



ADVERTISING

BRANDED/SPONSORED CONTENT



ON BIZQ WEBSITE:

1 advertorial up to 700 words, including copywriting and images



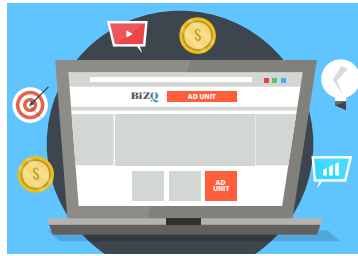
One month sponsored post on BiZQ homepage
+ MREC (700px x 500px)



ON eDM:
Native ad
\$8,000 for 1 month

ADVERTISING

STANDARD BANNER DISPLAY



ON BIZQ HOMEPAGE:

Leaderboard (728px x 90px)
\$3,000 for 1 month

MREC (700px x 500px)
\$2,000 for 1 month

ON eDM:

The monthly eDM is sent to **40,000** unique email addresses on SBF membership database

eDM Leaderboard (728px x 90px)
\$4,000 for 1 month

ADVERTISING

BUNDLE PACKAGES

PACKAGE A

BiZQ site leader board + MREC
\$4,500 (usual price: \$5,000)

PACKAGE B

BiZQ site leader board + MREC + eDM leader board
\$7,500 (usual price: \$9,000)

MEMBER DISCOUNT:

SBF members are entitled to a 10% discount

FREQUENCY DISCOUNTS:

3 months	20% discount
6 months	30% discount
12 months	40% discount

SBF MEMBERSHIP BY COMPANY SHARE CAPITAL

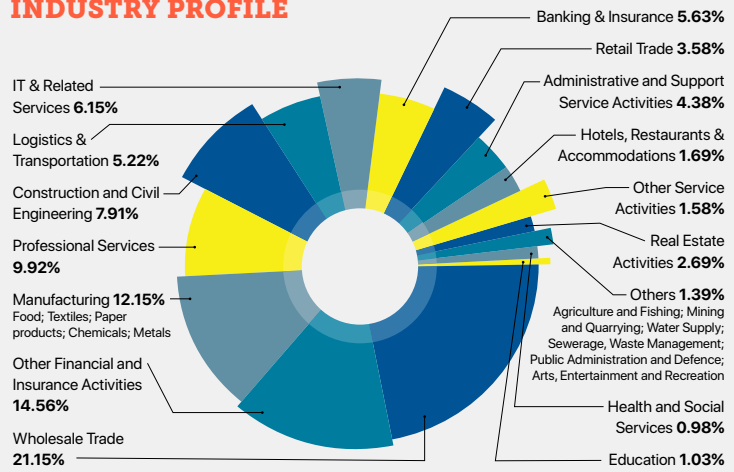
\$10m+	21.38%
\$5m – \$10m	8.42%
\$1m – \$5m	41.18%
\$0.5m – \$1m	29.02%

ADVERTISING QUERIES

Veron Chua
t. +65 6735 8681
e. veron.chua@altruistindia.com

Abhishek Goswami
t. +65 6735 8681
e. abhishek.goswami@newbasecontent.com

SBF MEMBERSHIP BY INDUSTRY PROFILE



Accurate as of 31 December 2020