



Marketing Institute
of Singapore

e-MEDIA KIT

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Welcome to MIS' e-Newsletters

Take advantage of an effective platform to reach out to highly targeted group of Executive, Managers, Business owners and C-level decision makers from a diverse range of industries.



INSIDE SCOOP

MIS Connect and **MIS Exec** are official e-Newsletters published by MIS.

MIS Connect serves to update members and subscribers on upcoming events that will provide a wide perspective on the latest industry trends and practices as well as latest membership updates. **MIS Exec**, on the other hand, provides informative updates on MIS' blockbuster programmes and industry-relevant courses.

FAST FACTS



2 issues published per month

70,000 subscribers

30%
Human Resource

30%
Marketing

15%
Sales

Other PMEBs

MIS Connect

mis
Connect

Events for Marketers www.mis.org.sg

Apr 2016

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The Singapore Marketer now!**
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We have brought our magazine digitally closer to you. Now you can read The Singapore Marketer along with other business or trade magazines on one platform. For on-the-go marketers, download Magster application on your mobile phone and enjoy our latest marketing tips and trends while you are travelling from office to your client's office. Download is complimentary for all Magster users. Check out the latest issue now!

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FEATURED MIS MEMBER

 **Ho Lal Man**
Director (Business Development)
SHW Pte Ltd

I joined MIS because it has the largest network of marketers and knowledge base in the region. I believe having access to both would definitely give my company opportunities to collaborate, learn and connect with many of its professional members.

MIS MEMBERS' CORNER

Special Promotions
Full 30 days of Discount Fee & Additional perks worth \$1500

[FIND OUT MORE](#)

[Be a Member!](#)

A

Marketing Institute of Singapore
51 Anson Road #03-53 Anson Centre Singapore 079904
Tel: 6327 7581 / 582 / 583
Email: members@mis.org.sg

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advertising rates

Banner Sizes	Rates	Publish Date
A 760 x 80 pixels	\$600	3rd week of the month

Accepted Formats:

JPEG/ GIF/ GIF ANIMATED

Frequency discounts:

2 insertions – 10%

3 insertions – 15%

4 insertions – 20%

for advertising enquiries:

Marketing Institute of Singapore

51 Anson Road, #03-53 Anson Centre
Singapore 079904

Tel: 6327 7571

Email: joreen.yee@mis.org.sg

Fax: 6327 9741

TERMS & CONDITIONS • Confirmation of exact issue(s) in which ads are to be placed is required upon booking • Frequency advertising discounts are to be utilised within 1 year from date of booking • Above rates are to be subjected to GST at the prevailing rate.

GENERAL DEADLINES • Booking – 14 days prior to publication • Cancellation – a 50% cancellation fee is to be levied if booking is cancelled less than 14 days prior to the publication • Material – 14 days prior to publication. Publisher reserves the right to retract or use previous materials if copy is not received 14 days prior to publication.

MIS Exec

The screenshot shows the MIS Executive Development Programmes website. At the top, it says 'mis Executive Development' and 'www.mis.org.sg'. Below that, it features the 'National Business Awards 2016' announcement with the headline 'Recognizing exceptional homegrown Singaporean companies'. The text encourages nominating local businesses for their innovative projects and best practices. Below the announcement, there is a section titled 'Upcoming Courses you might be interested in:' listing several courses with dates and 'GET MORE INFO' buttons. The courses include 'Better Grammar for Professional Business Communications*', 'Google Partner Academy - AdWords Fundamentals & Certification', 'Omni-Channel Marketing', 'Sales & Marketing Strategies for Engineers - Aligning Product Development to Customer Needs*', 'Story Selling - Create High Impact Sales & Marketing Stories', and 'Effective B2B & Trade Marketing Strategies*'. At the bottom, there are two placeholder boxes labeled 'A' and 'B' for advertising rates, and a footer with contact information for the Marketing Institute of Singapore.

advertising rates

	Banner Sizes	Rates	Publish Date
A	760 x 80 pixels	\$600	2nd week of the month
B	370 x 123 pixels	\$450	2nd week of the month

Accepted Formats:

JPEG/ GIF/ GIF ANIMATED

Frequency discounts:

2 insertions – 10%

3 insertions – 15%

4 insertions – 20%

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