

1 BANNER/BUTTON ADS

Banner and button advertisements rotate on a consistent basis through the site, refreshing every time the browser moves to a new page. Opt to have your business showcased on the main home page, or specific section pages including *Listings*, *Community Message Board* and *Diary of Events*.

BANNER/BUTTON ADS	2 WEEKS S\$	1 MONTH S\$	3 MONTHS S\$
Banner Ad Main Home Page • 650 pixels(h) x 88 pixels(w) • JPG, GIF, PNG or SWF* • RGB colour Inclusions: Weblink Listing & associated benefits	695	1,320	3,760
Banner Ad Section Pages • 650 pixels(h) x 88 pixels(w) • JPG, GIF, PNG or SWF* • RGB colour Inclusions: Weblink Listing & associated benefits	535	1,015	2,890
Button Ad Main Home Page • 200 pixels(h) x 160 pixels(w) • JPG, GIF, PNG or SWF* • RGB colour Inclusions: Weblink Listing & associated benefits	535	1,015	2,890
Button Ad Section pages • 200 pixels(h) x 160 pixels(w) • JPG, GIF, PNG or SWF* • RGB colour Inclusions: Weblink Listing & associated benefits	428	815	2,320

*** FLASH**

- Format: Flash SWF (version 6 to 8) below 80KB.
- 15 to 18 frame rate per second. Advisable maximum timing of 15 seconds for animation.
- Advisable non-continuous looping of animation. Final frame to show brand attributes.
- Loading files from other domains is not permitted for security reasons.
- Accessing the user's Clipboard, microphone or WebCam is not permitted.

2 BLOG SPOTS

Reach out to browsers with a personal *Blog Spot* and update your blog as often as you like. Whether it's weekly, daily or hourly, alert readers to pertinent information about your business and be assured of exclusivity, as each *Blog Spot* is restricted to one business within each industry, i.e. one legal professional, one counsellor, one psychologist and so on.

BLOG SPOTS	3 MONTHS S\$	6 MONTHS S\$	12 MONTHS S\$
Blog Spot/Display Advertorial • Image:150 x 150 pixels • Logo:142 pixels(h) x 52 pixels(w) • Text Profile on <i>Expert Blogs</i> home page, all blogs archived and unlimited access for updates which can be as frequent, detailed and lengthy as you wish. Amount of body text is unlimited and can include images and hyperlinks to external video. Inclusions: Button Ad (sub-sections), Weblink Listing & associated benefits.	695	1,320	2,510

*** PLEASE NOTE**

Approval: As *Blog Spots* are limited to one expert within each industry, applications are processed within two working days and a confirmation I.D. to proceed with payment and posting is issued upon approval.

3 BUSINESS LISTINGS

List your business free of charge, include a hyperlink to your website from just \$160 for six months for direct click-throughs. Or, secure your own *Home Page Listing* to remain within *The Finder* framework, from \$750 for six months.

BUSINESS LISTINGS	6 MONTHS S\$	12 MONTHS S\$
Business Listing • Company name • Up to 200 characters (2 lines) of information written in third person (i.e. Acme Hairdressing provides etc) • address • telephone • fax Inclusions: Identical listing in up to 2 categories.	FREE	FREE
Weblink Listing • Company name • Up to 400 characters (4 lines) of information written in third person (i.e. Acme Hairdressing provides etc) • address • telephone • fax • website • email hyperlinks Inclusions: Identical listing in up to 3 categories & 1 free monthly mention in <i>Diary Of Events</i> .	160	290
Home Page Listing • Company name • Unlimited information written in third person (i.e. Acme Hairdressing provides etc) • 3 images • 1 logo • address • telephone • fax • website • email hyperlinks Inclusions: Identical listing in up to 4 categories & 1 free monthly mention in <i>Diary Of Events</i> .	750	1,350

4 CLASSIFIEDS

Buy and sell with ease online, promote your private villa or display your services.

CLASSIFIEDS	2 WEEKS S\$	4 WEEKS S\$	+ 2 IMAGES* S\$
Up to 200 characters + contact information	43	65	10
Up to 300 characters + contact information	53	80	10
Up to 400 characters + contact information	65	95	10
Up to 500 characters + contact information	75	112	10
Up to 600 characters + contact information	85	128	10

*** IMAGE SPECIFICATIONS**

- 160pixels(w) x 120pixels(h) • JPG • RGB colour

5 DIARY OF EVENTS

Promote your event from just \$5 for seven consecutive days!

DIARY OF EVENTS	7 CONSECUTIVE DAYS S\$	1 MONTH S\$
Diary Of Events Listing • Title • Date • Time of event • 200 Characters of body text • Venue details, ticketing info • Web/email hyperlink	5	15

CONDITIONS

ADVERTISEMENTS

- 1** Advertisements must conform to specifications outlined above. Files not meeting specifications will be returned for revision, which may delay date of posting.
- 2** Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialog boxes/error messages.
- 3** Advertisements cannot resemble the editorial content of *www.TheFinder.com.sg*
- 4** Advertisements cannot contain graphics that simulate interactivity (i.e. drop down menus, search boxes, etc) without that functionality actually existing. Fake or simulated HTML interactivity will not be accepted, as it may confuse visitors.
- 5** All submitted advertisements and raw materials are reviewed by *www.TheFinder.com.sg* and are subject to an approval process taking no more than two working days before placement on the site.
- 6** *www.TheFinder.com.sg* reserves the right to preserve the user experience of its sites and may remove any advertisement which is deemed annoying and/or harmful to users at any time.

AGENCY COMMISSION The above rates are exclusive of agency commission. As such, advertising agencies are advised to book online using their agency name and bill clients separately for any relevant commission.

ARTWORK Finished artwork can be uploaded online. *www.TheFinder.com.sg* also provides free artwork services (with a maximum of two rounds of changes) for static banner and button ads, for those who wish to upload raw materials (text, images and logos) online. The last submitted/approved advertisement received will be taken as correct and published. Flash artwork services are charged at \$200 for design plus \$50 per change.

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CANCELLATION Cancellations and refunds – full or partial – on current bookings are not accepted once payment has been received. It is the responsibility of the advertiser to maintain booking status and provide all materials, or any changes, by the appropriate deadline.

DISCOUNTS *www.TheFinder.com.sg* does not allow agency commission. Advertisers with a forward contract for insertions within *The Finder* magazine or any of its supplements receive 25% discount off *Banner* and *Button Ads* and *Business Listings* only. Contact us on 6227 7900 to find out more, or complete the relevant fields when booking online.

GST All rates are in Singapore dollars and are inclusive of 7% GST.

LISTINGS All listings text must be written in the third person i.e. Acme Hairdressing provides a wide range of services including etc, in accordance with the house style of *www.TheFinder.com.sg*. Text submitted in other formats will be edited accordingly.

PAYMENT Any form of advertisement on *www.TheFinder.com.sg* must be prepaid to ensure display.

PRIVACY POLICY Before confirming your booking you must read and agree to the above *Booking Conditions* and the *Privacy Policy* and *Terms Of Service & Use* as shown on *www.TheFinder.com.sg*.

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