



American Association
of Singapore

MEDIA KIT

2025



About Us



The American Association of Singapore builds community through events that bring the best of American culture to families and individuals of all nationalities.

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SPECIFICATIONS & AD RATES

The **American Association of Singapore** (AAS) is the heart of American culture in Singapore. We give our families fun and engaging ways to connect with others offering everything from small, intimate dinners to big bashes. We bring a bit of American culture to our exciting Little Red Dot, and also explore the many fascinating cultural offerings of our host country. This island is amazing!

Many of our families are Americans, yes, but our members hail from every corner of the globe – including right here in Singapore.

AAS was the first American organization in the Lion City. We opened our doors more than a century ago and have since helped launch many other great American associations in the country. Together, we create an all encompassing, connected, and engaging experience, giving you a home away from home.

Our focus is to bring AAS into the next century, honoring our important traditions, but also creating new ones. We are redefining AAS to bring our families what they need in modern times.





ASSOCIATION AWARDS



2024

AmCham Cares
Certificate of
Recognition
For Corporate and
Social Excellence



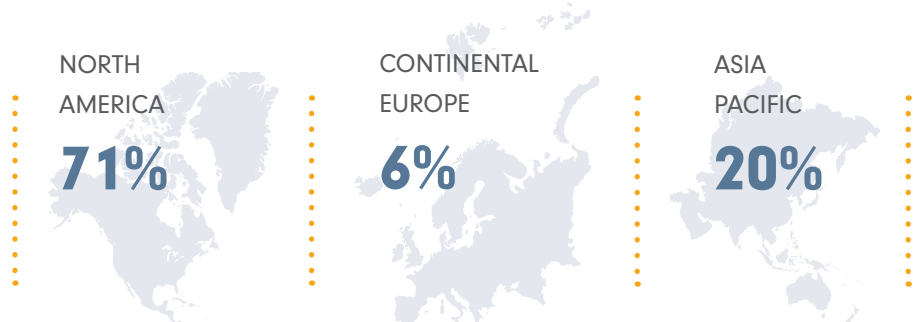
2023

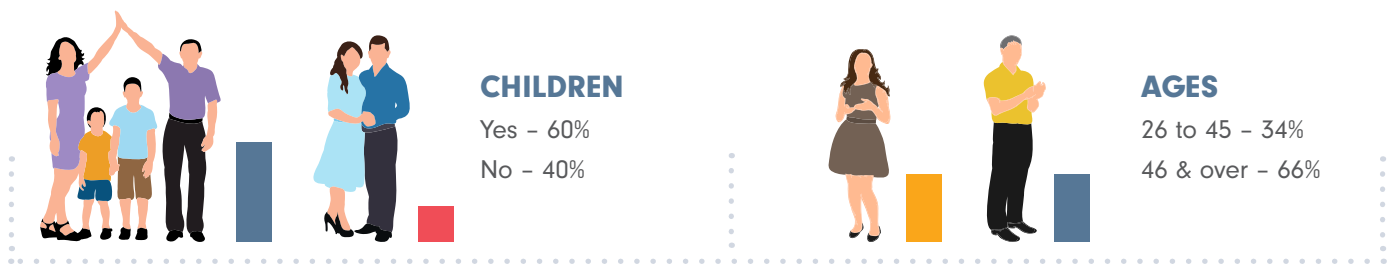
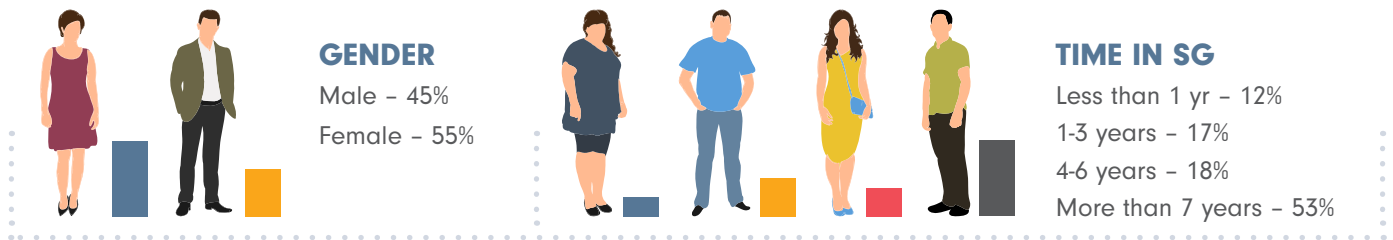
SG Cares Giving
Week Certificate of
Appreciation



AAS Membership

Our membership comes from around the world, with concentrations from North America and Asia Pacific. Most of our members have children and more than half have lived in Singapore for seven years or longer. Members are evenly split between being 45 years old or younger, and 46 years old or older. We have a broad demographic with wide interests and spending power.

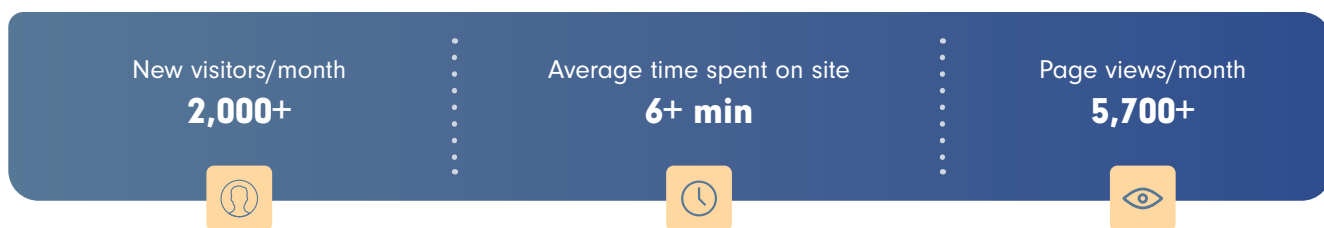




American Association of Singapore Website



Key Statistics



Increasing Visitors

The AAS website has a year over year increase in site sessions and unique visitors.



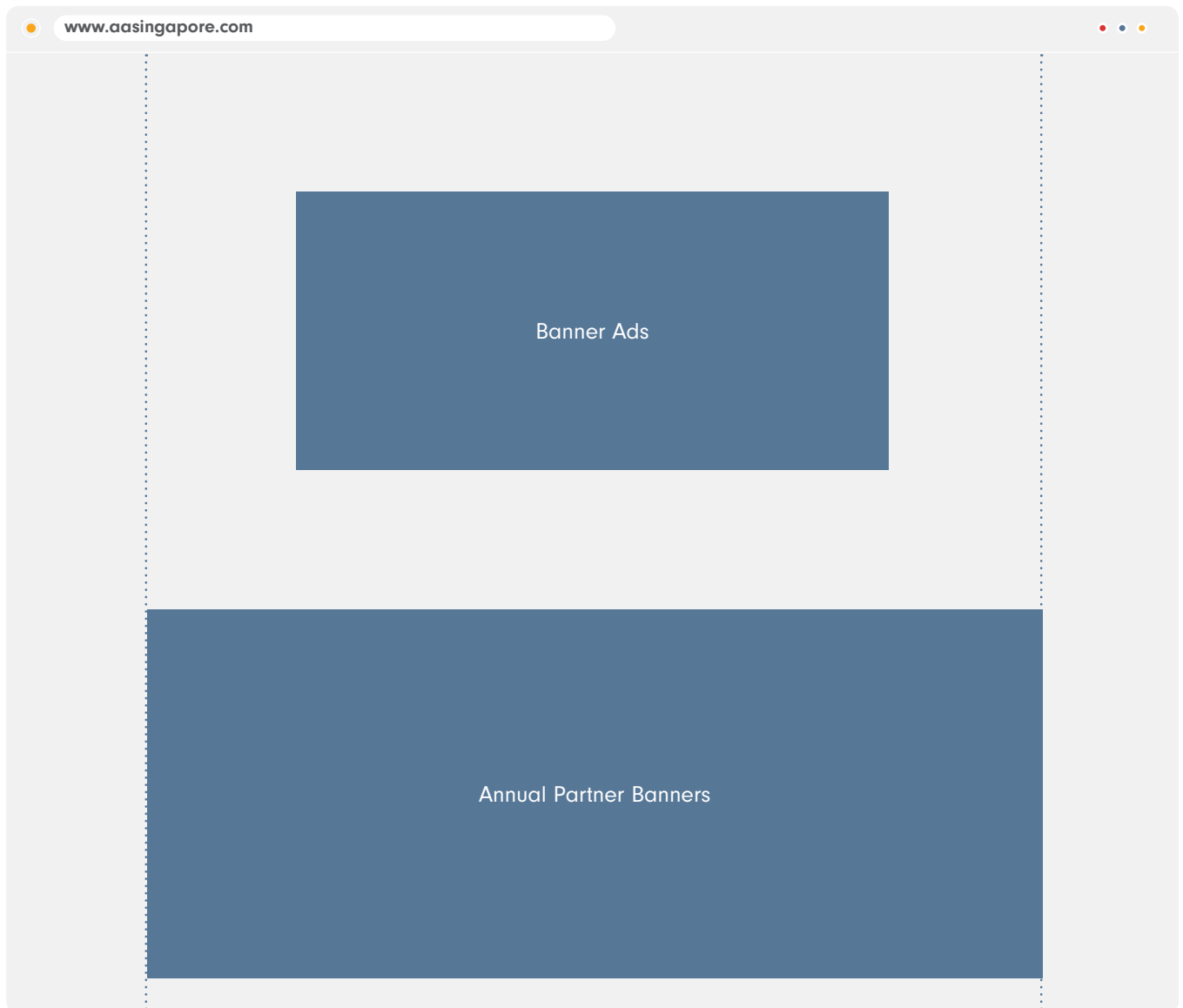
Global Reach

Our website has welcomed visitors from 106 countries around the world this year.

— Monthly average for September 1, 2023–August 31, 2024



American Association of Singapore Website Advertising



Weekly Banners Ads

Web banners appear on the home page for a one week period

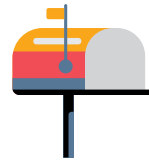
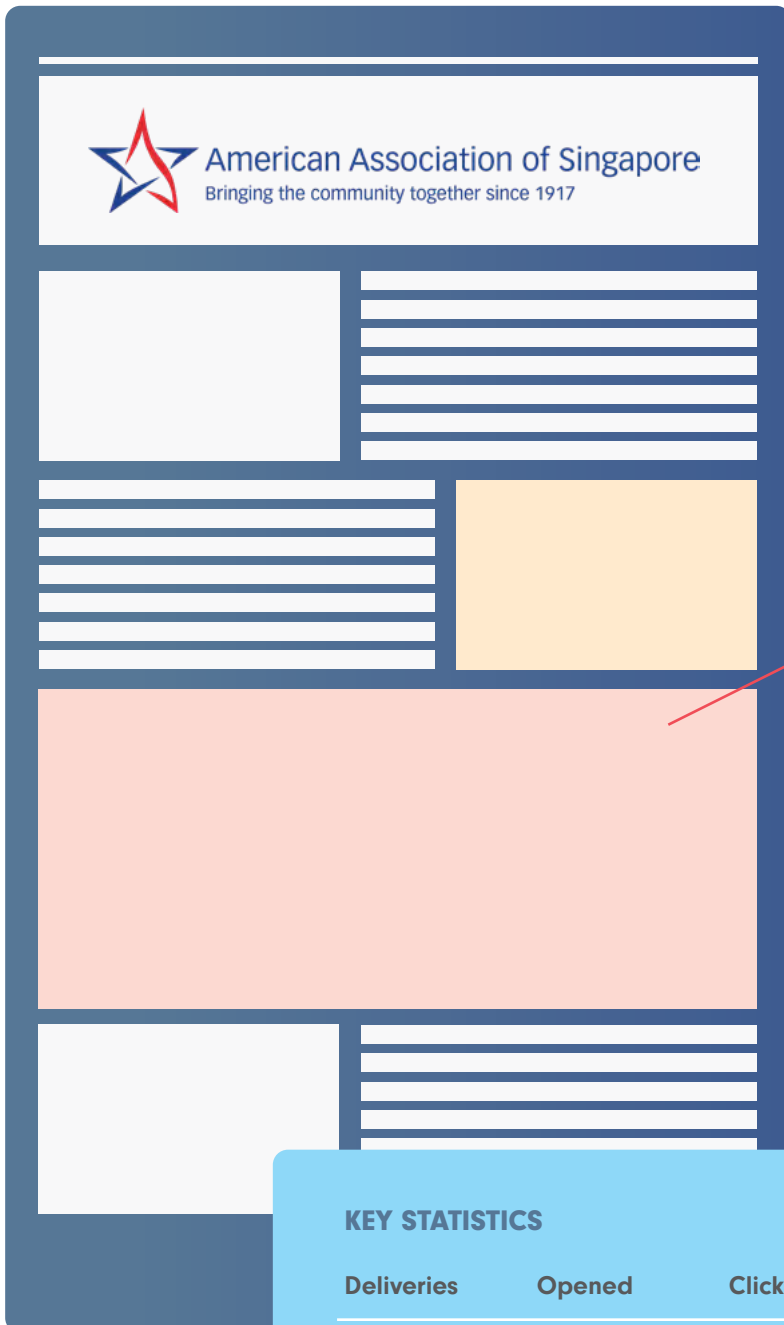


Partner Banners

Web banners appear in rotation on the home page for the duration of annual partner's contract



eNewsletter Banners



OVERVIEW

Frequency

Weekly – sent at optimized time for high open rate

Advertising opportunity

Reach thousands of weekly readers through e-mail banners

E-mail Banner

980 pixels (w) x 460 pixels (h)

*Please note that the AAS office closes between Christmas and New Year’s Day, and for the month of July. During this time, we do not accept EDM or social media posts.

KEY STATISTICS

Deliveries	Opened	Clicked
3,000+	76.5%	7.6%

Statistics January-September 2024



Social Media Publishing

FACEBOOK

AAS shares several posts, stories, and reels throughout the week to its 3,400+ followers.



 **3,400+**
FOLLOWERS

INSTAGRAM

AAS shares several posts and stories throughout the week to its 1,100+ followers.



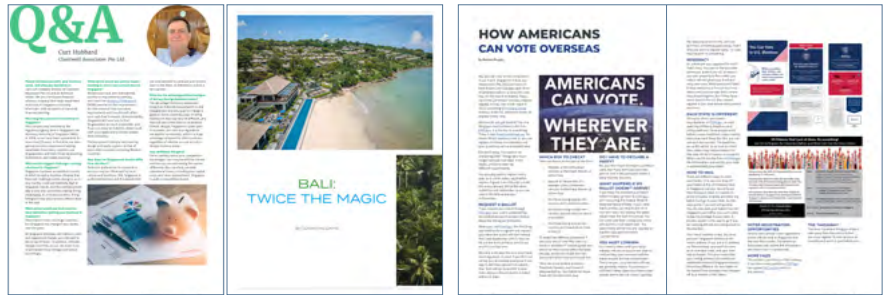
 **1,100+**
FOLLOWERS



Magazine Contents

Feature Articles

Issues include informational pieces to help expats navigate various aspects of life broad, as well as interviews and opinion pieces. With a highly-mobile audience, we also include articles on travel.



Events

In addition to sharing our own events, we keep up with current cultural events and festivals.

Regular Features

1. Spotlight on Scouts
2. Humans of the Embassy
3. HeadSpace - column about mental health



Print* & Digital advertising

Full, half-page, quarter-page, and doublespread advertisements are available in each edition.

**One issue per year will be print and digital, giving greater exposure.*



Advertorials & Round-Ups

A limited number of advertorials and round-ups are available in each edition. Word count is dependent on type of advertorial or round-up and determined at time of contract.



Content Calendar

Content Timeline for one year schedule



JANUARY/FEBRUARY 2025

New Year's Around the Globe

This issue will include a look at how people celebrate New Year's Eve; making and keeping resolutions; Valentine's Day and local jewelers.

This issue will publish ahead of our 89th George Washington Ball.

Key Dates:

- Final copy deadline December 3, 2024
- Ad deadline December 14, 2024
- Publication date January 1, 2025



MARCH/APRIL 2025

Financial Planning for Expats

As tax season approaches for American citizens, this issue will include articles about taxes; buying real estate in Singapore; wills and other legalities for expat parents to consider; and the implications of renouncing a US green card.

Key Dates:

- Final copy deadline February 12, 2025
- Ad deadline February 21, 2025
- Publication date March 1, 2025



2025
Planner



MAY/JUNE 2025

Summer Camps & Activities

This issue will highlight summer camps in Singapore and short-haul holiday destinations, targeting those families who stay in Singapore for the summer school holidays. It will also feature what is happening around Singapore.

This issue will publish ahead of most international school summer breaks.

Key Dates:

- Final copy deadline April 11, 2025
- Ad deadline April 22, 2025
- Publication date May 1, 2025



JULY/AUGUST 2025

Community Spotlight

In this issue, we will profile AAS members, highlighting their achievements and contributions to American and local communities, and will look at volunteerism in Singapore.

This issue will publish ahead of Fall Fest.

Key Dates:

- Final copy deadline June 6, 2025
- Ad deadline June 20, 2025
- Publication date July 1, 2025



2025
Planner



**SEPTEMBER/OCTOBER 2025
PRINT ISSUE**

Travel Diaries

The September/October issue will be printed and mailed to our members, as well as distributed in strategic locations around Singapore. Articles will focus on travel tips and destination guides from fellow expats. This issue is the perfect opportunity for travel-related businesses to advertise to families at a time of year when they are planning travel for the following year, and to advertise to newcomers to Singapore.

Key Dates:

- Final copy deadline August 1, 2025
- Ad deadline August 8, 2025
- Publication date September 1, 2025

Circulation:

2,000 copies to members and area businesses

NOVEMBER/DECEMBER 2025

Home Away from Home

In this issue, we will share stories about adjusting to life abroad, maintaining American traditions, and creating a sense of home in a new country.

This issue will publish ahead of our Thanksgiving and Toys for Tots events, and at the start of the holiday shopping season.

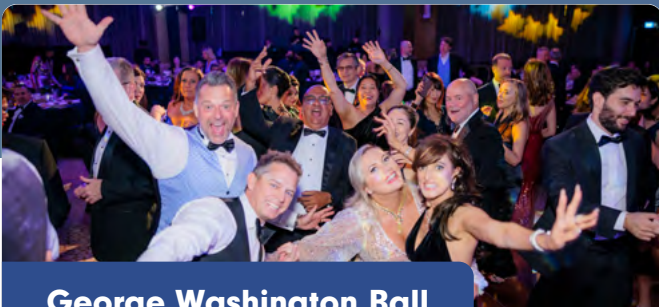
Key Dates:

- Final copy deadline October 14, 2025
- Ad deadline October 24, 2025
- Publication date November 1, 2025



American Association of Singapore Major Events

AAS hosts more than 70 events throughout the year. There are sponsorship opportunities at some of our medium-sized events such as Easter (March/April), Fourth of July (July); Thanksgiving (November) and Toys for Tots (December). We also host four major, marquee events annually with lots of opportunities for sponsors to be involved.



George Washington Ball

February

The annual George Washington Ball is our premier black-tie fundraising event. Guests are not only from the American community, but many Singaporeans and other nationalities also attend as well as many important people from the corporate community. There are a myriad of ways to be part of the event through sponsorships and corporate tables.



Ambassador's Cup Golf Tournament

March

The Ambassador's Cup Golf Tournament is a mainstay of the AAS calendar, drawing 144 golfers, largely from the corporate community. Advertising opportunities include sponsorship, cash donations, and in-kind donations. Sponsors also have the opportunity to include branded items in bags given to every golfer and receive a wide amount of publicity.



Kickoff to Summer

May

Together with our longtime partner, Singapore American School, AAS brings the American community together with many other nationalities to celebrate the kick off to summer which includes carnival games, bouncy castles and more. With as many as 3,000 attendees, this event is a sure-fire way to put your name in front of many eyes. In addition, a marketplace provides exposure for local businesses.



Fall Fest

October

Fall Fest is the newest addition to the AAS calendar, celebrating the harvest season in a traditional American way. We bring Fall-oriented, American-type activities with an agricultural theme to Singapore. There are numerous sponsorship opportunities. As a one-of-a-kind event in the Lion City, we expect this event to grow in the years to come.

PRINT MAGAZINE

Specifications and Rate Card

Artwork to be supplied as a press-optimized PDF file with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output. Allow a 3mm bleed.

PRINT MAGAZINE	FC (\$)	SIZE
Full Page	\$700	210mm (w) x 297mm
Full Page Advertorial, written and designed by client	\$1,080	210mm (w) x 297mm
Full Page Advertorial, content provided by client, designed by AAS	\$1,500	208mm (w) x 270mm
Half Page horizontal	\$360	194mm (w) x 138mm
Half Page vertical	\$360	94mm (w) x 281mm
Quarter Page	\$190	94mm (w) x 138mm
Round-up inclusion	\$175	TBD
PREMIUM POSITION/SPECIAL BUY		
Back Cover	\$1,800	210mm (w) x 297mm
Inside Front Cover	\$1,220	210mm (w) x 297mm
Inside Back Cover	\$800	210mm (w) x 297mm
Double Page Spread	\$1,500	420mm (w) x 297mm
<i>15% agency commission is not applicable</i>		

Technical Artwork

Artwork to be supplied as a press-optimized PDF file with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output.



Full Page

Metric
210mm (w) x 297mm (h)
 Imperial
8.268" (w) x 11.7" (h)



Bleed Size:

Metric
216mm (w) x 303mm (h)
 Imperial
8.504" (w) x 11.929" (h)



Type Area:

Metric:
200mm (w) x 287mm (h)
 Imperial:
7.874" (w) x 11.299" (h)



Half-Page (h)

Metric:
194mm (w) x 138mm (h)
 Imperial:
7.638" (w) x 5.433" (h)



Half-Page (v)

Metric:
94mm (w) x 281mm (h)
 Imperial:
3.7" (w) x 11" (h)

Please note that while American Association of Singapore endeavors to ensure all advertisements are correctly reproduced, it will not be held responsible for errors due to incorrectly prepared files.



DIGITAL MAGAZINE

Specifications and Rate Card

Artwork to be supplied as a PDF file with all fonts and hi-res images (300dpi) embedded OR as a high-res JPG file. Failure to supply high-res images will result in pixelated output.

DIGITAL MAGAZINE	FC (\$\$)	SIZE
Full Page	\$600	210mm (w) x 297mm
Full Page Advertorial, written and designed by client	\$900	210mm (w) x 297mm
Full Page Advertorial, content provided by client, designed by AAS	\$1,250	208mm (w) x 270mm
Half Page horizontal	\$300	194mm (w) x 138mm
Half Page vertical	\$300	94mm (w) x 281mm
Quarter Page	\$160	94mm (w) x 138mm
Round-up inclusion	\$150	TBD
PREMIUM POSITION/SPECIAL BUY		
Back Cover	\$760	210mm (w) x 297mm
Inside Front Cover	\$880	210mm (w) x 297mm
Inside Back Cover	\$680	210mm (w) x 297mm
Double Page Spread	\$1,080	420mm (w) x 297mm
<i>15% agency commission is not applicable</i>		

Technical Artworks

Artwork to be supplied as a PDF file with all fonts and hi-res images (300dpi) embedded OR a high-res JPG file. Failure to embed high-res images will result in pixelated output.



Full Page

Metric
210mm (w) x 297mm (h)
Imperial
8.268" (w) x 11.7" (h)



Double Page Spread

Metric
420mm (w) x 297mm (h)
Imperial
16.535" (w) x 11.7" (h)



Half Page (h)

Metric:
194mm (w) x 138mm (h)
Imperial:
7.638" (w) x 5.433" (h)



Half-Page (v)

Metric:
94mm (w) x 281mm (h)
Imperial:
3.7" (w) x 11" (h)



Quarter Page

Metric:
94mm (w) x 138mm (h)
Imperial:
3.7" (w) x 5.433" (h)

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DIGITAL

Specifications and Rate Card

Web Banner Ad

ARTWORK REQUIREMENTS

Artwork should only be supplied as an animated .gif or .jpeg file, 72 dpi, RGB format. Please supply a valid link.

BANNER AD

980 pixels (w) x 460 pixels (h)

PARTNER BANNER

1600 pixels (w) x 585 pixels (h)

WEB	PRICE (\$\$)
BANNER AD	\$300 WEEK
PARTNER BANNER	Please contact us

E- Newsletter Banner

ARTWORK REQUIREMENTS

Artwork as animated .gif or .jpeg file, 72 dpi, RGB format. Please supply a link, not an email address. If you submit an animated .gif file, we suggest you put all your salient information on the first slide.

EMAIL BANNER

530 pixels (w) x 80 pixels (h)

EMAIL BANNER	PRICE (\$\$)
BANNER WITH LINK	\$300

Social Media Campaign

ARTWORK REQUIREMENTS

Artwork as animated .gif or .jpeg file, 72 dpi, RGB format. Please supply a link and your company's tag/handle. Please submit a .jpg or .gif file without rotation. If you submit an animated .gif file, we suggest you put all your salient information on the first slide.

FACEBOOK

Ads:

1200 pixels (w) x 630 pixels (h)

Story:

1080 pixels (w) x 1920 pixels (h)

INSTAGRAM

Ads:

1080 pixels (w) x 1350 pixels (h) (Portrait)

1080 pixels (w) x 1080 pixels (h) (Square)

1080 pixels (w) x 566 pixels (h) (Landscape)

Story:

1080 pixels (w) x 1920 pixels (h)

SOCIAL MEDIA	PRICE (\$\$)
FACEBOOK	\$250
INSTAGRAM	\$150

15% agency commission is not applicable





American Association of Singapore



PLACEMENT CONTACT

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Bringing the community together since 1917.