

BY SINGAPORE BUSINESS FEDERATION

RATECARD 2021



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

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 Services 6.15% Service Activities 4.38% Hotels, Restaurants & Logistics & / Accommodations 1.69% Transportation 5.22% - Other Service Construction and Civil Activities 1.58% Engineering 7.91% Real Estate Professional Services Activities 2.69% 9.92% - Others **1.39%** Manufacturing 12.15% Food; Textiles; Paper products; Chemicals; Metals Agriculture and Fishing, Mining and Quarrying; Water Supply; Sewerage, Waste Management; Public Administration and Defence; Arts, Entertainment and Recreation Other Financial and Insurance Activities 14.56% Health and Social Services 0.98% Wholesale Trade 21.15%

Accurate as of 31 December 2020



