

# RATE CARD

## 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	\$1500
Type B (2 tables 3x3 each)	\$1500	\$2000	\$2500
Type C (3 tables 3x3 each)	\$2000	\$3000	\$3500

## Durga Puja Stalls (Food, 5 Days)

Items	Members	Non-Members	Corporates
Type C (3 tables 3x3 each) *	\$3000	\$3000	\$4000

*\*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	\$2500
Standees	\$500	\$750	\$1500
Flyers / Handouts	\$500	\$750	\$1500

✉ 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 subject to change on the sole discretion of BAS MC with no prior notice.
- BAS MC can approve or reject any advertisement request at 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. Payment detail options are available on the BAS web page.

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