



# 2025 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

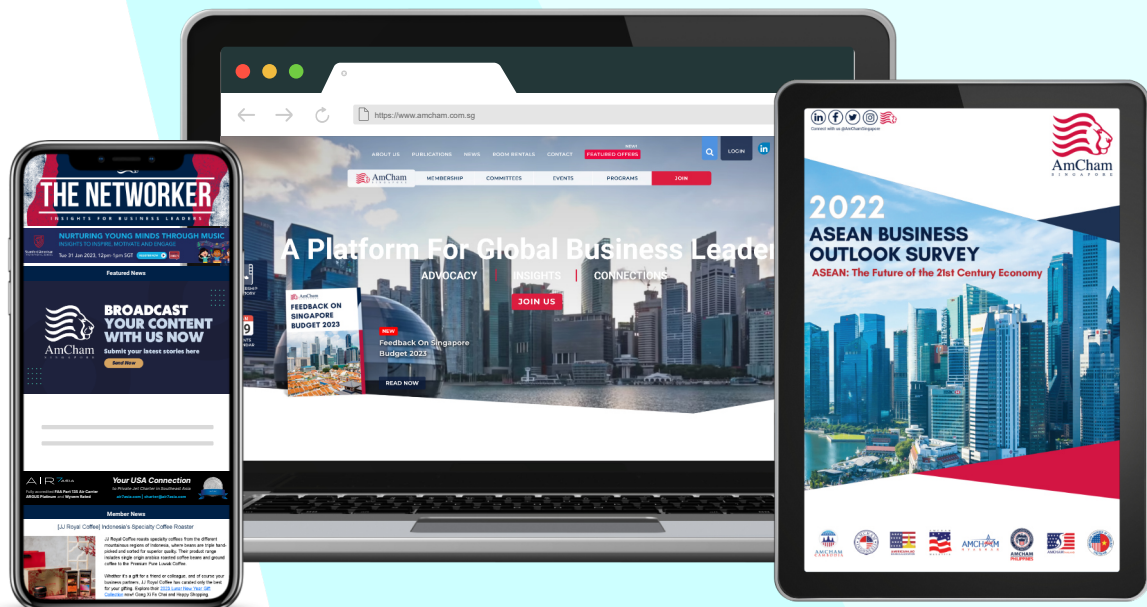
# 500,000

Website Page Views

More than

# 270,000

Emails sent





# Member Mondays

SPOTLIGHT ON THE AMCHAMSG COMMUNITY

**NURTURING YOUNG MINDS THROUGH MUSIC**  
INSIGHTS TO INSPIRE, MOTIVATE AND ENGAGE  
Tue 31 Jan 2023, 12pm-1pm SGT [REGISTER NOW](#) [CONNECT](#)

[JJ Royal Coffee] Indonesia's Specialty Coffee Roaster



JJ Royal Coffee roasts specialty coffees from the different mountainous regions of Indonesia, where beans are triple hand-picked and sorted for superior quality. Their product range includes single origin arabica roasted coffee beans and ground coffee to the Premium Pure Luwak Coffee.

Whether it's a gift for a friend or colleague, and of course your business partners, JJ Royal Coffee has curated only the best for your gifting. Explore their [2023 Lunar New Year Gift Collection](#) now! Gong Xi Fa Chai and Happy Shopping.

[TEASPEC] Celebrate A Prosperous New Year With Tealicious Fortune



Happy Chinese New Year from TEASPEC!

Introducing TEASPEC's exquisite Chinese New Year tea hamper, Tealicious Fortune.

This exquisite gift set allows you to savour the signature TEASPEC premium white tea and vintage pu'er mini tuo in a beautiful double walled glass teacup with your loved ones, making it a perfect TEAgather moment.

AmCham members can enjoy 10% on all our products.

Promo Code: **AMCHAM10**

Shop now [here!](#)

**AIR7ASIA**  
Fully accredited FAA Part 135 Air Carrier  
ARGUS Platinum and Wyvern Rated  
**Your USA Connection**  
to Private Jet Charter in Southeast Asia  
[air7asia.com](#) | [charter@air7asia.com](#)

[The Fullerton Hotel Singapore] Le Brunch by the Bay



Available on Saturday and Sunday, 12.30 p.m. to 3.30 p.m. (last order at 3.15 p.m.)

**Offers:**

- S\$188\* per adult with free-flowing Veuve Clicquot Brut champagne, house wines, beers, artisanal Gin & Tonic & signature Bloody Mary
- S\$118\* per adult; S\$59\* per child\* with soft drinks and juices

Find out more [here](#).

[Gradiant] Gradiant Announces the Spin-Out of alkaLi, the World's Most Efficient Battery-Grade Lithium Production Process



Gradiant, a global solutions provider for advanced water and wastewater treatment, announces the spin-out of alkaLi, a standalone company dedicated to accelerating the scaling of battery-grade lithium production. alkaLi is powered by EC2, the world's only all-in-one solution engineered to Extract, Concentrate and Convert battery-grade lithium. With electric vehicles, energy storage systems, and portable electronic devices driving global demand for lithium, EC2 offers producers an unprecedented new means to rapidly scale lithium production.

Read the full announcement [here](#).

Apply for a Citi Credit Card and get **\$300 cash back\*** as you spend.  
\*T&Cs apply. Minimum spend required. Eligible for new main cardmembers only.

Tier A 620 x 100 pixels

Tier B 620 x 100 pixels

Tier C 620 x 100 pixels

## Member Mondays

Spotlight on the AmCham business community

Get the latest on member announcements and news, ranging from conferences to exclusive member offers and business trends.

With over 6,000 business leaders subscribed (20% viewership and engagement rate), the *Member Mondays* e-newsletter is the perfect avenue to showcase your brand, products, or services to our diverse community, which represents a broad range of industries.

**21%**

OPEN RATE

**20%**

CLICK RATE

## Event Highlights

Weekly digest of AmCham events

Delivered every Thursday\*, our *Event Highlights* e-newsletter features all the upcoming events happening at AmCham that reaches our entire membership base of over 6,000 members.

The *Event Highlights* e-newsletter offers the ideal platform to showcase your business and reach a highly engaged audience.

**21%**

OPEN RATE

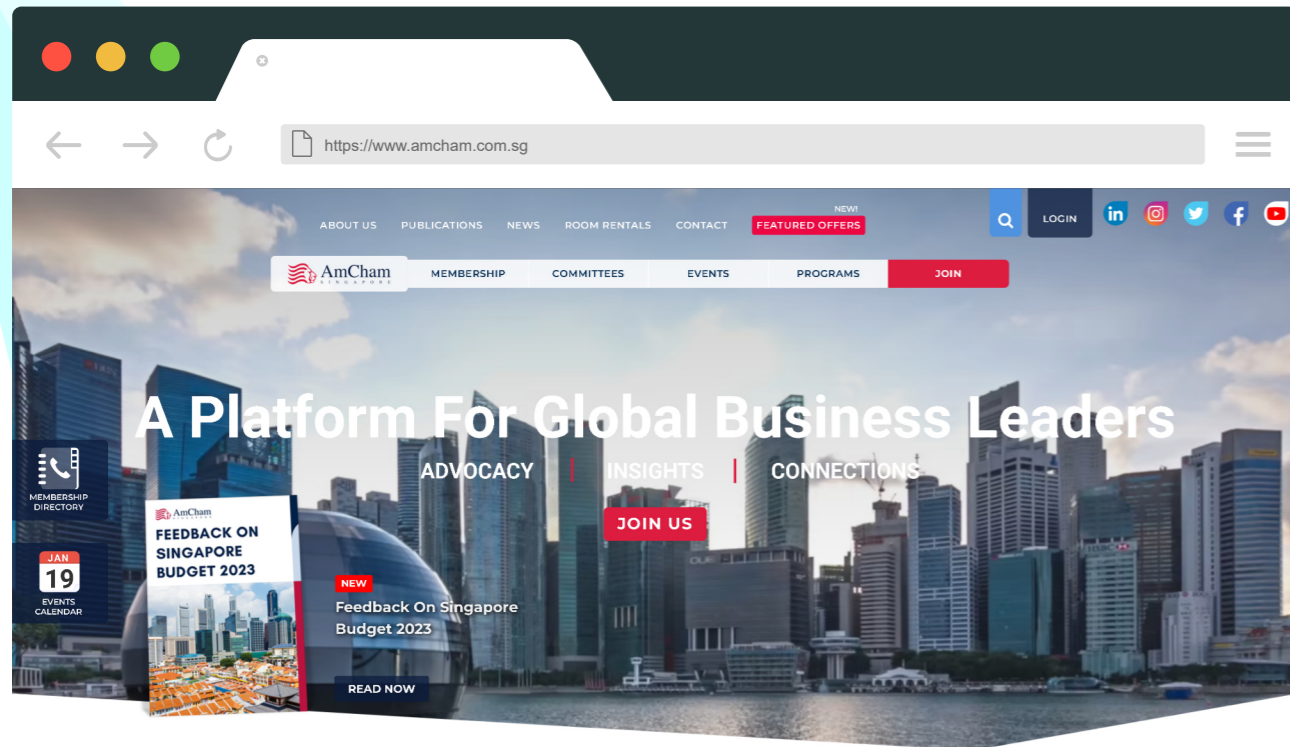
**20%**

CLICK RATE

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

\*All prices are not inclusive of GST

\*Discounts available for bulk booking and AmCham Annual Partners



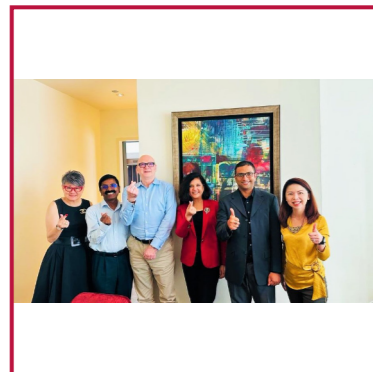
## AmCham Website

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)
<a href="#">Homepage</a> (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"> <li>Format: PNG/GIF</li> <li>Resolution: 1200 x 1200 pixels</li> <li>Color Mode: RGB</li> <li>File Size: Max. 5MB</li> </ul>		

*\*All prices are not inclusive of GST*

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

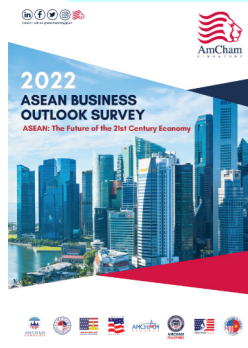
## AmCham Publications

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

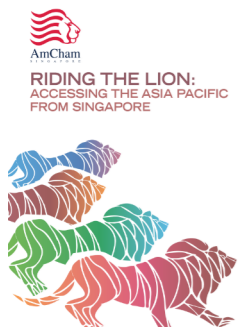
Annual publication released at AmCham’s Human Capital Conference



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"> <li>Format: PDF</li> <li>Resolution: Min. 150dpi, Max. 300 dpi</li> <li>Color Mode: RGB</li> <li>Size: <b>2 pages</b> - 420mm (width) x 297mm (height), <b>Full-page</b> - 210 mm (width) x 297 mm (height), <b>Half-page</b> - 210 mm (width) x 149 mm (height),</li> </ul>		

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

# SUMMARY

2025 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 <a href="#">here</a> .		
	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	<a href="#">Homepage</a> (clickable banner ad)	1 month	\$1,200
		3 months	\$3,420
		6 months	\$6,480
		1 year	\$12,240

Digital Specifications		
Channel	Image Resolution	Format
E-newsletter	620 x 100 pixels	PNG/GIF
Publications	Roll-out (2 pages)	<a href="#">Download template</a>
	Full-page	<a href="#">Download template</a>
	Half-page	<a href="#">Download template</a>
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](mailto:mc@amcham.com.sg)

\*All prices are not inclusive of GST

\*Reservations are subject to availability and approval by AmCham