



## SINGAPORE PHYSIOTHERAPY ASSOCIATION - ADVERTISING RATES

Package	Advertising Mode	Circulation	Frequency	Notice Required	Type	Rates
1	Members' Email	All members	once	3 working days upon receipt of payment (i.e. clearance of cheque/draft)	Emailing to members with email addresses both local and overseas	\$300.00
2	SPA Website	Members and non-members	30 days posting on website	5 working days upon receipt of payment (i.e. clearance of cheque/draft)	On homepage Advertisement Section with short header not more than 120 characters that links to advertising main page	\$150 per mth
3	SPA Newsletter	1. Soft copies email to all members 2. Newsletter posted on website	Quarterly (31 Mar, 30 Jun, 30 Sep and 31 Dec)+	One month before publication date	Full page Half page Quarter page (min size)	\$350 \$200 \$100
4	Journal - <i>Physiotherapy Singapore</i>	1. Hard copies to local & members, subscribed institutions both locally and overseas 2. Journal posted on website under Members' Section	Half yearly issue (30 June & 31 Dec)	3 months before publication date	Full back cover page Full inner of back cover page Inside front cover Full page Half page Quarter page	\$1,200 \$1,000 \$1,000 \$800 \$500 \$300
A	1. Members' Email 2. SPA Website	Members and non-members	1. Emailing - once 2. Website - minimum one month placement	5 working days upon receipt of payment (i.e. clearance of cheque/draft)	1. Emailing to members with email addresses 2. Website - on homepage Advertisement Section with short header not more than 120 characters that links to advertising main page	\$400
B	1. Members' Email 2. SPA Website 3. Newsletter	Members and non-members	1. Emailing - once 2. Website - minimum one mth placement 3. Newsletter - next issue if within dateline of advertisement	5 working days upon receipt of payment (i.e. clearance of cheque/draft)	1. Emailing to members with email addresses 2. Website - on homepage Advertisement Section with short header not more than 120 characters that links to advertising main page 3. Quarter page from newsletter	\$450
EmailPlus	Members' Email - for courses and workshops only	All members	Up to 30 emails per calendar year	3 working days for each email blast	1. Mailing to members with email addresses both local and overseas members 2. Newsletter listing under Calender for Courses & Workshops. 3. Listing on SPA new website under Members' Section	\$800
EmailPlus 1	Members' Email - for courses and workshops only	All members	Up to 15 emails per calendar year	3 working days for each email blast	1. Mailing to members with email addresses both local and overseas members 2. Newsletter listing under Calender for Courses & Workshops. 3. Listing on SPA new website under Members' Section	\$500

+ There maybe possible delays in issuing newsletter due to unforeseen cirumstances. Please allow one-month grace period.

\* Rates updated on Sept 2009, subject to changes at council's discretion.

**N.B All payments must be received prior to posting of advert. Discounts are available to members except EmailPlus & EmailPlus 1. Please email [secretary@physiotherapy.org.sg](mailto:secretary@physiotherapy.org.sg) for details.**