

- **Magazine is published 6 times a year on the 1st of each other month.**

- **Special Packages**

We can tailor packages to suit individual needs

- **Deadlines**

Booking and material deadline is 4 weeks before publication. Booking and advertising materials should be sent to the Advertising Manager at advertising@fom.sg

- **Material**

Soft copy of all advertising material is preferred. Ideal format is exact size, high resolution min. 300 pixels/inch, pdf, tiff or jpeg files, using CMYK color process

- **Payment**

Total amount due at time of booking. Please make cheques to be made payable to **“Friends of the Museums (Singapore)”** or **“FOM”**

PASSAGE MAGAZINE

Advertising Rates 2015/2016

Ad Position	Single	Half Year	Full Year	2 Years
Outside Back Cover	\$1,500	Bonus 1 x 1/2 Page \$4,500	Bonus 2 x Full Page Plus 1 x 1/2 Page \$9,000	Bonus 3 x Full Page Plus 1 x 1/2 Page \$18,000
Inside Front Cover	\$1,300	Bonus 1 x 1/4 Page \$3,900	Bonus 1 x Full Page \$7,800	Bonus 2 x Full Page Plus 2 x 1/2 Page \$15,600
Inside Back Cover	\$1,100	Bonus 1 x 1/4 Page \$3,300	Bonus 1 x 1/2 Page \$6,600	Bonus 2 x Full Page Plus 1 x 1/2 Page \$13,200
Full Page*	\$1,000	Bonus 1 x 1/4 Page \$3,000	Bonus 1 x 1/2 Page \$6,000	Bonus 3 x 1/2 Page \$12,000
Half Page*	\$600	\$1,800	Bonus 1 x 1/2 Page \$3,600	Bonus 1 x 1/2 Page Plus 2 x 1/4 Page \$7,200
Quarter Page*	\$350	\$1,050	Bonus 1 x 1/4 Page \$2,100	Bonus 2 x 1/4 Page \$4,200
Business Card*	\$150	\$450	Bonus 1 Business Card \$900	Bonus 2 Business Cards \$1,800
Loose Inserts		Bonus 1 x 1/4 Page	Bonus 2 x 1/4 Page	Bonus 2 x 1/2 Page Plus 1 x 1/4 Page
Contents Provided	\$700	\$2,100	\$4,200	\$8,400
FOM Printed	\$1,400	\$4,200	\$8,400	\$16,800

* 10% loading fee for right hand page ad

Instead of Bonus, advertiser may choose rate discount of:		5%	10%	20%
FOM member rate discount:	10%	10%	15%	20%