

Name of Company / Organisation: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Advertising Rates

Advertising in *ConversAsians 2010* Programme Book

Finished publication		180mm (w) by 260mm (ht)	
Ad Placement	Description	Rates *	
Outside back cover	Full page / full colour	S\$2,250	
Inside Front Cover	Full page / full colour	S\$1,930	
Inside Back Cover	Full page / full colour	S\$1,770	
Full page	Run-on-page, full colour	S\$1,130	
Half page	B/W	S\$540	
Adverting Size	Trim Size	Bleed Size	Text Area
Full Page	180 x 260 mm	190 x 270mm	160 x 240mm
Half Page	180 x 130mm	190 x 140mm	160 x 110mm
Publication Size	180mm (w) x 260mm (h)		

\* All rates are in Singapore dollars and are inclusive of 7% Goods & Services Tax (GST)

### Materials

- Artwork must be saved as a high resolution PDF file (at least 300dpi), together with a digital proof as the reference for the advertisement to be published.
- All fonts must be enabled, converted to path if applicable before conversion to PDF.
- All fonts and images must be embedded.
- Strictly no submission of films

**Booking Deadline: 16 April 2010      Materials Deadline: 28 April 2010**

*ConversAsians* will enforce submission deadlines strictly. Please ensure materials are submitted in advance for verification. All late submissions will be rejected.

### Conditions:

- Strictly limited availability
- Availability of ad space is on a first-come, first-served basis

**Payment must accompany this form to secure ad booking.**

<input type="checkbox"/> I am paying by credit card	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> AMEX
Cardholder's Name: _____			
Credit Card No. _____		Expiry Date: _____	
Amount: _____			
Signature: _____		CVV2/CVC2: _____	
*For Visa and Mastercards, the CVV2/CVC2 is a three-digit security code printed just above the signature panel in reverse italics on the back of your card. For AMEX, it is a four-digit number printed on the front right hand corner of your card. This programme helps validate that a genuine card is being used during a transaction.			
<input type="checkbox"/> I have attached a Singapore dollar local cheque for the amount _____ made payable to <b>THE ESPLANADE CO LTD.</b>			

### Please send booking form to:

Mervyn Quek, *ConversAsians 2010* c/o. The Esplanade Co Ltd, 1 Esplanade Drive, Singapore 038981  
Tel: (65) 6828-8278, Fax: (65) 6337-3633 Email: [conversasians@esplanade.com](mailto:conversasians@esplanade.com)