

RATE CARD 2019

BAS Email Distribution List & Broadcasts

Items	Members	Non-Members	Corporates
Per Announcement	\$150	\$200	\$250

Max 2 distributions per Month per Member/Non-Member/Corporates

BAS Website Home Page

Items	Members	Non-Members	Corporates
Quarterly	\$400	\$500	\$750
Annual	\$1200	\$1500	\$2500

1 change per month allowed

Cultural Event /Program Ad (Non-Durga Puja)

Items	Members	Non-Members	Corporates
Banners/Standees	\$200	\$400	\$600
Stalls	\$250	\$500	\$750
Flyers / Handouts	\$200	\$400	\$600

Facebook Page Broadcasts

Items	Members	Non-Members	Corporates
Per Announcement	\$150	\$200	\$250

Max 2 Announcements per Month per Member/Non-Member/Corporates

BAS Milon Annual Magazine

Items	Members	Non-Members	Corporates
Quarter Page Ad	\$500	\$750	\$1000
Half Page Ad	\$750	\$1000	\$1500
Full Page Ad	\$1200	\$1500	\$2000
Front/Back Cover Page	\$3000	\$3500	\$4000
Half Page Pujo Greetings *	\$500	\$750	\$1000
Full Page Pujo Greetings *	\$1000	\$1200	\$1500

**Pujo Greetings can only have mention of Individual Names, Family Names, Company Names only. No Promotional tag line or information allowed*

Durga Puja Stalls (Non-Food, 5 Days)

Items	Members	Non-Members	Corporates
Type A (1 tables 3x3 each)	\$750	\$1000	\$1000
Type B (2 tables 3x3 each)	\$1500	\$2000	\$2000
Type C (3 tables 3x3 each)	\$2000	\$3000	\$3000

Durga Puja Stalls (Food, 5 Days)

Items	Members	Non-Members	Corporates
Type C (3 tables 3x3 each) *	\$3000	\$3000	\$3000

**Assumes standard power connection and no water supply. Extra charges apply for additional requests.*

Durga Puja Banners, Standees (5 Days)

Items	Members	Non-Members	Corporates
Banners	\$1000	\$1500	\$2000
Standees	\$500	\$750	\$1000
Flyers / Handouts	\$500	\$750	\$1000

✉ mc@bas.sg



**BENGALI ASSOCIATION
SINGAPORE**

(UEN No. S56SS0020D)

bas.sg

ADVERTISEMENT TERMS & CONDITIONS

OUR AUDIENCE: ❧

- BAS has membership of 1000+ (growing everyday) registered Indian families residing in Singapore. It has approximately 2,500+ household members.
- BAS Facebook Page reaches over 3000 fans, countless visitors and friends of fans virally.
- Milon is the name of our Annual Magazine published and distributed to all Members, Non-members, Corporates and Government institutions during Durga Puja festival.

RATE CATEGORY DEFINITIONS: ❧

- Member rates are applicable to sole proprietorships and SME private limited companies run by BAS members.
- Non-Member rates are applicable to sole proprietorships and SME private limited enterprises run by non-members.
- Corporate rates are applicable to public limited companies and large private limited enterprises having 100 employees or more.

TERMS & CONDITIONS: ❧

- BAS members booking an advertisement for any non-members or Corporates is strictly prohibited.
- Non-profit organizations can advertise at 20% discounted rates if the charity falls in line with BAS's policies and preferences. The decision lies solely with BAS MC.
- All rates are subjected to change on the sole discretion of BAS MC with no prior notice.
- BAS MC can approve or reject any advertisement request on its sole discretion.

ARTWORK SPECIFICATIONS: ❧

Advertisement placement and formatting is solely at the discretion of BAS MC. We do not send a draft for advertiser's approval.

BAS WEBSITE HOMEPAGE BANNER ADVERTISEMENT ❧

- To advertise on BAS Homepage, ad banner should be in picture (.jpeg, .png or .gif) format.
- You can furnish a link that the visitor is led to upon clicking the banner.
- No additional text or links can be accommodated hence you are advised to include them as text inside your banner.
- Our preferred size is 800px width by 600px height. Your artwork can be resized to any aspect ratio while displaying on the website and is completely on BAS MC discretion.

BAS MILON PRINT MAGAZINE ADVERTISEMENT ❧

- To advertise on BAS MILON, artwork should be in picture (.psd, .jpeg, .png or .gif) format
 - Full page : xx cm X yy cm (TBD)
 - Half page horizontal : xx cm X yy cm (TBD)
 - Half page vertical : xx cm X yy cm (TBD)
 - Quarter page : xx cm X yy cm (TBD)

BOOKINGS & PAYMENTS ❧

- All rates apply as displayed in the rate card at the point of booking.
- All rates are subjected to change at the discretion of BAS MC without formal notice but this doesn't impact an already closed deal.
- For booking an advertisement, please write to mc@bas.sg
- All payments to be made in advance by PayPal (3.9% + 50c service charge), or Online Bank Transfer in the below account or by Check in favor of "Bengali Association Singapore". Advertisement placement will happen subject to realization of payment.

A/C name: Bengali Association Singapore

Bank A/C no: 2889014659

Branch: DBS Marina Bay Financial Center (MBFC)

Reference: Your "membership ID" for existing Member/ "Your Full Name" / "Company Name" for non-members & Corporates respectively.

Note: Please do not forget to send an email at mc@bas.sg after completion of payment



BENGALI ASSOCIATION ✉ mc@bas.sg
SINGAPORE

(UEN No. S56SS0020D)

bas.sg