

ADVERTISING RATE CARD FOR CLUB SPIRIT MAGAZINE AND SALES CONTRACT



Club Spirit Ad Rates:

| Placement | Rate of Insertion* | No. of Insertion(s) | Booking Month(s) |
|----------------------------------|--------------------|---------------------|--|
| Full Page (Full Colour) | \$1,500 | | <input type="checkbox"/> February/March <input type="checkbox"/> April/May <input type="checkbox"/> June/July <input type="checkbox"/> August/September <input type="checkbox"/> October/November <input type="checkbox"/> December/January |
| Half Page (Full Colour) | \$750 | | |
| Quarter Page (Full Colour) | \$450 | | |
| Double Page Spread (Full Colour) | \$2,800 | | |
| Inside Front Cover (Full Colour) | \$1,800 | | |
| Inside Back Cover (Full Colour) | \$1,800 | | |
| Outside Back Cover (Full Colour) | \$2,000 | | |
| Specific Page | 10% top up | | |
| Centre Spread | 25% top up | | |

Total Price: \$ _____

Remarks (if any):

I hereby understand and agree to the terms and conditions stipulated below in placing an advertisement in the *Club Spirit magazine.

| | | | |
|--------------------------------|--|---------------------------------|--|
| Name of Company: | | | |
| Address: | | | |
| Name of Contact Person: | | Membership No. (if any): | |
| Contact No.: | | Email: | |

****Club Spirit is the official Club magazine of Serangoon Gardens Country Club (SGCC).***

Name of Authorised Signatory

Signature & Company Stamp

Date

TERMS & CONDITIONS

1. All advertising materials are subject to the approval of SGCC, who reserves the right to decline the insertion of any material, without providing any reason.
2. SGCC is indemnified against all claims, actions, demands, costs and expenses in respect of advertisements published.
3. Dimensions of advertisements must adhere to SGCC's specifications: **260mm (h) x 190mm (w) with 5mm bleed all around.**
4. Advertisement artwork should be in high resolution **PDF format of at least 300 dpi** and **CMYK**. If the artwork supplied does not conform to the stipulated requirements, the Publisher shall not be made responsible for poor print quality.
5. All rates quoted **DO NOT** include artwork or colour separation costs.
6. Advertisers are required to submit their **artwork for Club Spirit advertising** by the **1st day of the month preceding publication** (i.e. submissions for the December issue must be received by 1 November).
7. If any advertising material is not received by the deadline stipulated, SGCC will proceed to print the magazine without the advertisement and the full advertisement price will still be charged.
8. SGCC shall not be held responsible for any cost or damage in the event of any error in any of the advertisements.
9. A **deposit of 50% of the total cost** must be made upon the signing of the advertisement contract.
10. The remainder of the payment must be settled within **30 days of billing**.
11. All cheques are to be crossed and made payable to **"Serangoon Gardens Country Club"**.
12. All prices are **exclusive of GST**.

SPECIAL DISCOUNTS

Frequency discount for ClubSpirit Magazine Advertising

3 inserts per annum: **15% off** advertising rates.

6 inserts per annum: **30% off** advertising rates.

SGCC Member

10% off ClubSpirit magazine advertising rates.

Agency commission

10% off published rates.

Only applicable to accredited agencies and advertisement must be booked by the agency. This applies to ClubSpirit magazine advertising and member discount is not applicable to such cases.