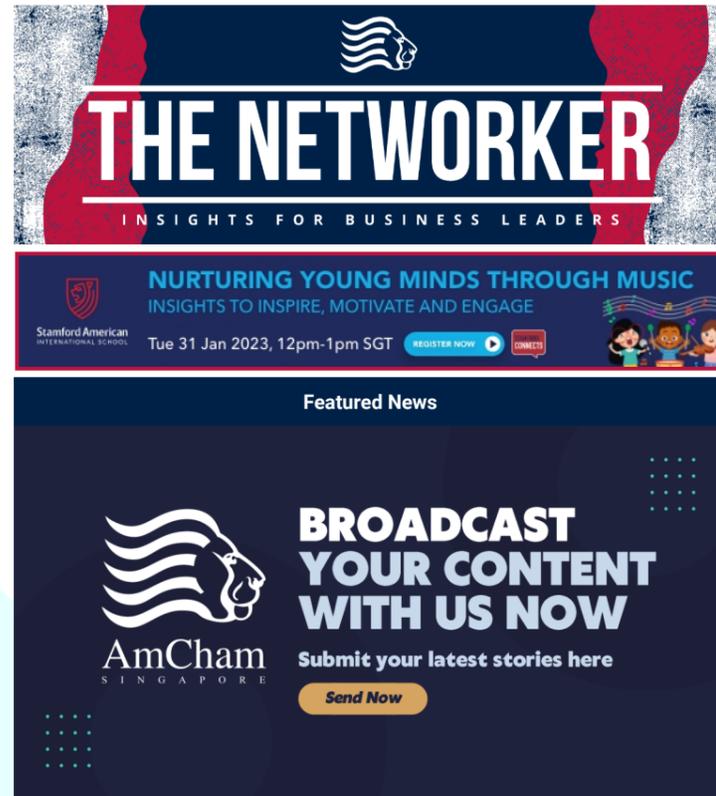
More than

270,000

Emails sent



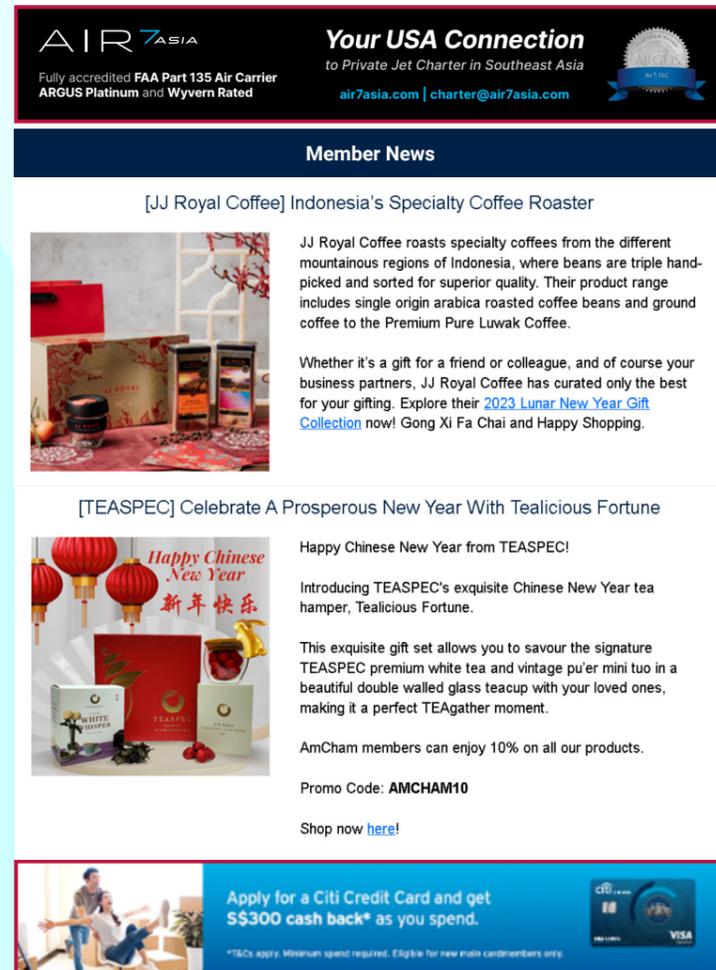
E-NEWSLETTER



Tier A 620 x 100 pixels

Tier B 620 x 100 pixels

Tier C 620 x 100 pixels



The Networker

Our weekly e-newsletter

Delivered every Tuesday*, this engaging platform is brimming with exciting announcements, upcoming events, member news, and job postings. With over 6,000 members receiving it weekly and boasting an impressive 20% viewership and engagement rate, The Networker is the perfect avenue to showcase your brand, products, or services to our diverse community, which represents a broad range of industries.

**This e-newsletter will be disseminated on the following day if the scheduled date falls on a public holiday*

21%

OPEN RATE

20%

CLICK RATE

SME Roundup

Our quarterly e-newsletter for SMEs

Delivered every quarter*, our e-newsletter features informative and captivating SME-related content that reaches over 6,000 members. Boasting an impressive above-industry average open and click rate of over 20%, SME Roundup offers the ideal platform to showcase your business and reach a highly engaged audience.

**This e-newsletter will be disseminated on the following day if the scheduled date falls on a public holiday.*

21%

OPEN RATE

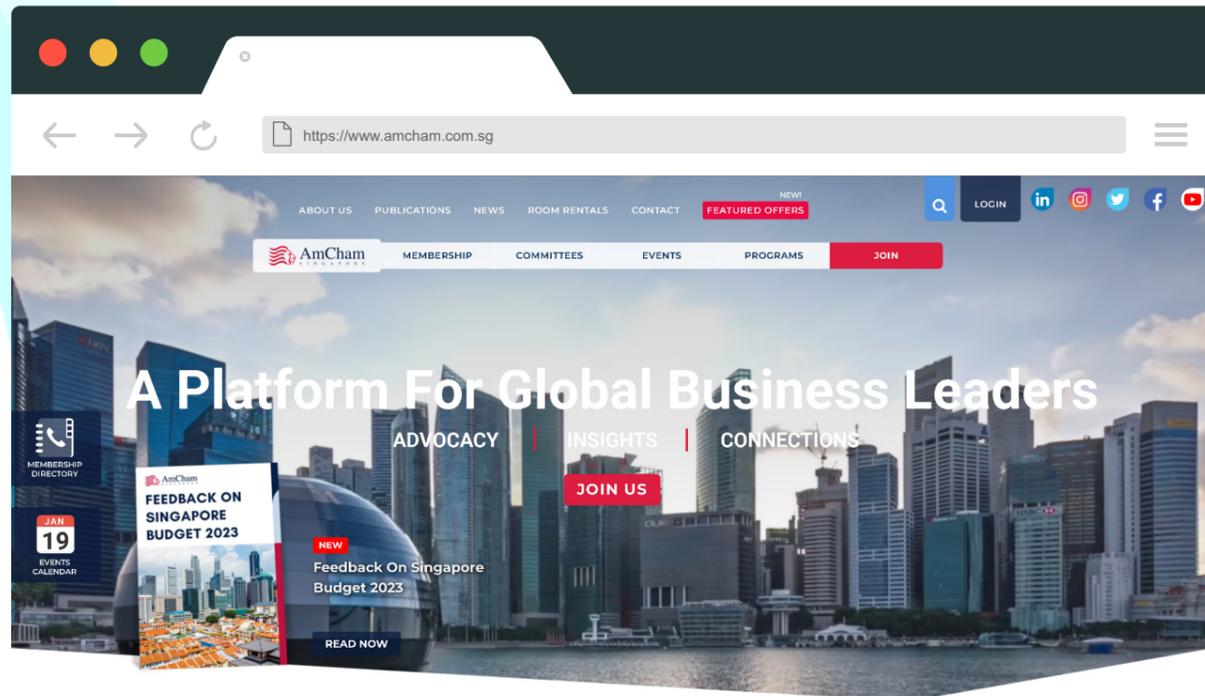
19%

CLICK RATE

Position	Size (in pixels)	Price (SGD)
Tier A - Above the fold	620 x 100	\$550
Tier B - Below Featured News	620 x 100	\$450
Tier C - Below Member News	620 x 100	\$350
Specifications		
<ul style="list-style-type: none"> Format: PNG/GIF Color Mode: RGB File Size: Max. 2MB 		

**All prices are not inclusive of GST*

**Discounts available for bulk booking and AmCham Annual Partners*



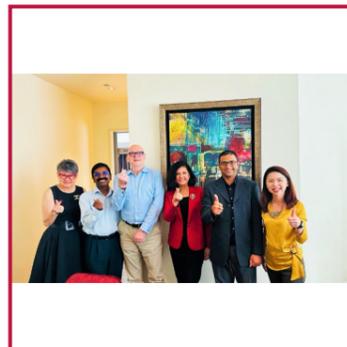
AmCham Website

The hub on everything AmCham Singapore

Get maximum visibility and reach for your brand by showcasing your curated content on our dynamic and engaging website. With eye-catching static images or dynamic videos, your digital content can easily captivate potential visitors on both desktop and mobile devices.

With over 13,500 monthly visitors, AmCham Singapore's online presence offers a powerful platform to promote your brand to a diverse audience. Don't miss out on this perfect opportunity to maximize your brand's online presence and reach.

OVER
13,500
AVERAGE VISITORS
MONTHLY



1200 x 1200 pixels



KEY FEATURES

- Connect with members instantly
- Register for events on the go
- Participate in communities' discussions

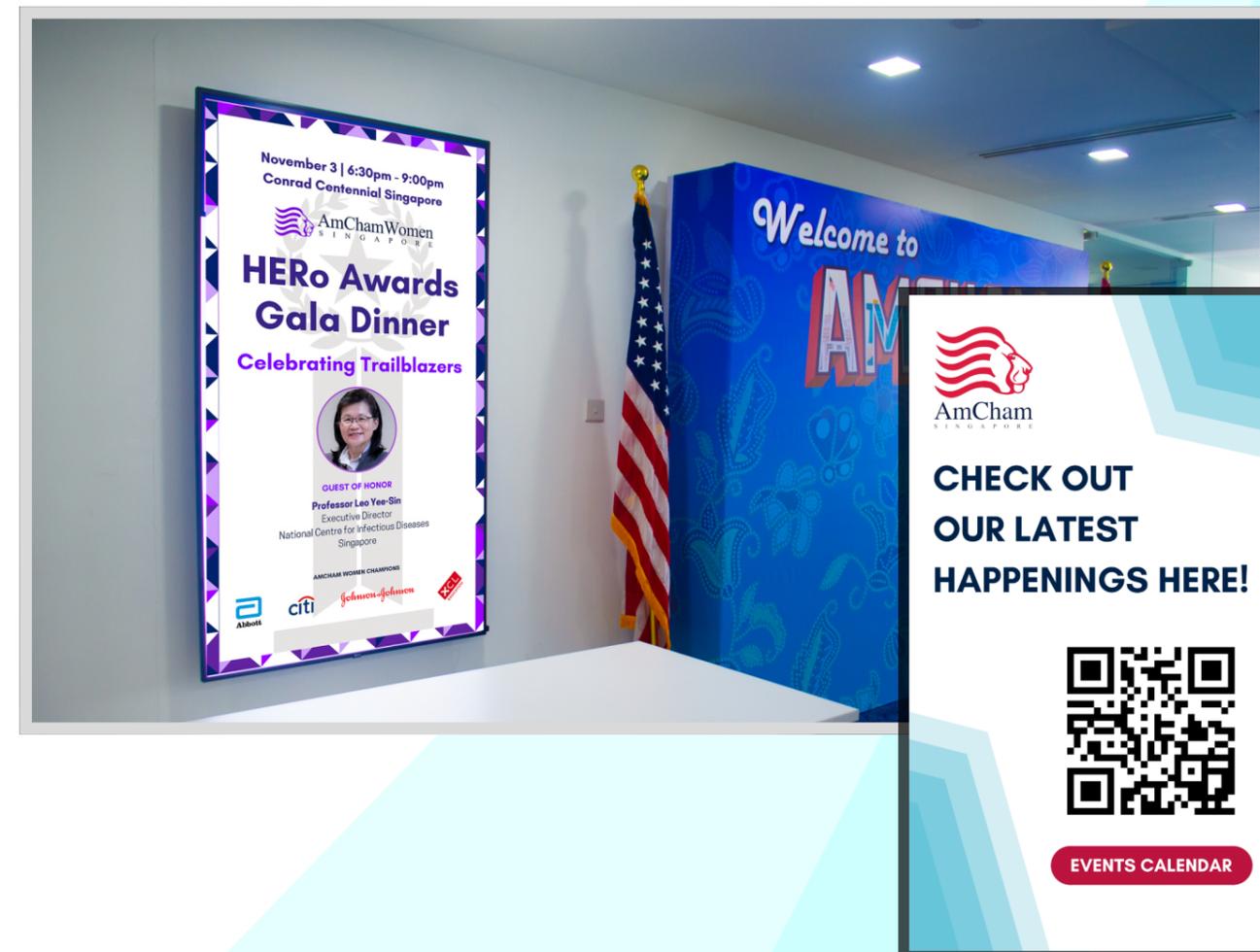
INTRODUCING THE AMCHAM APP

Connect with members instantly, register for events on the go and participate in discussions all from the convenience of your mobile device!

AmCham Website		
Position	Duration	Price (SGD)
Homepage (clickable banner ad)	1 month	\$1,200
	3 months	\$3,420
	6 months	\$6,480
	1 year	\$12,240
Specifications		
<ul style="list-style-type: none"> Format: PNG/GIF Resolution: 1200 x 1200 pixels Color Mode: RGB File Size: Max. 5MB 		

*All prices are not inclusive of GST

*Discounts available for bulk booking and AmCham Annual Partners



Digital Advertisements

Our bold and interactive displays

AmCham Singapore hosts more than 150 events yearly at its natural modern office, attended by esteemed Singaporean and American government officials, experienced business leaders, and notable industry experts. Elevate your brand and enhance your exposure by advertising with us on our stunning digital displays.

Your ads will be prominently featured in high-traffic areas of our office, including the lift and office lobbies. These digital displays will be seen by over 6,000 professionals yearly, providing you with the ideal platform to showcase your business and reach the right audience.

OVER
6,000
VISITORS TO AMCHAM
OFFICE

OVER
3,300
IMPRESSIONS MONTHLY

OVER
150
EVENTS IN AMCHAM
OFFICE YEARLY

AmCham Lift Lobby		
Type of advertisement	Duration	Price (SGD)
Logo Display	1 year	\$2,000
Digital Advertisement (Video)	1 month	\$1,800
Digital Advertisement (Static)	1 month	\$1,350
Office TV Screen		
Type of advertisement	Duration	Price (SGD)
Digital Advertisement	1 month	\$950
Specifications		
<ul style="list-style-type: none"> • Format: PNG/GIF/MP4 • Resolution: 1920 x 1080 pixels (Horizontal), 1080 x 1920 pixels (Vertical) • Color Mode: RGB • File Size: Max. 20MB 		

*All prices are not inclusive of GST

*Discounts available for bulk booking and AmCham Annual Partners

AmCham Publications

Business insights and thought leadership

OVER
430
AVERAGE VIEWS MONTHLY

ASEAN Business Outlook Survey

Annual publication featuring voices of ASEAN business leaders



Gain valuable insights into U.S. business operations in ASEAN with ABOS. This comprehensive resource features perspectives from top executives and provides a comprehensive overview of the dynamic developments in this thriving region. Stay ahead of the curve and make informed business decisions with ABOS.

Manpower Survey

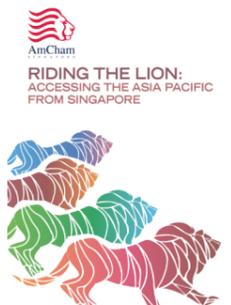
Annual publication released at AmCham’s Human Capital Conference



Uncover key labor trends and challenges facing AmCham members with the Manpower Survey.

Riding the Lion

AmCham directory, market information and other resources



Discover how Singapore can be the gateway to access markets in Asia Pacific and beyond with contacts who can help further your organizational goals and pertinent information that will help shape some of your biggest decisions.

Point of View Papers

Voices of leading industry leaders from our committees



AmCham Committees present a unified, well-supported stance on industry issues, and provide a basis for future decision-making or action. The papers articulate the committee's position after considering various perspectives, analyzing relevant data, and discussing hot button issues that are weighing on members.

AmCham Omnibus

AmCham directory, market information and other resources



Covers a comprehensive overview of AmCham events, achievements, and developments in 2022. It provides an organized, easy to read and balanced overview of the year's trends and activities.

AmCham Publications		
Position	Specifications	Price (SGD)
Inside Front Cover	Full-page, color	\$3,000
Page next to Contents Page	Full-page, color	\$2,000
Page next to Opening Remarks/Executive Summary	Full-page, color	\$2,000
Section Opening/Closing	Full-page, color	\$2,000
Run-of-Press	Foldout (2 pages), color	\$3,600
	Full-page, color	\$1,800
	Half-page, color	\$900
Closing feature	Full-page, color	\$3,000
Specifications		
<ul style="list-style-type: none"> Format: PDF Resolution: Min. 150dpi, Max. 300 dpi Color Mode: RGB Size: 2 pages - 420mm (width) x 297mm (height), Full-page - 210 mm (width) x 297 mm (height), Half-page - 210 mm (width) x 149 mm (height), 		

*All prices are not inclusive of GST
*Discounts available for bulk booking and AmCham Annual Partners

SUMMARY

2023 Advertising Rates			
Channel	Position	Quantity	Price (SGD)
E-newsletter	Tier A	1 Ad	\$550
	Tier B	1 Ad	\$450
	Tier C	1 Ad	\$350
Publications	AmCham's publications are free to view and can be accessed here .		
	Inside front cover	Full-page, color	\$3,000
	Page next to Contents page	Full-page, color	\$2,000
	Page next to Opening Remarks/ Executive Summary	Full-page, color	\$2,000
	Section Opening/Closing	Full-page, color	\$2,000
	Run-of-press	Foldout (2 pages), color	\$3,600
		Full-page, color	\$1,800
		Half-page, color	\$900
	Closing feature	Full-page, color	\$3,000
Channel	Position	Duration	Price (SGD)
Website	Homepage (clickable banner ad)	1 month	\$1,200
		3 months	\$3,420
		6 months	\$6,480
		1 year	\$12,240
Digital Signage	AmCham Lift Lobby		
	Logo Display	1 year	\$2,500
	Digital advertisement (Video)	1 month	\$1,800
	Digital advertisement (Static image)	1 month	\$1,350
	AmCham Office Lobby		
	Digital advertisement	1 month	\$950

*All prices are not inclusive of GST

*Reservations are subject to availability and approval by AmCham

Digital Specifications		
Channel	Image Resolution	Format
E-newsletter	620 x 100 pixels	PNG/GIF
Publications	Roll-out (2 pages)	Download template
	Full-page	Download template
	Half-page	Download template
Website	1200 x 1200 pixels	PNG/GIF
Digital Signage	AmCham Lift Lobby	
	1920 x 1080 pixels (Horizontal)	Static: PNG
	1080 x 1920 pixels (Vertical)	Video: MP4/GIF
	AmCham Office Lobby	
	1080 x 1920 pixels	PNG/GIF

For more information contact the Marketing & Communications team at mc@amcham.com.sg