

## **PUBLISHER FOR ASIAN UROLOGY**

### **SPECIFICATION SHEET & ADVERTISING RATES**

#### **ADVERTISEMENT RATES (IN SINGAPORE DOLLARS)**

1.	Full Page	\$5,000
	Inside Front Cover	\$6,500
	Inside Back Cover	\$6,000
	Back Cover	\$7,000
	Centre Spread	\$9,000
2.	Half Page	\$3,000
3.	Quarter Page	\$2,000
4.	1/8 Page	\$1,000
5.	Front Page Banner	\$1,500

*P.S. 10% discount will be given if advertisers commit for consecutive 4 issues.*

#### **ADVERTISEMENT SIZES (HEIGHT X WIDTH)**

1.	Full Page	Trim area 420 x 297mm + 5mm bleed Type area 390 x 277mm
2.	Double Spread	Trim area 420 x 594mm + 5 mm bleed Type area 390 x 564mm
3.	Half Page (Horizontal)	Bleed size 210 x 297mm + 5mm bleed Type area 185 x 277mm
4.	Half Page (Island)	Bleed size 280 x 216mm + 5mm bleed Type area 265 x 206mm
5.	Quarter Page	Bleed size 210 x 145mm + 5mm bleed Type area 195 x 135mm
6.	1/8 page	Type area 105 x 145mm
7.	Front Page Banner	Bleed size 97 x 297mm + 5mm bleed Type area 80 x 277mm