



Circular No.: PAIR/158/07/BF

1 July 2020

Dear Sir/Madam

SCAL THE CONTRACTOR'S DIRECTORY 2020

THE OFFICIAL PUBLICATION OF THE SINGAPORE CONTRACTORS ASSOCIATION LTD

The Contractor's Directory published by The Singapore Contractors Association Ltd (SCAL) has always been a trusted source of ready reference for industry, government and other stakeholders. The directory is circulated widely in Singapore and overseas. It consolidates and organises full listings of all SCAL members, overseas contractors, useful trade names, products and services available in the industry as well as interesting updates concerning the construction sector. We appreciate and thank all advertisers who have contributed to its huge success.

The Contractor's Directory 2020 is scheduled to be printed in the last quarter of 2020. In line with global trends for sustainable development, there will be an entire section specially dedicated for listing of green products and services.

We are pleased to invite you to advertise in **The Contractor's Directory 2020**. To secure your booking of limited premium ad positions in our directory, simply fill in the application form attached and return it to Benjamin Fong via **email: benjaminfong@scal.com.sg or fax: 6273 3977.** For further enquiries, please call Benjamin at **6661 9382 or mobile: 9273 6808.**

Do not miss this opportunity to be showcased in **The Contractor's Directory 2020** to expand your outreach and exposure! We look forward to your participation and contributions for yet another successful edition of the directory.

Yours faithfully

Lam Kong Hong
Executive Director
The Singapore Contractors Association Ltd



新加坡建築商公會有限公司

THE CONTRACTOR'S DIRECTORY 2020

The Official Publication of The Singapore Contractors Association Ltd

APPLICATION FOR ADVERTISING

ADVERTISING RATES:

Please direct all enquiries to: Benjamin Fong HP: 9273 6808 TEL: 6278 9577
Email: benjaminfong@scal.com.sg FAX: 6273 3977

We are interested in booking an advertisement/listing space in the aforementioned publication. Please arrange for your representative to call me.

Name of Company: Address: Postal Code: Tel/Fax: Email: Contact/Position: Date: Signature & Company Stamp: X

Table with columns: THE CONTRACTOR'S DIRECTORY 2020, Size (mm), Rates*, PLEASE CROSS, X. Rows include Full Colour (Outside Front Cover, Outside Back Cover, Inside Front Cover, etc.) and Black & White (Full Page, Half Page, Quarter Page, Logo Listing, Bold Listing).

Please cross (X) whichever is appropriate

* Rates are subject to prevailing GST

Please note that the amount contracted for is payable in full to "The Singapore Contractors Association Ltd" upon signing of the contract.

- All advertisements are subject to the publisher's approval.
The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.

PLEASE SIGN, STAMP, SCAN AND EMAIL IT BACK TO US.

By submitting any personal data in connection with this application form, I confirm that I have read and agree to the Data Protection Policy (https://www.scal.com.sg/privacy) which sets out how my personal data will be collected, used, disclosed and processed by The Singapore Contractors Association Ltd for the purposes of administering this application form.



THE CONTRACTOR'S DIRECTORY 2020 TECHNICAL SPECIFICATIONS & GUIDELINES

FULL PAGE FULL COLOUR: H 297mm X W 210mm

TRIM SIZE: H 297mm X W 210mm

TEXT SIZE: H 277mm X W 190mm (i.e. 10mm margin all round)

BLEED SIZE: H 303mm X W 216mm (i.e. 3mm bleed all round)

SOFT COPY in Jpeg, TIF or PDF file in High Resolution at least 300 dpi and above in actual size

HALF-PAGE FULL COLOUR: H 148.5mm X W 210mm

QUARTER-PAGE FULL COLOUR: H 148.5mm X 105mm

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All advertisement prices are subject to prevailing GST payable in full to 'The Singapore Contractors Association Ltd'

Cancellation must be done in writing 1 month prior to submission deadline.

Submission deadline 30th September 2020