



Friends
of the Museums
Singapore

- Passage is a quarterly magazine
- Booking deadline is 6 weeks before publication, material deadline is 4 weeks before publication
- Booking and advertising material should be sent to the Advertising Manager at advertising@fom.sg
- Soft copy of all advertising material is preferred
- Ideal format is exact size as per the advertisement specification, high resolution (min. 300 pixels/inch, pdf, tiff or jpeg files are accepted), using CMYK colour process
- **Payment**
Total amount due at time of booking
- We can tailor packages to suit individual needs. Social media posts are granted according to the individual package

PASSAGE MAGAZINE Advertising Rates

Ad Position	Single	3 Inserts	6 Inserts
Outside Back Cover	\$1500	Bonus 1 x 1/2 Page \$4500	Bonus 2 x Full Page Plus 1 x 1/2 Half Page \$9000
Inside Front Cover	\$1300	Bonus 1 x 1/4 Page \$3900	Bonus 1 x Full Page \$7800
Inside Back Cover	\$1100	Bonus 1 x 1/4 Page \$3300	Bonus 1 x 1/2 Page \$6600
Full Page*(A4)	\$1000	Bonus 1 x 1/4 Page \$3000	Bonus 1 x 1/2 Page \$6000
Half Page (1/2)*	\$600	\$1800	Bonus 1 x 1/2 Page \$3600
Quarter Page (1/4)*	\$350	\$1050	Bonus 1 x 1/4 Page \$2100
Business Card*	\$150	\$450	Bonus 1 Business Card \$900
*10% Loading Fee for Right Hand Place Ad (RHP)			
Instead of Bonus, advertiser may choose rate discount of			
FOM Member Discount	10%	15%	20%

For enquiries, please contact

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