



新加坡中華總商會

Singapore Chinese Chamber of Commerce & Industry

華商

ADVERTISING  
RATE  
CARD

## 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
- Corporate partners and government ministries & agencies
- Global & regional business partners including from ASEAN, China and India



## 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 multiplatform compatibility will ensure that your ad gets maximum exposure, generating quality leads for your business.

[Click here for more details](#)

## 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.



[Click here for more details](#)

# “A WEBSITE DESIGNED FOR THE PEOPLE ON-THE-GO!”

## WEBSITE BANNERS ADVERTISING RATES

Member (/mth)  
\$2,700

Non-member (/mth)  
\$3,700

All design files in 300dpi jpeg.

Mobile ad size is 300px x 300 px

### PREMIUM AD BANNER

300px (H)  
X  
150px (W)

# “A POPULAR PUBLICATION AMONG BUSINESS LEADERS AND DECISION MAKERS!”

## CHINESE ENTERPRISE ADVERTISING RATES

Premium Positions	Member	Non-member
Inside Front Cover (IFC)	\$3,000	\$3,500
Inside Back Cover (IBC)	\$2,800	\$3,300
Outside Back Cover	\$3,200	\$3,700
Premium Position	\$2,700	\$3,200
Double Page Spread	\$5,000	\$5,600
Run of Page	\$2,500	\$3,000
Inserts (First 15gm)	\$1,400	\$1,700

### TRIM SIZE

260mm (H)  
X  
200mm (W)



• Every additional 10gm: \$400 • Slotting & Management: \$400 - \$500 • Maximum no. of sheets: 4

# 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 & 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.

**BE PART OF THE MANY  
MARKETPLACE LEADERS  
THAT HAVE CHOSEN TO  
ADVERTISE  
WITH US!**



**AND MANY  
MORE!**