

BY SINGAPORE BUSINESS FEDERATION

RATECARD 2021



ADVERTISING

BRANDED/SPONSORED CONTENT



ON BIZO 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 BIZO HOMEPAGE:

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

MREC (700px x 500px)

\$2,000 for 1 month

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

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

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

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SBF MEMBERSHIP BY INDUSTRY PROFILE Banking & Insurance 5.63% - Retail Trade 3.58% Administrative and Support IT & Related Service Activities 4.38% Services 6.15% Hotels, Restaurants & Logistics & / Accommodations 1.69% Transportation 5.22% Construction and Civil - Other Service Activities 1.58% Engineering 7.91% Professional Services Activities 2.69% 9.92% - Others 1.39% Manufacturing 12.15% Agriculture and Fishing; Mining and Quarrying; Water Supply; Sewerage, Waste Management; Public Administration and Defence; Food; Textiles; Paper products; Chemicals; Metals Arts. Entertainment and Recreation Insurance Activities 14.56% Health and Social Services 0.98% Wholesale Trade 21.15%

Accurate as of 31 December 2020



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