

### ADVERTISING

| FULL COLOUR               | AD SIZE (W X H) MM | USD    |
|---------------------------|--------------------|--------|
| Full Page                 | 260 X 380          | 17,500 |
| Junior Page               | 173 X 280          | 14,300 |
| Half Page (Horizontal)    | 236 X 180          | 12,900 |
| Half Page (Vertical)      | 114 X 356          | 12,900 |
| One-third Page (Vertical) | 88 X 356           | 12,900 |
| Top / Centre Strip        | 236 X 90           | 10,700 |
| Bottom Strip              | 236 X 90           | 9,500  |
| Quarter Page              | 114 X 180          | 7,800  |
| Junior Page Spread        | 370 X 280          | 25,800 |
| Double Page Spread        | 520 X 380          | 31,500 |

### PREMIUM

| FULL COLOUR                 | AD SIZE (W X H) MM | USD    |
|-----------------------------|--------------------|--------|
| Front Page Bottom Strip     | 236 X 90           | 12,500 |
| Inside / Outside Back Cover | 260 X 380          | 19,100 |
| Centre Page Spread          | 520 X 380          | 35,500 |

### CREATIVE BUYS

| FULL COLOUR                                       | AD SIZE (W X H) MM                              | USD    |
|---|---|--------|
| Belly Band<br><i>Based on 157gsm Art Paper</i>    | 520 X 70  | 25,000 |
| 4PP CoverWrap<br><i>Based on 190gsm Art Paper</i> | 260 X 380 (when close)<br>520 X 380 (when open) | 58,700 |

### INSERT

| FULL COLOUR | USD    |
|-------------|--------|
| 2 Page      | 8,000  |
| 4 Page      | 13,200 |
| 6 Page      | 17,500 |
| 8 Page      | 21,400 |

Based on 128gsm A4 Art Paper  
All shipping charges to Singapore office to be borne by the client.

#### Additional Charges

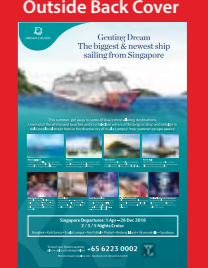
15% to be added for guaranteed position.

### ADVERTORIALS

| FULL COLOUR | USD    |
|-------------|--------|
| 1 Page      | 20,400 |
| 2 Page      | 37,100 |
| 4 Page      | 56,700 |

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.

Full Page / Inside or Outside Back Cover



Junior Page



Half Page (Horizontal)



One-third Page (Vertical)



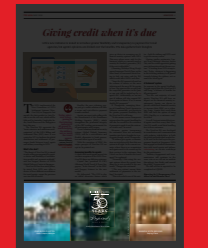
Top Strip



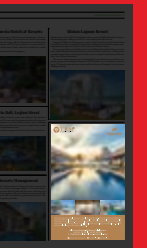
Centre Strip



Bottom Strip



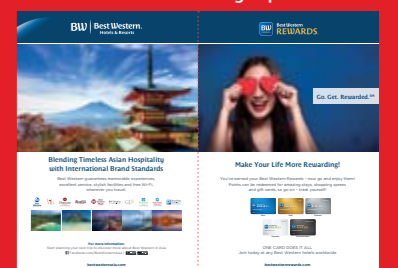
Quarter Page



Junior Page Spread



Double / Centre Page Spread



Front Page Horizontal Strip



Belly Band



# TTG ASIA | Online

## Rates And Specifications

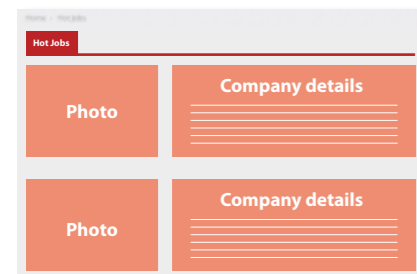
www.ttgasia.com

| REGULAR AD                                  | AD SIZE (W X H) PX | RATE (USD/MTH) | SHARE OF VOICE |
|---|--------------------|----------------|----------------|
| Leaderboard                                 | 728 X 90           | 6,000          | 1/3            |
| MPU Banner<br>(With video option available) | 300 X 250          | 6,000          | 1/3            |
| Large MPU Banner                            | 300 X 600          | 10,000         | 1/3            |
| Billboard                                   | 970 X 90           | 10,000         | 100%           |

| PREMIUM AD      | AD SIZE (W X H) PX | RATE (USD/MTH) | SHARE OF VOICE |
|-----------------|--------------------|----------------|----------------|
| Interstitial    | 640 X 400          | 12,000         | 100%           |
| Large Billboard | 970 X 250          | 12,000         | 100%           |
| Skin            | 1690 X 1050        | 12,000         | 100%           |

### HOT JOBS

Rates upon request



- Use this platform to attract quality candidates from the industry
- Expand your current candidate pool

### TTG Asia e-Daily (Via Email)

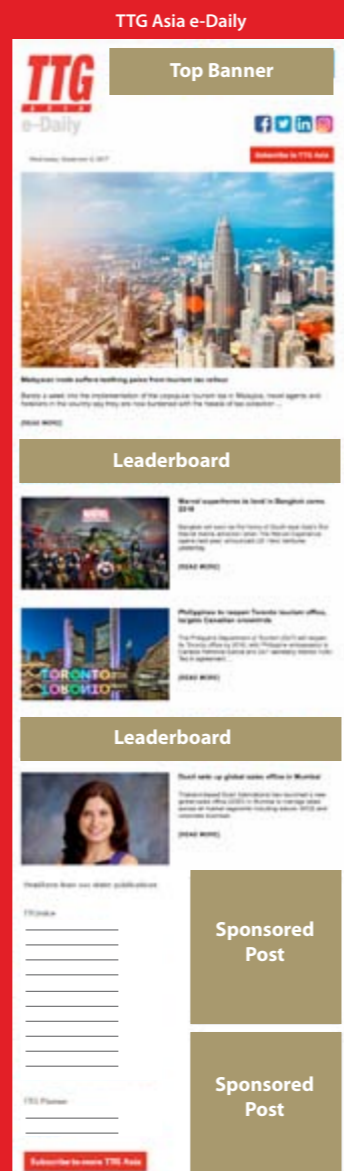
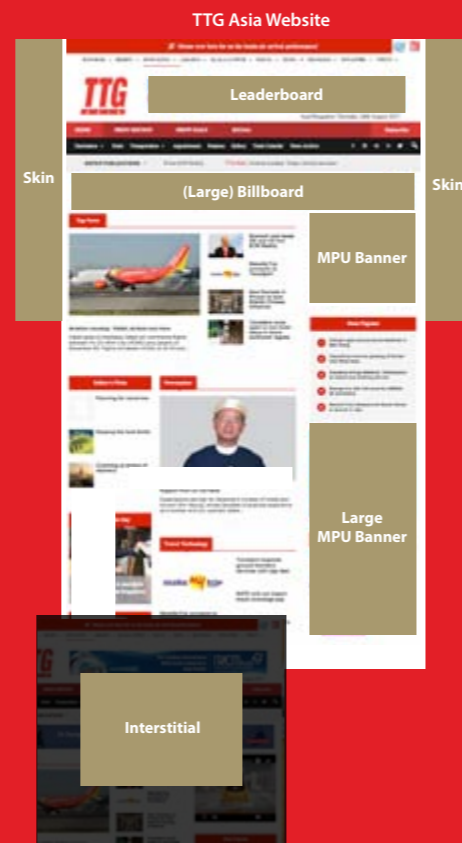
| AD TYPE     | AD SIZE (W X H) PX | RATE (USD/WK)                      |
|-------------|--------------------|------------------------------------|
| Top Banner  | 468 X 60           | 2,000<br>(5 business working days) |
| Leaderboard | 728 X 90           | 2,000<br>(5 business working days) |

### SPONSORED POSTS

USD 3,000 / month

Impressions on both ttgasia.com & at least 1 issue of TTG Asia e-Daily

Featured along fresh daily news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.



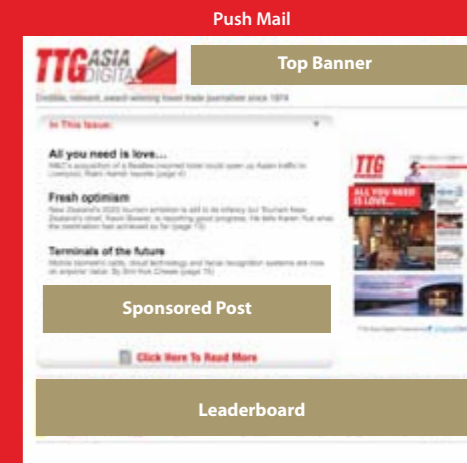
# TTG ASIA | Online

## Rates And Specifications

### TTG Asia DIGITAL

| BUNDLE PACKAGE AT USD 15,000 INCLUDES   | SIZE (W X H) PX |
|---|-----------------|
| Sponsored Post                          | NA              |
| Top Banner in Push Mail                 | 468 X 60        |
| Leaderboard in Push Mail & Landing Page | 728 X 90        |

| eDM to TTG Asia Database                      | USD  |
|---|------|
| Per addressee with minimum spend of USD 2,500 | 0.80 |



# TTG ASIA | Social Media

## Rates And Specifications

| FEATURES   | USD                   |
|--|-----------------------|
| Feature Video: Shared (Multiple Advertisers)   | From 5,000 per video  |
| Feature Video: Exclusive (Single Advertisers)  | From 10,000 per video |
| Contest Package <ul style="list-style-type: none"> <li>• Social Media Posts x 2</li> <li>• Feature on TTG Asia E-daily</li> <li>• Feature on TTG Asia Website</li> <li>• Feature on TTG Asia Publication</li> <li>• eDM x 2</li> </ul> | From 12,500           |
| Social Media Post - Static Visual <ul style="list-style-type: none"> <li>• Facebook/Instagram/LinkedIn (Choose 1)</li> <li>• Potential reach: up to 5,000,000</li> </ul>   | From 2,000 per post   |
| Social Media Post - Creative Format (Facebook) <ul style="list-style-type: none"> <li>• GIF/Instant Experience/Carousel (Choose 1)</li> <li>• Potential reach: up to 5,000,000</li> </ul>  | From 5,000 per post   |

