



## SINGAPORE PHYSIOTHERAPY ASSOCIATION - ADVERTISING RATES

Advertising Mode	Circulation	Frequency	Notice Req.	Type	Rates	
<b>1. Members' Email</b>	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	
<b>2. SPA Website</b>	members and non-members	30 days posting on website	3 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	
<b>3. SPA Newsletter</b>	1. Soft copies email to all members 2. Newsletter posted on website under Members' Section	Quarterly (31Mar, 30 June, 30Sep and 31Dec)+	one month before publication date	Full page (A4)	\$350	
				Half page (A5)	\$200	
				Quarter A4 page (min size)	\$100	
<b>Package</b>						
<b>A</b>	<b>1. Members' Email</b> <b>2. SPA Website</b>	members and non-members	Emailing - once Website - min. one mth placement	3 working days upon receipt of payment (I.e. clearance of cheque/draft)	1. Emailing to members with email addresses	\$400
					2. Website - homepage link to pdf files and/or website	
<b>B</b>	<b>1. Members' Email</b> <b>2. SPA Website</b> <b>3. Newsletter</b>	members and non-members	Emailing - once Website - min. one mth placement Newsletter - next issue if within dateline of advert.	3 working days upon receipt of payment (I.e. clearance of cheque/draft)	1. Emailing to members with email addresses	\$450
					2. Website - homepage link to pdf files and/or website	
					3. Quarter A4 page (min size)	

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

\* Rates updated on Dec 2010, subject to changes at council's discretion.

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

### Multi-Package %

Mode	Circulation	Notice Req.	1 blast	3 blasts	6 blasts	12 blasts
<b>Members' Email blast*</b>	all members	3 working days upon receipt of payment	\$300.00	10% off total cost i.e \$810	20% off total cost i.e \$1,440	40% off total cost i.e \$2,160
<b>Website Posting</b>	members and public	3 working days upon receipt of payment	<b>1 month</b>	<b>3 mths</b>	<b>6 mths</b>	<b>12 mths</b>
			\$150.00	10% off total cost i.e \$405	20% off total cost i.e \$720	40% off total cost i.e \$1,080
<b>Package A</b>	members and public - email and website posting	3 working days upon receipt of payment	\$400.00	10% off total cost i.e \$1080	20% off total cost i.e \$1920	40% off total cost i.e \$2,880
<b>Package B</b>	members and public - email, website and newsletter	3 working days upon receipt of payment	\$450.00	10% off total cost i.e \$1,215	20% off total cost i.e \$2,160	40% off total cost i.e \$3,240

% all multi advert packages must be utilised within 12 months (applicable to non-SPA member for product and services adverts)

**(For other packages - please email [finance@physiotherapy.org.sg](mailto:finance@physiotherapy.org.sg))**

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