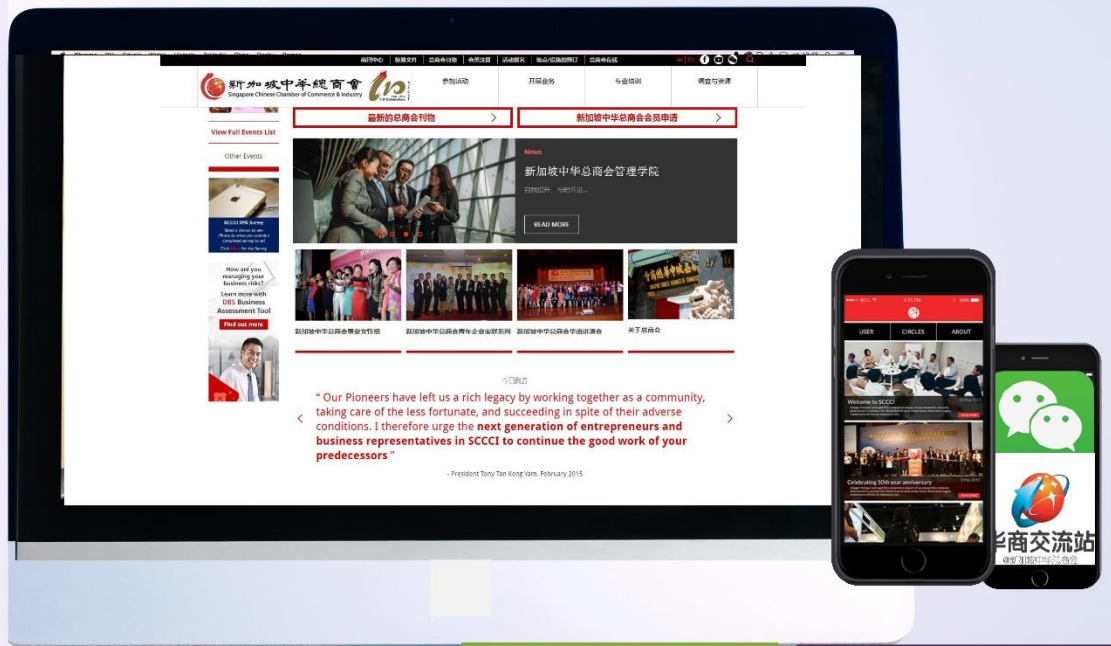


# Advertising Rate Card 2017



## Why advertise with us?

Reach out to the top elites of the business society with SCCCI. We bring the finest things to an affluent group of 40,000 Members comprising high-flying CEOs and professionals. SCCCI also has an extensive network with global senior statesmen and business leaders. If you are targeting the upper echelon of the business community, SCCCI is the brand association you are looking for.

## Target Advertising Demographics

- Corporate & Trade Association Members of Singapore Chinese Chamber of Commerce & Industry
- CEOs, managing directors, key management staff and decision-makers
- Corporate partners and government ministries & agencies
- Global & regional business partners including from ASEAN, China and India



[Click image for more details](#)



[Click image for more details](#)

總商會在线  
**SCCCI Connect**

[Click image for more details](#)



## SCCCI Official Website

As part of our 110<sup>th</sup> Anniversary initiatives, the refreshed [www.sccci.org.sg](http://www.sccci.org.sg) brings the focus back to those that matters to us most; the business community. The new responsive site is interactive, informative and intelligent. Its user centric and multi platform compatibility will ensure that your ad gets maximum exposure, generating quality leads for your business.

## Chinese Enterprise Publication & E-Book

The Chinese Enterprise is created exclusively for the privileged Members and Partners of Singapore's apex business organisation Singapore Chinese Chamber of Commerce & Industry. Chinese Enterprise is a bilingual, bi-monthly publication dedicated to business insights from industry leaders, with a focus on Chamber's activities and the latest happenings impacting the business community.

## SCCCI Connect

SCCCI Connect is the Chamber's interactive portal where businesses can share experiences, enrich their network and learn about the latest news that matters to their business!

## China Network @ SCCCI WeChat

Launched in 2015, this is the best platform connecting businesses between Singapore & the Chinese market!

Be part of the many Marketplace Leaders that have chosen to advertise with us!



**And Many More!**

# “A website designed for the people on-the-go!”



**Premium  
Ad Banner**

Square  
Ad Banner

## Website Banners Advertising Rates

**Premium Ad Banner**  
300px (H) x 150 px (W)

Member (/mth)  
\$2,500

Non-member (/mth)  
\$3,500

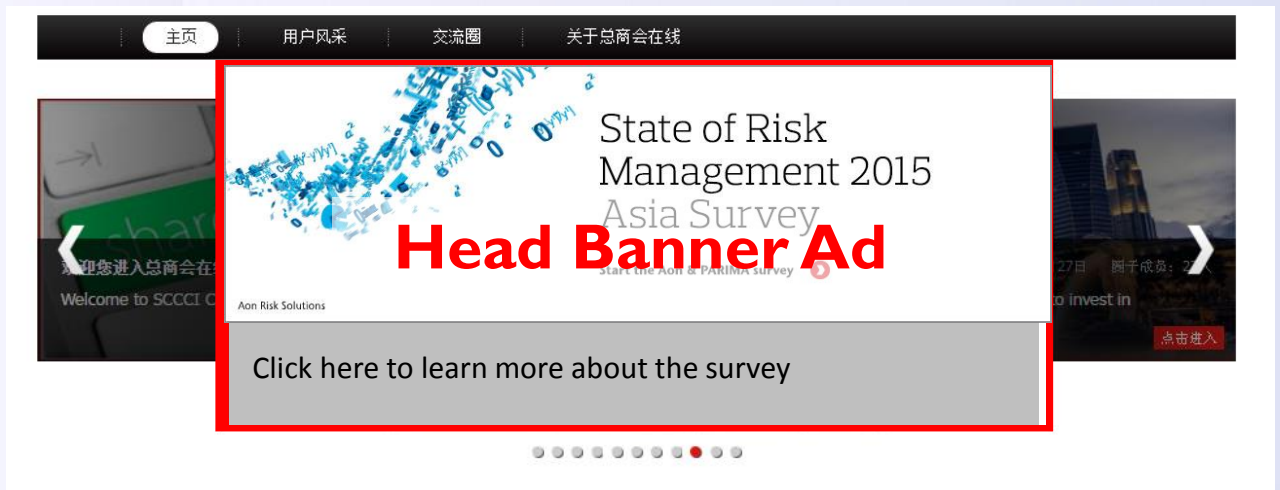
All design files in 300dpi jpeg.  
Mobile ad size is 300px x 300 px

“A popular publication among business leaders and decision makers!”



## Chinese Enterprise Advertising Rates

Premium Positions	Member	Non-member
Inside Front Cover (IFC)	\$2,800	\$3,300
Inside Back Cover (IBC)	\$2,600	\$3,100
Outside Back Cover	\$3,000	\$3,500
Premium Position	\$2,500	\$3,000
Double Page Spread	\$4,800	\$5,400
Run of Page	\$2,300	\$2,800
Inserts (First 15gm)	\$1,200	\$1,500
- Every additional 10gm:	\$400	
- Slotting & Management:	\$400 - \$500	
- Maximum no. of sheets:	4	



“An interactive platform featuring news that matters to your business.”

## SCCCI Connect Sponsored Post Rates

	Member	Non-member	
<b>Head Banner Ad</b>	\$200	\$400	
<b>Post w/o editorial support</b>		\$100	\$200
<b>Post w editorial support</b>	\$150	\$250	

10/29/15 4:29 PM



新材料产业基地



山东鲁南华源数控股份有限公司华源数控机床项目



State of Risk Assessment  
2015 Survey



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商贸资讯

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“The ideal platform  
to reach out to  
Chinese businesses!”

AON Singapore

HR Connect Asia Pacific  
Vol 8 Issue 4

Read the latest issue now

Aon Hewitt

Empower Results

View All

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最新活动

商贸资讯

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## WeChat Sponsored Post Rates

	Member	Non-member
Headline post w/o editorial support	\$300	\$500
Headline post w editorial support	\$400	\$600
Post w/o editorial support		\$100      \$300
Post w editorial support	\$300	\$400

# SCCCI Advertising Special!

## Platinum Package \$30,000:

**Best ROI!**

(U.P. \$46,200 **Savings 30%**)

- 1 IFC Ad for 6 issues of Chinese Enterprise
- 6 months Premium Ad Banner advertising on [www.sccci.com.sg](http://www.sccci.com.sg)
- 6 x WeChat Sponsored Post (w/o editorial support)
- 6 month Head Banner Ad (w/o editorial support) on SCCCI Connect

## Gold Package \$20,000:

(U.P. \$23,600 **Savings 15%**)

- 1 IFC Ad for 3 issues of Chinese Enterprise
- 3 months Premium Ad Banner advertising on [www.sccci.com.sg](http://www.sccci.com.sg)
- 4 x WeChat Sponsored Post (w/o editorial support)
- 3 month Head Banner Ad (w/o editorial support) on SCCCI Connect

## Prosperity Package \$8,000:

(U.P. \$8700 **Savings 8%**)

- 1 IFC Ad for 1 issues of Chinese Enterprise
- 1 months Premium Ad Banner advertising on [www.sccci.com.sg](http://www.sccci.com.sg)
- 3 x WeChat Sponsored Post (w/o editorial support)





# SCCCI Advertising Special!

## **Chinese Enterprise Premium Package:**

(i) For advertisers who have reserved 6 ads or long-term advertisers

Based on 15% discount per month.

(ii) For advertisers who have reserved 6 ads or long-term advertisers

Based on 10% discount per month.

## **Website Banner Package Rates and Discount:**

(i) For advertisers who have reserved advertising period from 2 to 5 months or long-term advertisers

Based on 10% discount per month.

(ii) For advertisers who have reserved advertising period from 6 months and above or long-term advertisers

Based on 15% discount per month.

(iii) Advertisement Recommended by Advertising Agencies

15% media commission payable to the agency.

### *Terms and conditions:*

- *Platinum / Gold / Prosperity Package reflects non-member ad pricing. Member ad pricing is available and will be implemented accordingly*
- *In the Platinum / Gold / Prosperity Package, ads in Inside Front Cover (IFC) can be substituted with ads in other positions. Prices will be adjusted accordingly with the same discount margin*
- *Singapore Chinese Chamber of Commerce & Industry (SCCCI) reserves the rights to reject or edit any advertisement before the publishing date without having to assign any reason whatsoever.*
- *The advertiser will ensure that all advertising materials submitted for publication contain no false or unwarranted claim for any products or services, are not defamatory and do not infringe the copyright of any person.*