

SINGAPORE WATER ASSOCIATION ONLINE ADVERTISEMENT OPPORTUNITIES

www.swa.org.sg

SINGAPORE WATER ASSOCIATION CREATING ANOTHER WAVE IN WATER INDUSTRY

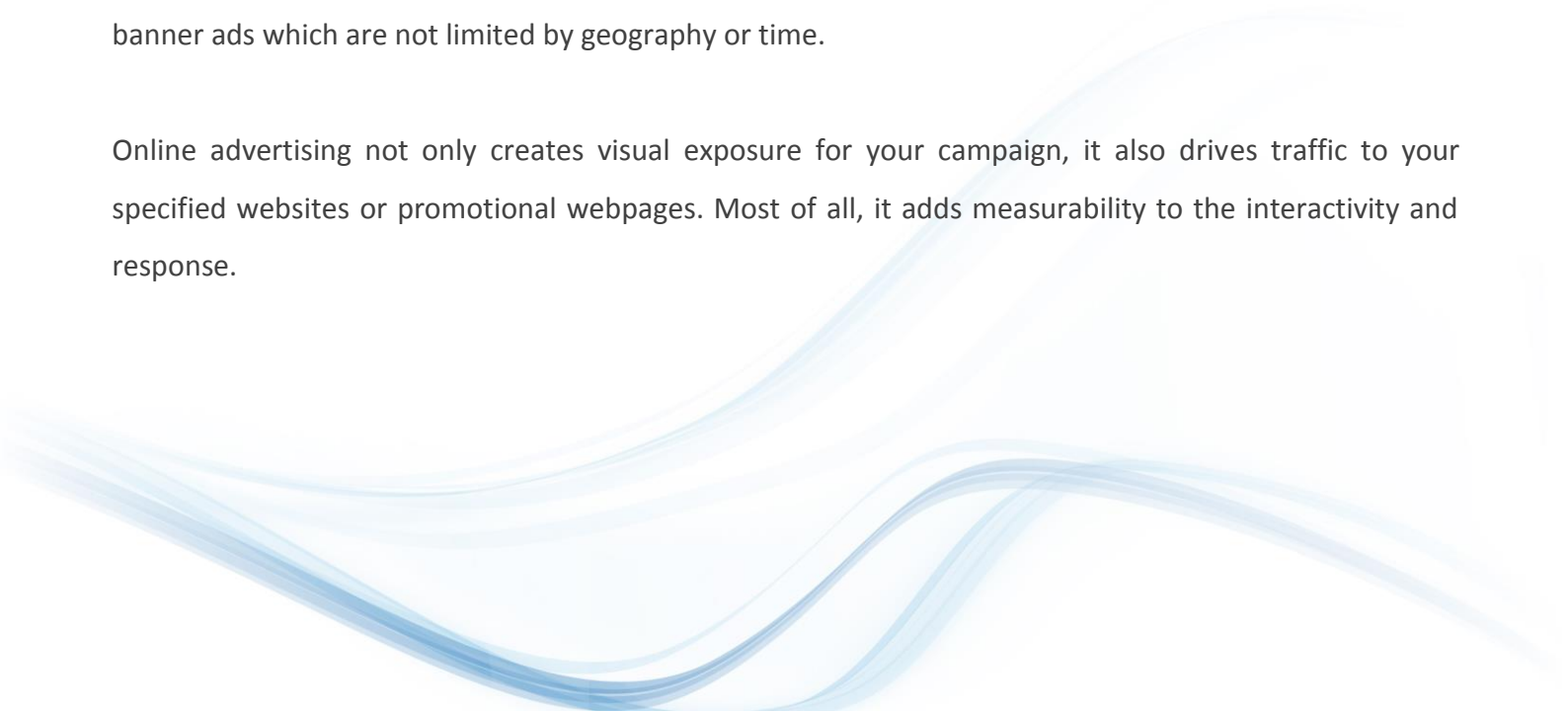
Singapore Water Association new website (www.swa.org.sg) which has been re-developed to provide better online features and functionality for its members and the water industry community.

The new website will provide a refreshed layout which include an Interactive Membership Directory to list members by company names and including a search widget feature for their nature of businesses that creates business opportunities and partnership. It also offers advertising opportunities to promote the organisations' products & services.

BENEFITS OF ADVERTISING WITH SINGAPORE WATER ASSOCIATION

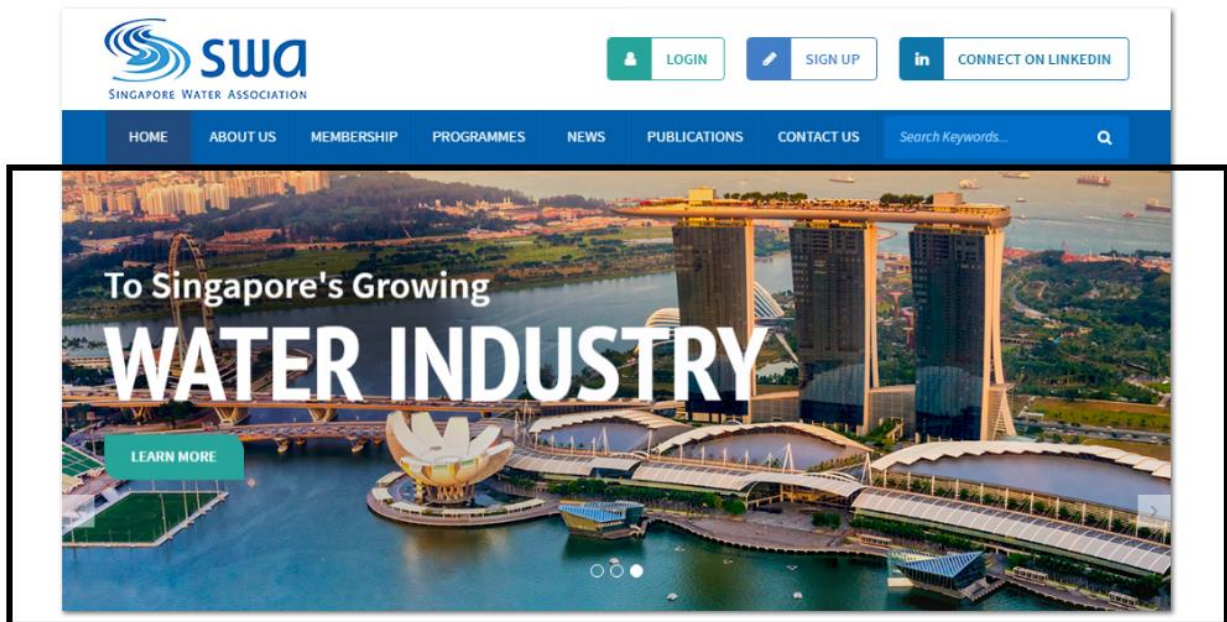
This is a great opportunity for you to expand visibility of your campaigns and promotions with our online banner ads which are not limited by geography or time.

Online advertising not only creates visual exposure for your campaign, it also drives traffic to your specified websites or promotional webpages. Most of all, it adds measurability to the interactivity and response.

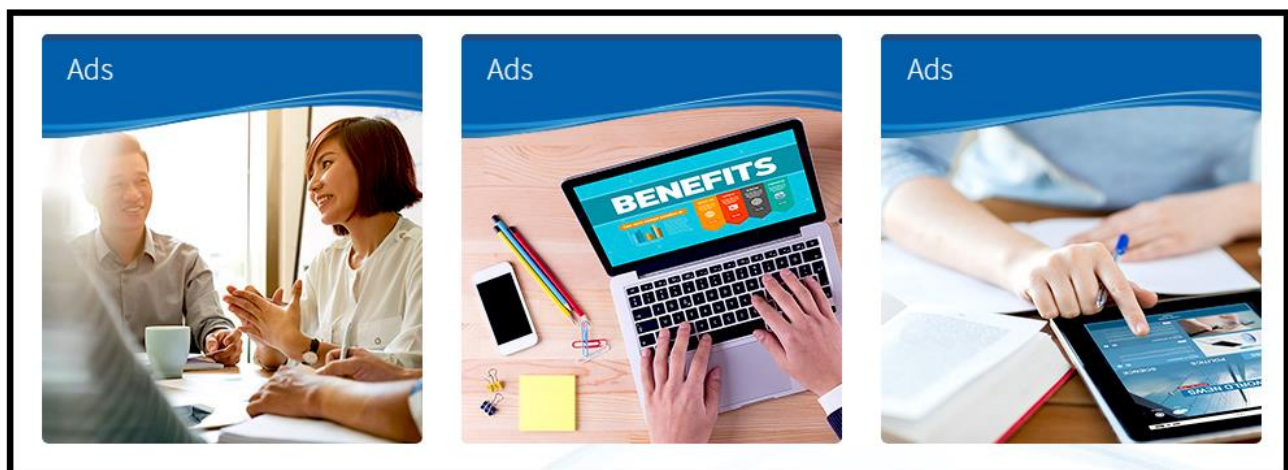


ADVERTISEMENT SIZES AND POSITIONS

Top Banner:



Bottom Banners (3 placements):



SITEMAP

- » Home
- » About Us
- » Membership
- » Programmes
- » News
- » Publications
- » Contact Us

GET IN TOUCH WITH US

- 📍 80 Toh Guan Road East, Singapore 608575
- ☎ +65 6515 0812 | 📠 +65 6515 0813
- ✉ enquiry@swa.org.sg

ONLINE RATES

Placement	Six-month Package	1-year Package
Top banner	S\$2,700 (1 month: \$15 x 30days = \$450)	S\$5,000 (discount of \$400)
Bottom banner	S\$1,500 (1 month: \$8.333 x 30days= \$250)	S\$2,800 (discount of \$200)

SPECIFICATIONS AND INSTRUCTIONS

Website advertisements are generally posted within 7 working days once artwork is approved and a signed booking form has been submitted. Advertisement campaign may be delayed if any required information is missing or if artwork is not properly formatted. All ads must be tested and approved by the Singapore Water Association prior to an advertisement campaign starts. Any element(s) not meeting specifications will be returned for revision.

General Requirements on Ads:

- GIF, JPEG and PNG ads are accepted, upon approval
- HTML ads are not allowed
- Ads file size must not be more than 256MB
- Ads must adhere to any and all trademark and copyright laws

Advertisement Size Requirements:

Top Banner 1600 x 1000 pixels

Bottom Banner 364 x 316 pixels

The following types of advertisements are not permitted:

- Blind downloads (cloaking software in other downloads)
- Browser manipulation (altering customary settings so user cannot regain control)
- Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification)
- Unclear origin of ads (hiding or obscuring the source if ad, webpage or email)

Note: If destination URL is provided for Singapore Water Association website ads, Singapore Water Association cannot track clickthroughs.

TERMS AND CONDITIONS

1. Additional charges apply for design, layout and production of banner advertisement.
 2. All advertising is subject to the Singapore Water Association's approval and it reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time, with or without notice to the advertiser, and whether or not such advertising was previously acknowledged, accepted, or published.
 3. Acceptance of the advertisement by the Singapore Water Association shall in no way constitute endorsement or recommended by the Singapore Water Association for the contents of the advertisement or the product or service advertised.
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