

## Artworks Submission

Submission of finished artworks must be in soft copy in either ZIP or CD, preferably in Mac format. These must be accompanied by a set of colour digital proofs. The artworks must be in high resolution of a minimum of 300dpi with cropmarks according to the trimmed size of the publication.

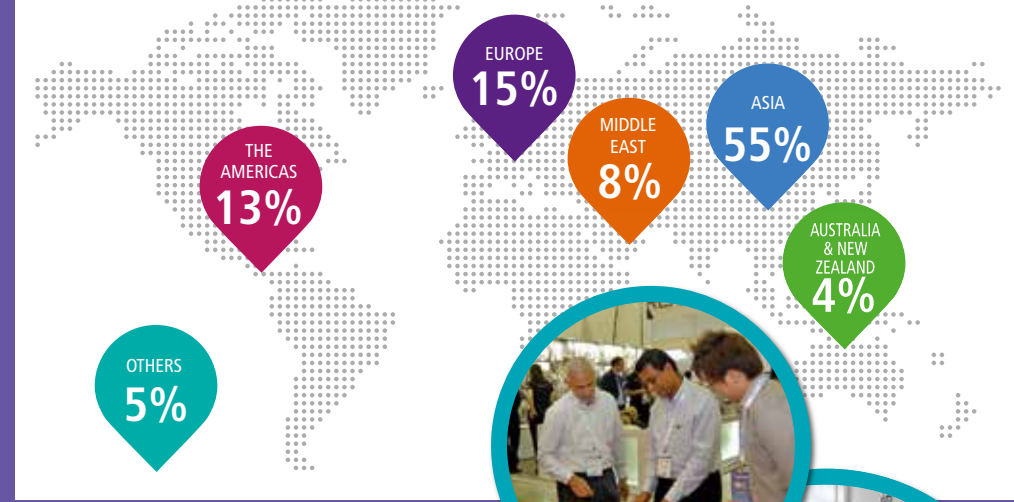


## Advertisement Rates

FULL COLOUR	Ad Rate	GST	Total Amount
Outside Back Cover	*\$7,200	\$504	\$ 7,704
Inside Front Cover	*\$6,300	\$441	\$ 6,741
Inside Back Cover	*\$5,600	\$392	\$ 5,992
Page Facing Inside Front Cover	*\$5,800	\$406	\$ 6,206
Page Facing Inside Back Cover	*\$4,800	\$336	\$ 5,136
Page Facing Contents	*\$5,000	\$350	\$ 5,350
Page Facing Message	*\$4,800	\$336	\$ 5,136
Contents Panel	*\$4,200	\$294	\$ 4,494
Divider Board	*\$4,800	\$336	\$ 5,136
Page Facing Divider Board	*\$4,500	\$315	\$ 4,815
Bookmarker (1 Side)	*\$4,000	\$280	\$ 4,280
Bookmarker (2 Sides)	*\$6,600	\$462	\$ 7,062
Corporate Profile	\$2,500	\$175	\$ 2,675
Full Page	\$2,200	\$154	\$ 2,354
1/2 Page (Horizontal/Vertical)	\$1,700	\$119	\$ 1,819
1/4 Page	\$1,400	\$ 98	\$ 1,498
Logo Listing	\$ 850	\$ 59.50	\$ 909.50
Super Bold Type Listing	\$ 480	\$ 33.60	\$ 513.60
Bold Type Listing	\$ 380	\$ 26.60	\$ 406.60

\*15% discount for ASMI members

## Circulation Profile



ABOUT THE DIRECTORY

Marshall Cavendish Business Information Private Limited, in collaboration with the Association of Singapore Marine Industries (ASMI), is pleased to bring you the Singapore Shiprepairing, Shipbuilding & Offshore Industries Directory 2017/2018.

### VAST & EFFECTIVE REACH

With a readership base of 35,000 that includes top decision-makers from around the world, the Singapore Shiprepairing, Shipbuilding & Offshore Industries Directory offers both depth of coverage and breadth of reach. Through the years, we have cultivated an extensive network of industry professionals from far-flung areas in Asia, Europe, the Middle East and the Americas.

- Shipowners
- Ship Brokers
- Shipping Companies
- Ship Classification Societies
- Oil Exploration Companies
- Oil Refiners
- Manufacturers of Marine Engine
- Shiprepairers
- Shipbuilders
- Rigbuilders
- Marine Supporting Industries
- International Enterprise Singapore & EDB offices worldwide
- Government Departments & Embassies
- Trade Associations
- Trade Visitors to International Marine Trade Fairs organised locally and at selected overseas exhibitions

### HIGH RETURN ON INVESTMENT

At just \$2,200 for a full-page advertisement in full colour, the Directory is an incredibly cost-effective way to reach out to your targeted audience in the industry - with three times the exposure in print, CD-ROM and online media.

### TAKE THE LEAD

Go ahead and make an impact today! Call our Sales Hotline at 6213 9168 for a fuss-free appointment. We will be happy to discuss how you can position your company in our Directory and stay ahead of the competition.



### INFORMATIVE & WIDE COVERAGE

**Optimum Reach For Maximum Result**  
Our Directory is designed to give users fast and easy access to information in both the product and service categories. Your advertisement will gain maximum exposure when placed strategically in the relevant sections.

#### SECTION 1 : EDITORIAL

- Foreword by President, ASMI
- Overview of the marine and offshore industries of Singapore

#### SECTION 2 : ASSOCIATION OF SINGAPORE MARINE INDUSTRIES (ASMI)

- ASMI News and Features
- ASMI Members

#### SECTION 3 : CORPORATE PROFILE

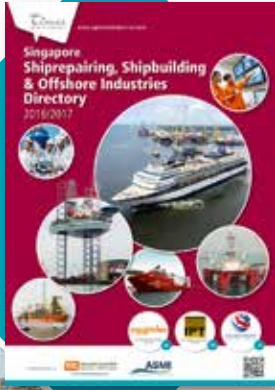
This section contains corporate profiles of shipyards, shiprepairers, shipbuilders, rigbuilders and others in the marine supporting industries.

#### SECTION 4 : COMPANY LISTINGS

A complete listing of companies in alphabetical order.

#### SECTION 5 : PRODUCTS & SERVICES

A comprehensive listing of companies under the various product and service classifications.



MCBI actively participates in major trade fairs locally and overseas, including:

- Asia Pacific Maritime
- Sea Asia
- OSEA
- AOG
- INMEX Vietnam
- O T C Houston
- Nor Shipping
- Posidonia
- Middle East Workboats & Offshore Marine
- I M E
- Marintec China
- Offshore Korea



Asia Pacific Maritime



OTC Asia



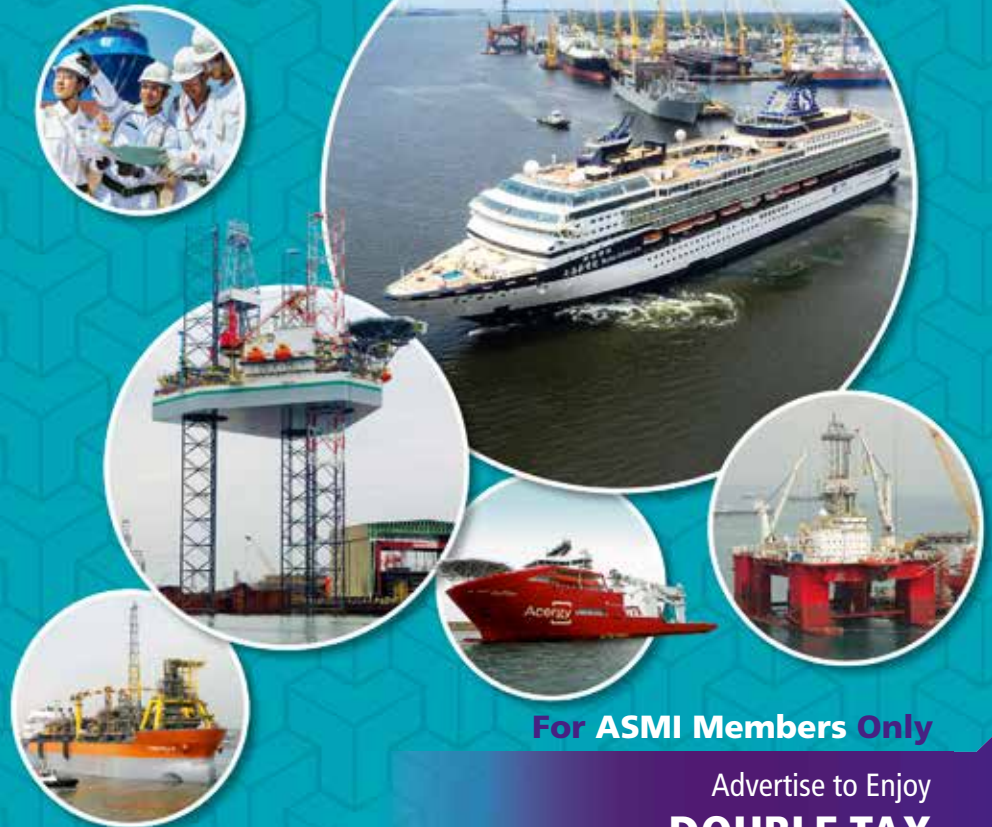
Posidonia





Singapore  
**Shiprepairing,  
Shipbuilding & Offshore  
Industries Directory**  
2017/2018

e-ADVERTISEMENT RATES



For ASMI Members Only

Advertise to Enjoy  
**DOUBLE TAX  
DEDUCTION**

**RATE CARD**

A joint publication of :



www.timesdirectories.com



**Electronic Product Catalogue**

Per Annum	Standard Package			Special Package*		
	Ad Rate	GST	Total Amount	Ad Rate	GST	Total Amount
<b>BRONZE</b> - 1 Product	\$ 900	\$ 63	\$ 963	\$ 500	\$35	\$ 535
<b>SILVER</b> - 2 Products	\$1,700	\$119	\$1,819	\$ 900	\$63	\$ 963
<b>GOLD</b> - 3 Products	\$2,300	\$161	\$2,461	\$1,200	\$84	\$1,284
<b>PLATINUM</b> - 4 Products	\$2,700	\$189	\$2,889	\$1,400	\$98	\$1,498
<b>Logo Advertisement</b> Company Profile Listing	\$ 600	\$ 42	\$ 642	\$ 450	\$31.50	\$ 481.50
<b>Hyperlink To Website</b>	\$ 250	\$ 17.50	\$ 267.50	\$ 150	\$10.50	\$ 160.50
<b>Hyperlink To Advertisement Page</b>				\$ 300	\$21	\$ 321

**Banner / Logo Panel Advertisements**

Per Banner / Location / Size : 789 x 90 pixels  
Per Logo Panel / Location / Size : 150 x 60 pixels  
Maximum Initial Download Fileweight : 40KB

Per Annum / Rotating at 5 sec intervals (max. 2 layout)  
Recommended Animation Length (Seconds) : 15

sgmarineindustries.com	Standard Package			Special Package*		
	Ad Rate	GST	Total Amount	Ad Rate	GST	Total Amount
<b>Main Page Banner</b>	\$4,500	\$315	\$4,815	\$4,000	\$280	\$4,280
<b>Main Page Logo Panel</b>	\$4,000	\$280	\$4,280	\$3,500	\$245	\$3,745
<b>Search Results Banner</b>	\$2,500	\$175	\$2,675	\$2,000	\$140	\$2,140
<b>Logo Panel</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210
<b>Banner (Section)</b>						
<b>Industry Articles</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210
<b>ASMI</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210
<b>Company Listings</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210
<b>Products &amp; Services</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210
<b>Brand Names</b>	\$3,500	\$245	\$3,745	\$3,000	\$210	\$3,210

\*Applicable to advertisers with print advertisements.



**Singapore Shiprepairing, Shipbuilding & Offshore Industries Directory**  
is also available in CD-ROM and online at  
[www.sgmarineindustries.com](http://www.sgmarineindustries.com)

A joint publication of :



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**Size & Specifications Print Specifications**

**Full Page**  
Bleed Size  
H307mm x W220mm  
Trimmed Size  
H297mm x W210mm  
Text Area  
H271mm x W190mm

**1/2 Page**  
Horizontal  
H129.5mm x W180mm

**1/2 Page**  
Vertical  
H257mm x W88mm

**1/4 Page**  
Vertical  
H129.5mm x W88mm

**PRINTING PROCESS**  
Offset-lithography/Process Colour

**PREFERRED SCREEN**  
175 Lines/Right Reading Emulsion Side Down

**FULL PAGE (BLEED SIZE)**  
H307mm x W220mm

**FULL PAGE (TRIMMED SIZE)**  
H297mm x W210mm

**FULL PAGE (TEXT AREA)**  
H271mm x W190mm

**1/2 PAGE (HORIZONTAL)**  
H129.5mm x W180mm

**1/2 PAGE (VERTICAL)**  
H257mm x W88mm

**1/4 PAGE (VERTICAL)**  
H129.5mm x W88mm

**BOOKMARKER (TRIMMED SIZE)**  
H200mm x W78mm

**BOOKMARKER (BLEED SIZE)**  
H210mm x W88mm

