

SGTECH DIGITAL ADVERTISING PACK FOR SGTECH E-NEWSLETTER



About SGTech

SGTech, celebrating its 40th anniversary in 2022, is the leading trade association for Singapore's tech industry. Representing nearly 1,000 member companies ranging from top multinational corporations, large local enterprises, vibrant small and medium-sized enterprises, and innovative startups, it is the largest community in Singapore where companies converge to advocate for change and drive what enables tech innovation and accelerates tech adoption to spur greater sustainability in the sector.

SGTech's mission is to catalyse a thriving ecosystem that powers Singapore as a global tech powerhouse.

About Digital Advertising on SGTech EDITION

SGTech sends a monthly e-newsletter on the second Thursday of each month, called SGTech EDITION to our database. Limited banner advertisement spaces are available in the monthly newsletter:

Type	Long rectangular banner	Short rectangular banner
Sample		
Number of placements per issue	1	2
Size	600px (w) x 150px (ht)	335px (w) x 230px (ht)
Includes	A call to action or landing page URL	A call to action or landing page URL
Position	Immediately below SGTech top banner and above the first feature story	Below the first feature story

SGTech Digital Advertising Rates

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

Terms and Conditions for advertising in SGTech digital media

1. SGTech reserves the right to accept or decline any advertising request without reason.
2. 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.
3. SGTech reserves the right to revise the advertising rates from time to time without prior notice.
4. SGTech reserves the right to withdraw advertising if the image or content is deemed to be unfit for our audience.
5. SGTech is not responsible for third-party content or sites that are directly or indirectly linked to our e-newsletter.
6. All orders must be consumed within 1 year of booking and shall be subject to availability.
7. SGTech reserves the right to change the date of sending the e-newsletter without prior notice.
8. SGTech reserves the right to amend the advertising guidelines without prior notice.
9. SGTech shall make the final decision on all matters related to advertising in our e-newsletter.

Booking and Payment

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

Cancellation Policy

1. No penalty if cancellation is made 10 days prior to the e-newsletter delivery date.
2. 50% penalty if cancellation is made between 9 and 5 days to e-newsletter delivery date.
3. No refund if cancellation is done less than 5 days to e-newsletter delivery date.

Submission of Advertisement

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

For more information, please email 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			
Sub-Total			
Less: Package discount for 4 or more placements			
Sub-Total			
Add: GST (7%)			
Grand Total			

*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 _____
 Name _____
 Date _____

Please send the signed booking form to 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.](#)