

## SGTECH DIGITAL ADVERTISING PACK

### About SGTech

SGTech is an active and responsible advocate of the technology industry in Singapore. SGTech's members range from innovative start-ups, vibrant small and medium-sized enterprises to top multinational corporations that leverages technology as the core driver of their business.

SGTech supports advertisers who wish to reach our subscriber base via our monthly e-newsletter.

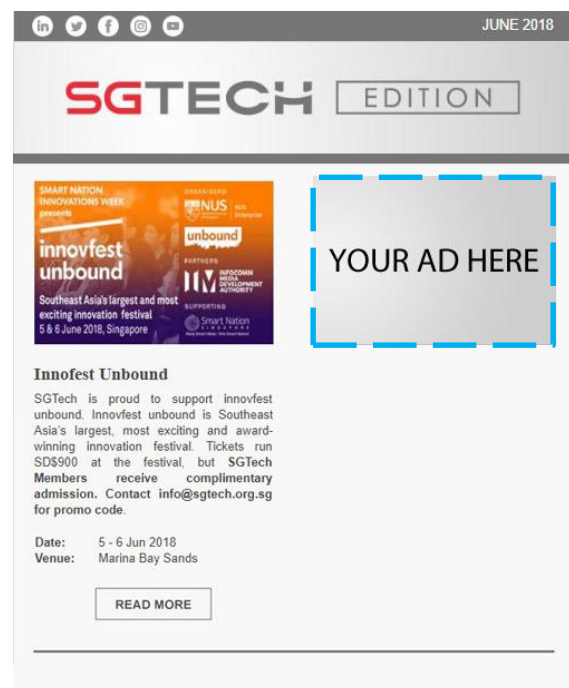
### Digital Advertising Media

SGTech sends a monthly e-newsletter in the second week of each month. Limited banner advertisement spaces are available in the monthly newsletter:

- a) Long rectangular banner (one per issue)
- b) Short rectangular banner (two per issue)



**Long Rectangular Banner**  
Size: 600 x 150 px with hyperlink



**Short Rectangular Banner**  
Size: 335 x 230 px with hyperlink

## SGTech Digital Advertising Rates

	<b>SGTech Members</b>	<b>Non-Members</b>
Short Rectangular Banner (335 x 230 px)	\$600 for 1 placement (excl GST)	\$1,200 for 1 placement (excl GST)
Long Rectangular Banner (600 x 150 px)	\$900 for 1 placement (excl GST)	\$1,800 for 1 placement (excl GST)
Package Discount for 4 or more placements	20% off total cost	10% off total cost

*SGTech reserves the right to revise the advertising rates from time to time without prior notice.*

### Terms and Conditions for advertising in SGTech digital media

- SGTech reserves the right to accept or decline any advertising request without reason.
- If the usual e-newsletter delivery date falls on a public holiday, SGTech reserves the right to send the newsletter on a different day or week.
- SGTech reserves the right to withdraw advertising if the image or content is deemed to be unfit for our audience.
- SGTech is not responsible for third party content or sites that are directly or indirectly linked to our e-newsletter.
- All orders must be consumed within 6 months of booking and shall be subject to availability.
- SGTech reserves the right to change the date of sending the e-newsletter without prior notice.
- SGTech reserves the right to amend the advertising guidelines without prior notice.
- SGTech shall make the final decision on all matters related to advertising in our e-newsletter.

### Booking and Payment

- Booking form and payment must reach SGTech **two weeks before the e-newsletter delivery date.**
- Payment can be made either by cheque or bank transfer.
- An admin fee of \$50 plus interest at 1% per month is charged on all overdue balances.

### Cancellation Policy

- No penalty if cancellation is made 10 days prior to e-newsletter delivery date.
- 50% penalty if cancellation is made between 9 and 5 days to e-newsletter delivery date.
- No refund if cancellation is done less than 5 days to e-newsletter delivery date.

### Submission of Advertisement

- The image and link for the advertisement must be sent to [marketing@sgtech.org.sg](mailto:marketing@sgtech.org.sg) **one week before e-newsletter delivery date.**
- Image to be sent in .jpg or .png format, in the following sizes:
  - **335 (w) x 230 (h) pixels for Short Rectangular Banner**
  - **600 (w) x 150 (h) pixels for Long Rectangular Banner**
- A call to action or landing page URL link

**Contact: For more information, please email [marketing@sgtech.org.sg](mailto:marketing@sgtech.org.sg)**

## SGTECH DIGITAL ADVERTISING BOOKING FORM

The signed SGTech Digital Advertising Booking Form shall become a binding agreement between the Advertiser and SGTech. The Advertiser acknowledges and is agreeable to the terms and conditions.

Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Work Phone : \_\_\_\_\_  
 Work Email : \_\_\_\_\_  
 SGTech member :  Yes  No

Electronic Advertising Media	Quantity	*e-newsletter publication month(s)	Amount (S\$)
Short Rectangular Banner			
Long Rectangular Banner			
<b>Sub-Total</b>			
<b>Less:</b> Package discount for 4 or more placements			
<b>Sub-Total</b>			
<b>Add:</b> GST (7%)			
<b>Grand Total</b>			

\*SGTech reserves to right to determine the publication date

**I have read and agree to the conditions outlined in the SGTech Digital Advertising Pack.**

Authorised Signature  
& Company Stamp \_\_\_\_\_  
 Name \_\_\_\_\_  
 Date \_\_\_\_\_

Please send the signed booking form to [marketing@sgtech.org.sg](mailto:marketing@sgtech.org.sg).

Personal data is collected using this form to process the advertisement booking and for clarifications regarding the advertisement, including billing and payment. [View SGTech's Data Protection Policy.](#)