A publication by the Singapore Green Building Council

Rate Card
A Dedicated Resource

SG Green is a biannual green building publication focused on certified green building solutions.

Published by the Singapore Green Building Council (SGBC), SG Green focuses on the technical applications of certified green building solutions, showcasing best practices and capabilities in local green building projects.

The magazine will also profile companies with an onus on sustainability, featuring their exciting journeys and stories in an insightful format.

www.sgbc.sg
Concise Format

SG Green is prepared by the industry, for the industry, leveraging on collective experience to deliver practical content and relevant information to readers in a slick and easy-to-read format.

Targeted Readership

Each issue of SG Green will be distributed to a very targeted audience of minimally 2000 individuals and companies in the building and construction sector, comprising business owners, property developers, architects, engineers, consultants and sustainability managers.
Publication Format

Aligned with SGBC’s commitment to sustainability, each edition of SG Green is a perpetual e-magazine anchored on the SGBC website. The electronic nature of the e-magazine makes it easy for readers to share content and articles with international associates.

Physical copies are printed on FSC-certified paper on soy-based ink by a local FSC printer, with a verified chain of custody from start to end.

Publication Frequency

SG Green is published twice a year, distributed at all SGBC events:

- **March**: first distributed during SGBC Annual General Meeting, subsequently given out at all SGBC and/or Partner events
- **September**: first distributed during all events of the annual International Built Environment Week, covering the conference, co-located tradeshows, special events as well as the SGBC Gala Dinner

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SG Green Reach

<table>
<thead>
<tr>
<th>Printed Copies per issue</th>
<th>1500</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Magazine Impressions</td>
<td>57,000</td>
</tr>
<tr>
<td>E-Magazine Reads</td>
<td>7,100</td>
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</tbody>
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Green Home Renovation: A Step towards Green Living

Pages 58-60, 62-65

Homes must be made green and healthy right from the get-go. Consider these five aspects when undertaking a green home renovation project.

Breathe Easy

Pages 30-36

The air we breathe is of paramount importance to our health and wellbeing, especially in our abodes. Find out some ways to improve the indoor Air Quality...

Living Off the (Power) Grid

Pages 38-46

As one of the pioneering carbon negative homes in Singapore, the B House is a powerhouse in every sense of the word.

Beautifully Crafted Comfort

Pages 80-86

Keeping cool, combining comfort and beauty, the perfect solution.

www.sgbc.sg
Advertising with SG Green

SG Green welcomes SGBC Member Organisations or Companies with SGBC-certified products to advertise with the magazine to advance awareness of green building products, solutions and innovations.

Advertisement Insertion Types

**Basic Full Page**

Single-page advertisement placed on a right-hand page within SG Green at the editorial team’s discretion.

**Cost:** $2,000 (before GST)

**Inside Front Cover**

Single-page advertisement placed on the page immediately after the Front Cover facing the Editorial Team page.

**Cost:** $2,800 (before GST)

**Inside Back Cover**

Single-page advertisement placed on the final page of the magazine just before the Back Cover.

**Cost:** $2,500 (before GST)
Advertisement Insertion Types

**Back Cover**
Single-page advertisement placed as the Back Cover of SG Green.

**Cost:** $3,300 (before GST)

**Double Page Spread**
Two-page advertisement spread placed in a centrefold within the front half of SG Green (where possible).

**Cost:** $3,800 (before GST)

All advertisement insertions are confirmed on a first-come-first-served basis.

Advertisements placed in running issues (e.g. Issues 8.0 and 9.0) will qualify for a 15% discount off the total published rate.

www.sgbc.sg
SG Green Sustainability Leadership Spotlight

A limited feature in each issue of SG Green, the Leadership Spotlight package is a prime opportunity to profile and position your organisation as a sustainability leader in the built environment. Only one Leadership Spotlight will be published in each issue of SG Green.

Package Commitment - $5,000 (before GST)

- 6-page article (maximum 1200 words) in one issue of SG Green
  - Approved Text and Images (minimum 8 hi-res files) provided by Client
  - Typesetting and design provided by SGBC in line with SG Green style guide
  - Article cannot be a marketing piece to sell products or services: it has to be a thought leadership piece on key sustainability trends
  - High-resolution PDF of article will be provided to Client after publication

- One Full Page Full Colour Advertisement
  - Artwork to be provided by Client
  - Advertisement will be placed on the right-hand page directly after the 6-page article in the same issue of SG Green

- Social Media
  - One dedicated post on SGBC’s Facebook page
  - One dedicated post on SGBC’s LinkedIn page

www.sgbc.sg
Advertising Specifications

<table>
<thead>
<tr>
<th>Advertisement Type</th>
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<tbody>
<tr>
<td>Basic Full Page</td>
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<tr>
<td>Inside Front/Back Cover</td>
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<tr>
<td>On Back Cover</td>
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Loading

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<tbody>
<tr>
<td>Front Half</td>
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<tr>
<td>Facing Editorial</td>
<td></td>
</tr>
<tr>
<td>Right-Hand Page</td>
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Artwork Guidelines

- Artwork must reach SGBC four working weeks before the issue’s publication month.
- Only digital files will be accepted for publication, with PDFs being the preferred choice. Also acceptable are EPS files generated by CorelDraw or Adobe Illustrator. Please make sure that all fonts are embedded or converted to curves.
- InDesign CS files will be accepted only if all fonts and links are included. PowerPoint, Word and Publisher files will not be accepted.
- If you are sending a colour advertisement, be sure that ALL colours have been converted to a CMYK equivalent. All artwork should be sent at 100% size. You are responsible for both colour correction and trapping. If colour is critical, be sure to include a press-quality proof.
- Any included images should be at least 300 dpi and sent as TIF files. Do not use the following image formats: JPG, PNG, GIF or DCS. All RGB files should be converted to CMYK. If embedding graphics or fonts, please include the support files and fonts in a separate folder. Output will be at 150 lpi and 2400 dpi.
- Unless a press-quality, hard-copy colour proof is received, we can only print as close as possible using our colour output.
- All artwork must be submitted in the specified dimensions by the material submission deadline.
- Any resizing request will be subjected to a minimum charge of S$250.
- Any cancellations must be done in writing at least one month prior to the material submission deadline.

Contact Us

For all editorial or advertising enquiries, kindly email outreach@sgbc.sg or call +65 6732-5518.
SG Green Advertisement Booking Form

Select the insertion type and issue to publish in (all prices are in SGD excluding 7% GST).

<table>
<thead>
<tr>
<th>INSERTION TYPE</th>
<th>ISSUE</th>
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<tbody>
<tr>
<td>Basic Full Page</td>
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<tr>
<td>Double Page Spread</td>
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<tr>
<td>Inside Front Cover</td>
<td>$2800</td>
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<tr>
<td>Inside Back Cover</td>
<td>$2500</td>
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<tr>
<td>On Back Cover</td>
<td>$3300</td>
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<table>
<thead>
<tr>
<th>PREMIUM LOADING</th>
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<tbody>
<tr>
<td>Insertion in Front Half</td>
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</tr>
<tr>
<td>Facing Editorial</td>
<td>+10%</td>
</tr>
<tr>
<td>Right Hand Page</td>
<td>+10%</td>
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<table>
<thead>
<tr>
<th>LEADERSHIP SPOTLIGHT</th>
<th>ISSUE</th>
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<tbody>
<tr>
<td>Spotlight Package</td>
<td>$5000</td>
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JOINT RATE
Advertisements placed in running issues will qualify for a 15% discount off the published rate and are considered as one insertion.

Terms & Conditions
*The rates specified above exclude the costs of designing the artwork.
*Full payment shall be made upon confirmation of acceptance by SGBC.
*In the event that the publication is cancelled, the amount paid shall be refunded in full.

Advertiser Details
Company Name: _______________________________________________________
Contact Person: _______________________________________________________
Contact No.: _______________________________________________________
Email Address: _______________________________________________________

Please return the completed form to the SG Green Editorial Team at:
Singapore Green Building Council (SGBC), 390 Havelock Road #06-05 King’s Centre
Singapore 169662 | Email: outreach@sgbc.sg

www.sgbc.sg