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**THE BUILDERS SINGAPORE TABLOID EDITION**

Published by Micro Builders Association, Singapore (MBAS)

*(Official partner: iPrima Media)*

***STEP 1:*** *Refer to Our Advertisement Rates Card & Entitlements*

***STEP 2:*** *Pick Your Ideal Packages & Issue of Placement:*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **THE BUILDERS SINGAPORE TABLOID EDITION** *(Please  cross/tick all which are applicable)* | | | | | | | |
| **Packages &**  **Position of advertisement** | **Starter**  1st Issue  (Per Issue Rate) | | **Basic**  2nd Issues  (Per Issue Rate) | | **Professional**  3rd Issues  (Per Issue Rate) | | **Premium**  4th Issues  (Per Issue Rate) |
| Discounts | | | 10 % | | 20 % | | 30% |
| **Full Page (Dimension: H 297 mm x W 420 mm)**  *\*\*The dimension included additional 5mm bleed all around* | | | | | | | |
| Premium Package 1 – Front Cover Advertorial | **(TAKEN)**  ~~$2,800 (MBAS Member)~~  ~~$3,200 (Non - Member)~~ | | **(TAKEN)**  ~~$2,520 (MBAS Member)~~  ~~$2,880 (Non - Member)~~ | | **(TAKEN)**  ~~$2,240 (MBAS Member)~~  ~~$2,560 (Non - Member)~~ | | **(TAKEN)**  ~~$1,960 (MBAS Member)~~  ~~$2,240 (Non - Member)~~ |
| Premium Package 2 – Inside Front Cover | **(TAKEN)**  ~~$2,200 (MBAS Member)~~  ~~$2,600 (Non - Member)~~ | | $1,980 (MBAS Member)  $2,340 (Non - Member) | | $1,760 (MBAS Member)  $2,080 (Non - Member) | | $1,540 (MBAS Member)  $1,820 (Non - Member) |
| Premium Package 3 – Inside Back Cover | **(TAKEN)**  ~~$2,200 (MBAS Member)~~  ~~$2,600 (Non - Member)~~ | | $1,980 (MBAS Member)  $2,340 (Non - Member) | | $1,760 (MBAS Member)  $2,080 (Non - Member) | | $1,540 (MBAS Member)  $1,820 (Non - Member) |
| Premium Package 4 – Centre Spread  (Full Page X2) | $2,800 (MBAS Member)  $3,600 (Non - Member) | | $2,520 (MBAS Member)  $3,240 (Non - Member) | | $2,240 (MBAS Member)  $2,880 (Non - Member) | | $1,960 (MBAS Member)  $2,520 (Non - Member) |
| Premium Package 5 – Back Cover | ~~$2,400 (MBAS Member)~~  ~~$2,900 (Non - Member)~~ | | $2,160 (MBAS Member)  $2,610 (Non - Member) | | $1,920 (MBAS Member)  $2,320 (Non - Member) | | $1,680 (MBAS Member)  $2,030 (Non - Member) |
| Standard Package 6 – R.O.P | $1,600 (MBAS Member)  $1,900 (Non - Member) | | $1,440 (MBAS Member)  $1,710 (Non - Member) | | $1,280 (MBAS Member)  $1,520 (Non - Member) | | $1,120 (MBAS Member)  $1,330 (Non - Member) |
| **Half Page (Dimension: H 210 mm x W 297 mm)**  *\*\*The dimension included additional 5mm bleed all around* | | | | | | | |
| Standard Package 7 – R.O.P | $1,000 (MBAS Member)  $1,600 (Non - Member) | | $900 (MBAS Member)  $1,440 (Non - Member) | | $800 (MBAS Member)  $1,280 (Non - Member) | | $700 (MBAS Member)  $1,120 (Non - Member) |
| **Quarter Page (Dimension: H 148 mm x W 210 mm)**  *\*\*The dimension included additional 5mm bleed all around* | | | | | | | |
| Standard Package 8 – R.O.P | $800 (MBAS Member)  $1,300 (Non - Member) | | $720 (MBAS Member)  $1,170 (Non - Member) | | $640 (MBAS Member)  $1,040 (Non - Member) | | $560 (MBAS Member)  $910 (Non - Member) |
| **ISSUE(S) OF PLACEMENT** *(Please ☒ cross/tick all which are applicable, according to the number of issues booked)* | | | | | | | |
| ~~1st Issue (Aug 2021)~~ | | 2nd Issue (June 2022) | | 3rd Issue (October 2022) | | 4th Issue (Feb 2023) | |

***STEP 3:*** *Fill in your company details as follow:*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **COMPANY DETAILS** | | | | | | | | | |
|  | | | | | | | | | |
| Company Name | : |  | | | | | | | |
| Company Address | : |  | | | | | | | |
|  | : |  | | | | | | | |
| Person In-Charge | : |  | | | | | | | |
| Designation | : |  | | | | Mobile | : |  | |
| Tel | : |  | | | | Fax | : |  | |
| Email | : |  | | | |  |  |  | |
|  | | | | | | | | | |
| **PAYMENT** | | | | | | | | | |
| Cost of Item | | | | : |  | | | | (Pls Indicate Qty) |
| GST (7%) | | | | : |  | | | |  |
| Total | | | | : |  | | | |  |
|  | | | |  |  | | | |  |
| *On behalf of the company, I have agreed to the above, and accepted the Terms and Conditions outlined in this Application Form below.* | | | | | | | | | |
|  | | |  | | | | | | |
| Date | | | Signature & Company Stamp | | | | | | |
|  | | |  | | | | | | |

*All rates quoted are in Singapore Dollars (S$) and subject to 7% GST. | The contracted amount is payable in full to “TAC-Group Pte Ltd” upon confirmation (even in the event of cancellations).*

Co. Reg. T13SS0105H, 18 Sin Ming Lane, #02-08, Midview City, Singapore 573960

Please direct all enquiries to: [zann@mbas.](mailto:zann@mbas.)org.sg (Attn: Ms Zann Wong) | Tel: +65 6977 9848

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# TERMS AND CONDITIONS

|  |  |
| --- | --- |
| Purchase/ Booking | Advertisement bookings are only deemed valid and confirm once payment has been received, the placement of advertisements are in first-come-first serve basis. |
| Payment Methods | 1. **All Cheque** (crossed and made payable to “**TAC-Group Pte Ltd**”).   Please post the cheque to Micro Builders Association, Singapore (**Address: 18 Sin Ming Lane, #02-08, Midview City, Singapore 573960**); or   1. **Telegraphic Transfer**  |  |  | | --- | --- | | Bank Name: | **United Overseas Bank Limited Singapore** | | Bank Address: | **238 Thomson Road, Velocity @ Novena Square, #01-38, Singapore 307683** | | Bank Swift Code: | **UOVBSGSG** | | Bank / Branch Code: | **7375 / 016** | | Bank Account Name: | **TAC-GROUP PTE LTD** | | Bank Account No.: | **339-323-453-7** | |
| Payment Terms | Full payment of advertising fee must be made within fourteen (14) working days upon application. Micro Builders Association, Singapore (MBAS) reserves the right to rescind any application if payment is not received in full and before the deadline. |
| Advertiser Warrants | The Advertiser warrants that the advertising material submitted for publication:Contains no false or unwarranted claims for any product or service and contains no defamatory statements.Does not infringe the copyright or other rights of any person; and the advertiser will keep the Micro Builders Association, Singapore (MBAS) indemnified against all claims, demands, losses, damages, costs and expenses or other charges as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instructions supplied to the MBAS by the advertiser or its agents. |
| Advertiser’s Proof Copies | Proof copies are shown for the purposes of checking the correctness of the copy matter and/or illustrations, and the Advertiser is responsible for its return to Micro Builders Association, Singapore (MBAS) before the deadline date shown on the proof copy or the publicized deadline dates failing which the said advertisement shall be printed as shown on the proof copy. New copies of the series advertisements must keep to copy deadlines. Failing which MBAS reserves the right to use old copy. |
| Important Notice | Micro Builders Association, Singapore (MBAS) reserves the right to terminate this contract without notice and the assignment of any reason providing written confirmation of the cancellation is sent to the Advertiser’s last known address.Micro Builders Association, Singapore (MBAS) reserves the right to change the said terms and conditions without the assignment and notice of any reason.Micro Builders Association, Singapore (MBAS) reserves the right to omit any publication in any issue of the contracted publication(s). |

Co. Reg. T13SS0105H, 18 Sin Ming Lane, #02-08, Midview City, Singapore 573960

Please direct all enquiries to: [zann@mbas.](mailto:zann@mbas.)org.sg (Attn: Ms Zann Wong) | Tel: +65 6977 9848