



2023 MEDIA KIT

The American Chamber of Commerce in Singapore



ABOUT US

The American Chamber of Commerce in Singapore (AmCham Singapore) is the premier business association for international businesses seeking to establish or expand their presence in Southeast Asia. As the largest and most active chamber in the region, it serves as a cornerstone for over 600 companies and over 6,000 members.

For 50 years, AmCham Singapore has a commitment to advocacy, business insights, and connections while being a powerful voice for the business community. With its diverse membership base, it is dedicated to supporting businesses to strive for excellence in this dynamic and thriving region.

OUR AUDIENCE

Over

6,000

AmCham Members

More than

600

Member Companies

54%



25%



21%



Online Visitors

OUR YEARLY ENGAGEMENT

Over

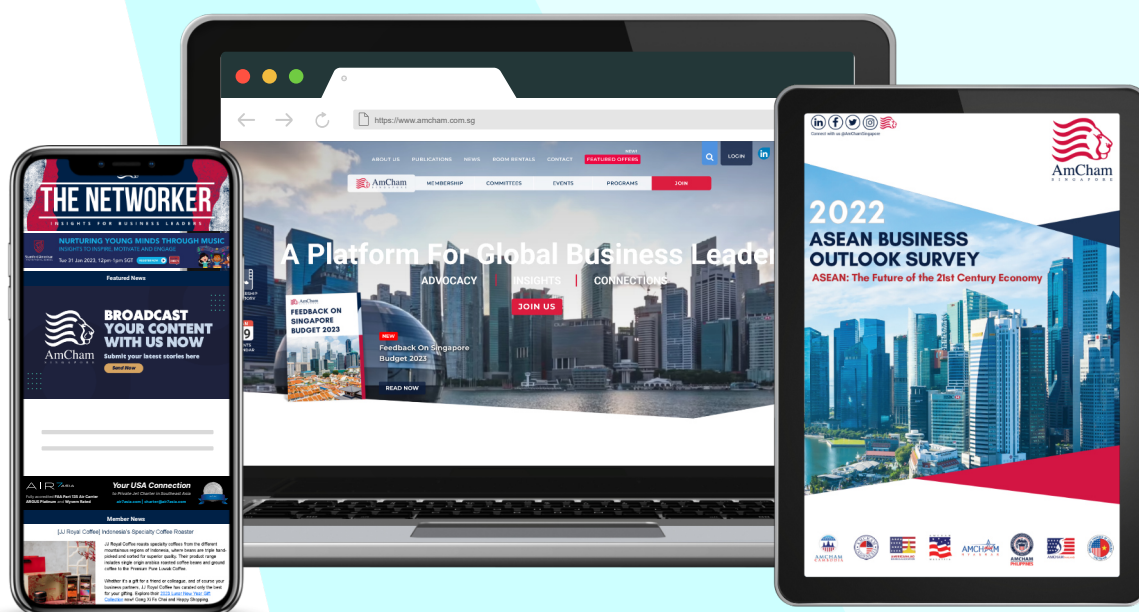
500,000

Website Page Views

More than

270,000

Emails sent




E-NEWSLETTER

Tier A 620 x 100 pixels


Tier B 620 x 100 pixels

Tier C 620 x 100 pixels



THE NETWORKER

INSIGHTS FOR BUSINESS LEADERS



NURTURING YOUNG MINDS THROUGH MUSIC
INSIGHTS TO INSPIRE, MOTIVATE AND ENGAGE

Tue 31 Jan 2023, 12pm-1pm SGT

REGISTER NOW

CONNECTS

Featured News



BROADCAST YOUR CONTENT WITH US NOW

Submit your latest stories here


Send Now



Your USA Connection
to Private Jet Charter in Southeast Asia


Fully accredited FAA Part 135 Air Carrier
ARGUS Platinum and Wyvern Rated

air7asia.com | charter@air7asia.com



Member News

[JJ Royal Coffee] Indonesia's Specialty Coffee Roaster



JJ Royal Coffee roasts specialty coffees from the different mountainous regions of Indonesia, where beans are triple hand-picked and sorted for superior quality. Their product range includes single origin arabica roasted coffee beans and ground coffee to the Premium Pure Luwak Coffee.

Whether it's a gift for a friend or colleague, and of course your business partners, JJ Royal Coffee has curated only the best for your gifting. Explore their [2023 Lunar New Year Gift Collection](#) now! Gong Xi Fa Chai and Happy Shopping.

[TEASPEC] Celebrate A Prosperous New Year With Tealicious Fortune



Happy Chinese New Year from TEASPEC!


Introducing TEASPEC's exquisite Chinese New Year tea hamper, Tealicious Fortune.

This exquisite gift set allows you to savour the signature TEASPEC premium white tea and vintage pu'er mini tuo in a beautiful double walled glass teacup with your loved ones, making it a perfect TEAgather moment.

AmCham members can enjoy 10% on all our products.

Promo Code: **AMCHAM10**

Shop now [here!](#)



Apply for a Citi Credit Card and get **S\$300 cash back*** as you spend.

*T&Cs apply. Minimum spend required. Eligible for new main cardmembers only.

The Networker

Our weekly e-newsletter

Delivered every Tuesday*, this engaging platform is brimming with exciting announcements, upcoming events, member news, and job postings. With over 6,000 members receiving it weekly and boasting an impressive 20% viewership and engagement rate, The Networker is the perfect avenue to showcase your brand, products, or services to our diverse community, which represents a broad range of industries.

**This e-newsletter will be disseminated on the following day if the scheduled date falls on a public holiday*

21%
OPEN RATE

20%
CLICK RATE

SME Roundup

Our quarterly e-newsletter for SMEs

Delivered every quarter*, our e-newsletter features informative and captivating SME-related content that reaches over 6,000 members. Boasting an impressive above-industry average open and click rate of over 20%, SME Roundup offers the ideal platform to showcase your business and reach a highly engaged audience.

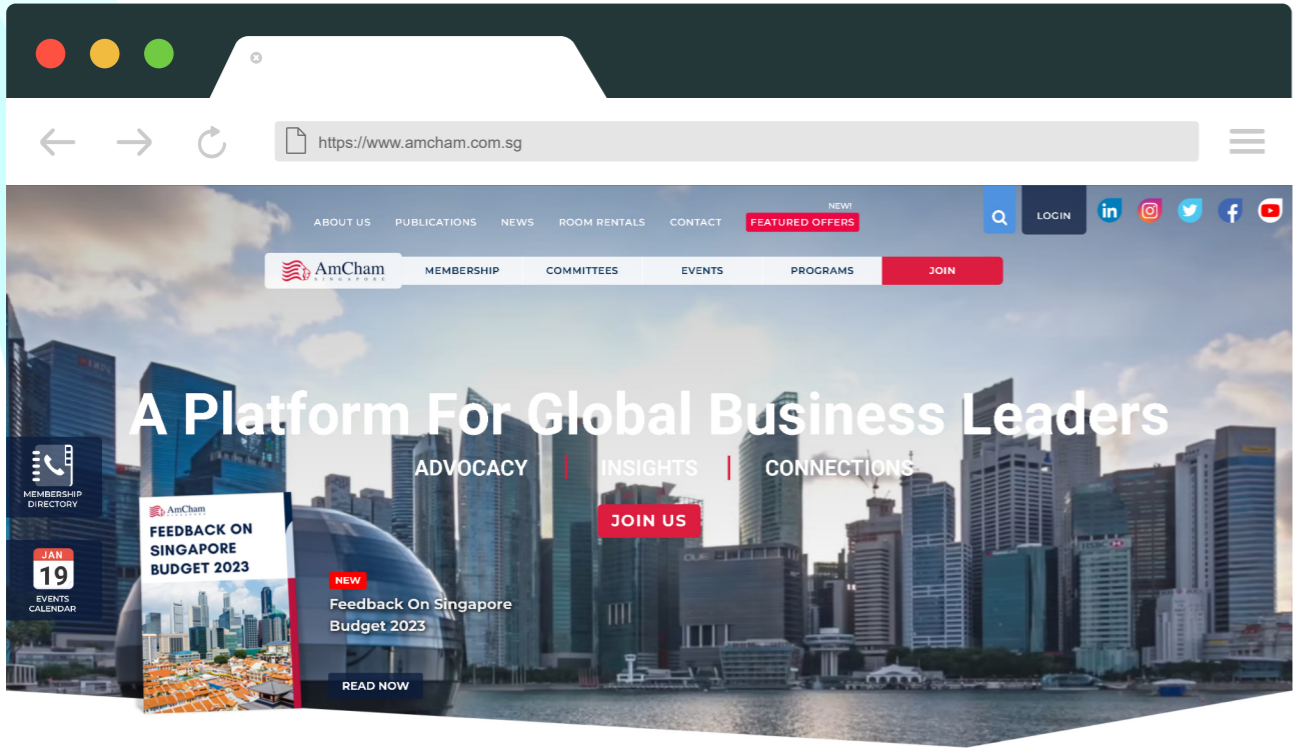
**This e-newsletter will be disseminated on the following day if the scheduled date falls on a public holiday.*

21%
OPEN RATE

19%
CLICK RATE

Position	Size (in pixels)	Price (SGD)
Tier A - Above the fold	620 x 100	\$550
Tier B - Below Featured News	620 x 100	\$450
Tier C - Below Member News	620 x 100	\$350
Specifications		
<ul style="list-style-type: none"> Format: PNG/GIF Color Mode: RGB File Size: Max. 2MB 		

*All prices are inclusive of GST
*Discounts available for bulk booking and AmCham Annual Strategic Corporate Partners



AmCham Website

The hub on everything AmCham Singapore

Get maximum visibility and reach for your brand by showcasing your curated content on our dynamic and engaging website. With eye-catching static images or dynamic videos, your digital content can easily captivate potential visitors on both desktop and mobile devices.

With over 13,500 monthly visitors, AmCham Singapore's online presence offers a powerful platform to promote your brand to a diverse audience. Don't miss out on this perfect opportunity to maximize your brand's online presence and reach.

OVER
13,500
AVERAGE VISITORS
MONTHLY

AmCham Website		
Position	Duration	Price (SGD)
Homepage (clickable banner ad)	1 month	\$1,200
	3 months	\$3,420
	6 months	\$6,480
	1 year	\$12,240
Specifications		
<ul style="list-style-type: none">Format: PNG/GIFResolution: 1200 x 1200 pixelsColor Mode: RGBFile Size: Max. 5MB		

**All prices are inclusive of GST*
**Discounts available for bulk booking and AmCham Annual Strategic Corporate Partners*



Digital Advertisements

Our bold and interactive displays

AmCham Singapore hosts more than 150 events yearly at its natural modern office, attended by esteemed Singaporean and American government officials, experienced business leaders, and notable industry experts. Elevate your brand and enhance your exposure by advertising with us on our stunning digital displays.

Your ads will be prominently featured in high-traffic areas of our office, including the lift and office lobbies. These digital displays will be seen by over 6,000 professionals yearly, providing you with the ideal platform to showcase your business and reach the right audience.

OVER
6,000
VISITORS TO AMCHAM
OFFICE

OVER
3,300
IMPRESSIONS MONTHLY

OVER
150
EVENTS IN AMCHAM
OFFICE YEARLY

AmCham Lift Lobby		
Type of advertisement	Duration	Price (SGD)
Logo Display	1 year	\$2,000
Digital Advertisement (Video)	1 month	\$1,800
Digital Advertisement (Static)	1 month	\$1,350
Office TV Screen		
Type of advertisement	Duration	Price (SGD)
Digital Advertisement	1 month	\$950
Specifications		
<ul style="list-style-type: none">Format: PNG/GIF/MP4Resolution: 1920 x 1080 pixels (Horizontal), 1080 x 1920 pixels (Vertical)Color Mode: RGBFile Size: Max. 20MB		

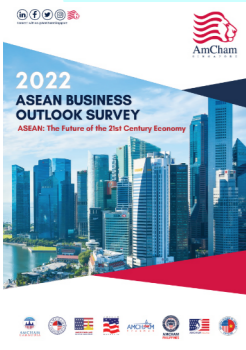
OVER
430
AVERAGE VIEWS MONTHLY

AmCham Publications

Business insights and thought leadership

ASEAN Business Outlook Survey

Annual publication featuring voices of ASEAN business leaders



Gain valuable insights into U.S. business operations in ASEAN with ABOS. This comprehensive resource features perspectives from top executives and provides a comprehensive overview of the dynamic developments in this thriving region. Stay ahead of the curve and make informed business decisions with ABOS.

Manpower Survey

Annual publication released at AmCham’s Human Capital Conference



Uncover key labor trends and challenges facing AmCham members with the Manpower Survey.

Riding the Lion

AmCham directory, market information and other resources



Discover how Singapore can be the gateway to access markets in Asia Pacific and beyond with contacts who can help further your organizational goals and pertinent information that will help shape some of your biggest decisions.

Point of View Papers

Voices of leading industry leaders from our committees



AmCham Committees present a unified, well-supported stance on industry issues, and provide a basis for future decision-making or action. The papers articulate the committee's position after considering various perspectives, analyzing relevant data, and discussing hot button issues that are weighing on members.

AmCham Omnibus

AmCham directory, market information and other resources



Covers a comprehensive overview of AmCham events, achievements, and developments in 2022. It provides an organized, easy to read and balanced overview of the year's trends and activities.

AmCham Publications		
Position	Specifications	Price (SGD)
Inside Front Cover	Full-page, color	\$3,000
Page next to Contents Page	Full-page, color	\$2,000
Page next to Opening Remarks/Executive Summary	Full-page, color	\$2,000
Section Opening/Closing	Full-page, color	\$2,000
Run-of-Press	Foldout (2 pages), color	\$3,600
	Full-page, color	\$1,800
	Half-page, color	\$900
Closing feature	Full-page, color	\$3,000
Specifications		
<ul style="list-style-type: none">Format: PDFResolution: Min. 150dpi, Max. 300 dpiColor Mode: RGBSize: 2 pages - 420mm (width) x 297mm (height), Full-page - 210 mm (width) x 297 mm (height), Half-page - 210 mm (width) x 149 mm (height),		

SUMMARY

2023 Advertising Rates			
Channel	Position	Quantity	Price (SGD)
E-newsletter	Prime	1 Ad	\$550
	V1	1 Ad	\$450
	V2	1 Ad	\$350
Publications	AmCham's publications are free to view and can be accessed here .		
	Inside front cover	Full-page, color	\$3,000
	Page next to Contents page	Full-page, color	\$2,000
	Page next to Opening Remarks/ Executive Summary	Full-page, color	\$2,000
	Section Opening/Closing	Full-page, color	\$2,000
	Run-of-press	Foldout (2 pages), color	\$3,600
		Full-page, color	\$1,800
		Half-page, color	\$900
	Closing feature	Full-page, color	\$3,000
Channel	Position	Duration	Price (SGD)
Website	Homepage (clickable banner ad)	1 month	\$1,200
		3 months	\$3,420
		6 months	\$6,480
		1 year	\$12,240
Digital Signage	AmCham Lift Lobby		
	Logo Display	1 year	\$2,500
	Digital advertisement (Video)	1 month	\$1,800
	Digital advertisement (Static image)	1 month	\$1,350
	AmCham Office Lobby		
	Digital advertisement	1 month	\$950

*Rates quoted are subject to prevailing GST.

*Reservations are subject to availability and approval by AmCham.

Digital Specifications		
Channel	Image Resolution	Format
E-newsletter	620 x 100 pixels	PNG/GIF
Publications	Roll-out (2 pages)	Download template
	Full-page	Download template
	Half-page	Download template
Website	1200 x 1200 pixels	PNG/GIF
Digital Signage	AmCham Lift Lobby	
	1920 x 1080 pixels (Horizontal)	Static: PNG
	1080 x 1920 pixels (Vertical)	Video: MP4/GIF
	AmCham Office Lobby	
	1080 x 1920 pixels	PNG/GIF

For more information contact the Marketing & Communications team at mc@amcham.com.sg