



AMCHAM PHILIPPINES

The American Chamber of Commerce of the Philippines, Inc.

AMCHAM BUSINESS JOURNAL ADVERTISING CONTRACT 2017

AD SPACE	Single Rate per insertion	4-in -12 months per insertion	6-in -12 months per insertion	12-in -12 months per insertion
• Inside Full Page w x h (7.5" x 10" (print size) or 8.75" x 11.75" (bleed size) + 1/8 bleed allowance on both sides)				
Full color	15,268.00	14,955.00	14,630.00	13,992.00
First Right Hand Page	16,545.00	15,577.00	15,236.00	14,566.00
Outside Back Cover	23,130.00	22,670.00	22,200.00	21,270.00
Inside Front Cover	20,308.00	19,872.00	19,424.00	18,528.00
Inside Back Cover	18,516.00	18,124.00	17,722.00	16,915.00
• Half Page w x h (7.5" x 5" or 5" x 7") horizontal/vertical				
Full Color	10,072.00	9,848.00	9,624.00	9,165.00
• Quarter Page w x h (3.5" x 5") vertical				
Full color	6,160.00	6,015.00	5,858.00	5,544.00
• 1/3 Page Ad w x h (11" x 2.5") vertical				
Full color	8,072.00	7,650.00	7,252.00	6,875.00
• Billboard w x h (4" x 2.5") vertical				
	2,800.00	2,688.00	2,576.00	2,464.00
• Center/Double Spread printed area: w x h (17.5" x 11.75" + 1/8 bleed allowance on both sides)				
Full color	33,130.00	32,380.00	31,628.00	30,116.00
• Special Wrap Around w x h (17.25" x 5.5")				
Full color	30,500.00	29,800.00	29,100.00	27,700.00

SPECIFICATIONS

Magazine size: 8.75" x 11.75" (trim size + 1/8 bleed allowance on both sides) sizes

Process: Offset

Date of Issue: First week of the Month

Terms of Payment: PREPAID IN FULL - 15 days from Invoice date

Ad Material Requirement: CD or DVD in TIFF, PDF or PSD format, CMYK with MINIMUM 300 dpi resolutions and color ad proof for reference.

(rates includes color sep. charges). Deadline for submission is every 10th of the preceding month.

CANCELLATION: Honored only within 30 days after signing of contract.

Cancellation after 30 days from signing of contract will be charged 15% of the total amount.

Advertising rates inclusive of 12% EVAT. Advertising rates are net of Advertising Agency Commission. All ads must be in English Language version. AmCham reserves the right to reject advertisements in the interest of format and good taste. Advertisers must comply with the requirements of the law and the regulatory agencies.

MONTHS OF ISSUE

Jan Feb Mar Apr
 May Jun Jul Aug
 Sep Oct Nov Dec

Company: _____

Name: _____

Designation: _____

Address: _____

Tel. No.: _____

Signature: _____

Contacts for Ad Materials: _____

Tel.: _____ Email: _____