

IS Chartered Accountant Journal

Advertising Rate Card

ABOUT THE JOURNAL

ISChartered Accountant Journal

OCTOBER 2019

● focus

THE VALUE AND FUTURE OF AUDIT

Stakeholders Share Their Perspectives

● focus

An Ode To Educators

To mark World Teachers' Day on October 5, ISCA highlights the achievements of four members whose passion for education is helping to uplift the profession

● focus

One Young World Summit 2019 Competition

● viewpoint

7 Disciplines For High Performing Charities

● viewpoint

The Governance Framework For AI

● technical excellence

Role And Mindset Expected Of Professional Accountants


ISCA INSTITUTE OF SINGAPORE CHARTERED ACCOUNTANTS

The official journal of the national accountancy body, Institute of Singapore Chartered Accountants (ISCA), the **IS Chartered Accountant Journal** is created by a team of professionals, with contributions from industry experts, academics as well as ISCA's technical, research and industry support teams. The editorial team collaborates closely with industry leaders and field experts to bring readers timely updates and in-depth analysis of accounting and business issues.

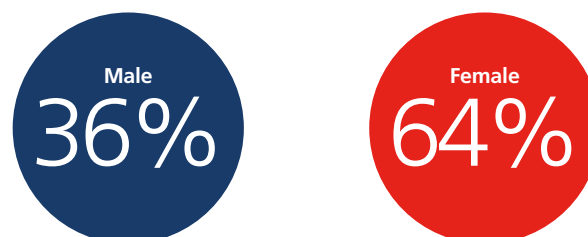
Topics are tailored for audit and accountancy professionals and cover business trends and accounting standards to equip them with information to help them succeed.

The journal is circulated to ISCA members, majority of whom are CEOs, CFOs, Financial Controllers, business owners, audit and accountancy professionals, as well as university students in Singapore.

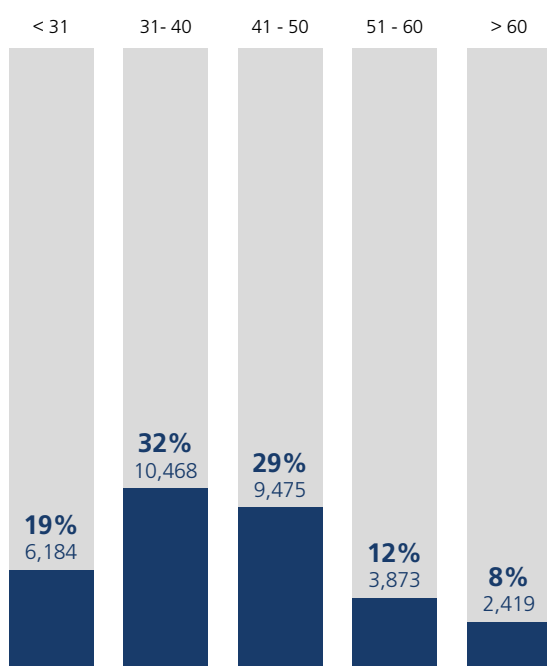
TOTAL NUMBER OF MEMBERS

32,419

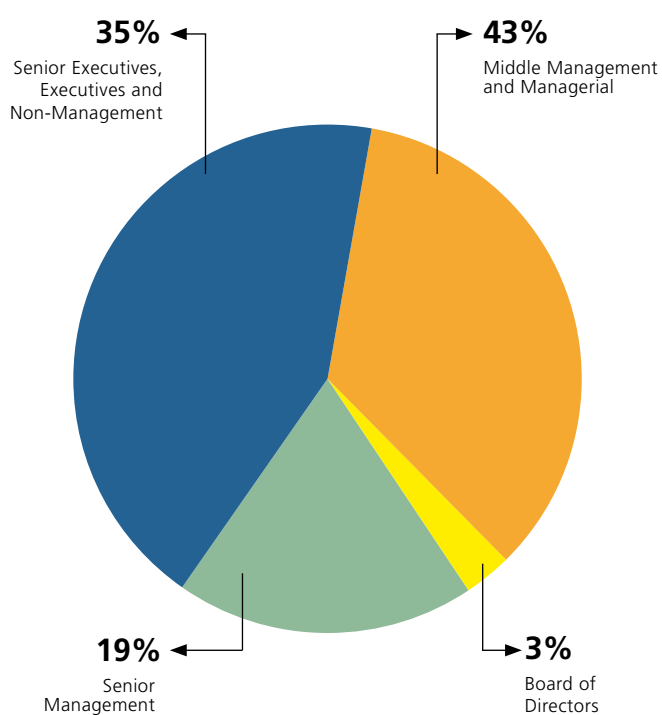
GENDER



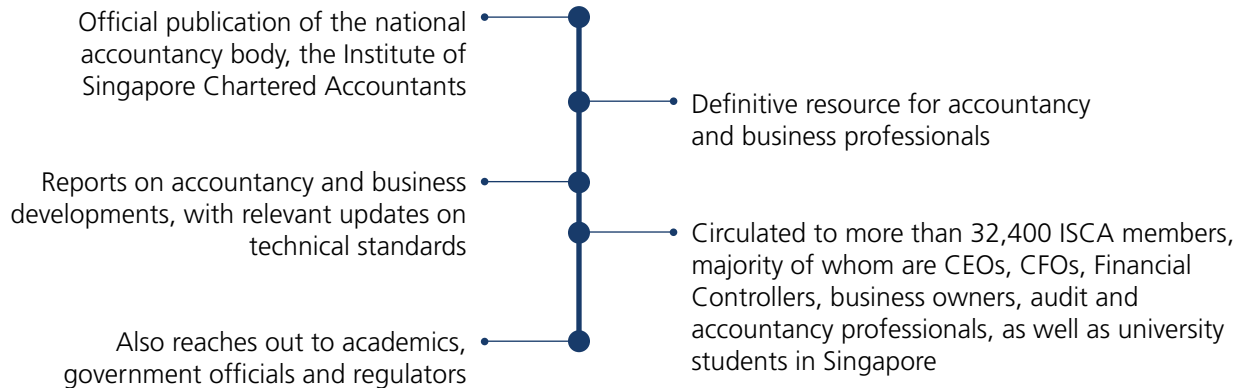
AGE GROUP



SENIORITY LEVEL



WHY CHOOSE *IS* CHARTERED ACCOUNTANT ?



WHAT YOU WILL FIND IN EACH ISSUE:

Focus

In-depth feature articles on topical issues most relevant to accountancy and business professionals



Viewpoint

Expert commentaries on accounting, auditing, tax and business issues



Technical Excellence

Articles on technical subjects including financial reporting standards, quality assurance, tax and ethics

In Tune (ISCA News)

Updates on the Institute's developments and initiatives



In Tune (Industry News)

Updates on what's happening in the accountancy industry

ADVERTISING RATES

IS Chartered Accountant Journal (Mobile App, Online)

POSITION	Rate (S\$) Per Quarter			
Frequency	1 Quarter	2 Quarters	3 Quarters	4 Quarters
After President Message	6500	6140	5800	5480
After Content Page	5840	5500	5200	4900
ROP Full Page	3940	3740	3540	3300
Content Page Box	1940	1840	1740	1640
Article Box	1640	1540	1480	1400

Bonus: All advertisements will appear in both digital and printed edition of **IS** Chartered Accountant Journal.

ISCA Journal EDM

Highlighting key features in the ISCA Journal, the Journal EDM is a monthly newsletter disseminated to all ISCA members.

POSITION	Rate (S\$) Per Quarter			
Frequency	1 Quarter	2 Quarters	3 Quarters	4 Quarters
Rectangle Banner	2400	2280	2140	2000

3 issues per quarter, inclusive of series discount

ISCA Corporate Website

POSITION	Rate (S\$) Per Quarter			
Frequency	1 Quarter	2 Quarters	3 Quarters	4 Quarters
Home Page Leader board Banner	4100	3880	3680	3440
Home Page Middle Banner	3900	3680	3480	3240

A minimum of 20% SOV for all advertisements.

ISCA Insights

Designed to help you stay ahead in the ever-changing business world, the weekly insights will bring you news reports from local and international media, essential technical updates and audit news as well as information on ISCA activities and seminars.

POSITION	Rate (S\$) Per Quarter			
Frequency	1 Quarter	2 Quarters	3 Quarters	4 Quarters
Rectangle Banner	3540	3340	3180	2980

4 spots per quarter

Bundle Advertising Option

Advertising opportunities across 3 main online platforms of ISCA.

1. ISCA Journal EDM - once a month
2. ISCA Corporate website - 3 months
3. ISCA Insights - weekly up to 4 insertions per quarter

POSITION	Rate (S\$) Per Quarter			
Frequency	1 Quarter	2 Quarters	3 Quarters	4 Quarters
Prime	9540	9040	8540	8040

Prime package includes the following (per quarter)

- 1 x rectangle banner on ISCA Journal EDM
- 1 x Home page banner on ISCA corporate website
- 1 x rectangle banner on ISCA Insights

ISCA Members Privileges Programme Portal

The ISCA Members' Privileges Programme is the platform for merchant partners to extend promotions to over 32,000 members and staff of ISCA. As a merchant partner, you will be able to offer preferential rates or run promotions through the publicity platforms listed below:

POSITION	Rate (S\$)
Frequency	Per Quarter
Section Banner	3300

ADVERTISING TECHNICAL SPECIFICATIONS & SIZE

DIGITAL JOURNAL

Full Page (Portrait)

1536px (W) x 1920px (H)



Full Page (Landscape)

2048px (W) x 1408px (H)



Material Requirements

- File Size: Below 2MB
- File Resolution: 100-200DPI
- File Format: JPEG

DIGITAL JOURNAL

Article Box

300px (W) x 150px (H)

Singapore is most ready for the next wave of disruption brought on by technology, according to the inaugural Global Cities' AI Readiness Index by Oliver Wyman Forum. The city-state ranks first in the Large Cities category – for population size of five to 10 million – with a score of 75.8, ahead of Berlin in second place (67.3), and Chicago in third (65.1). In the Asia Pacific, Hong Kong (rank: 6; score: 63.9) and Kuala Lumpur (rank: 14; score: 55) are the next two highest-ranked cities.



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Contents Page Box

180px (W) x 150px (H)

ALL	IN TUNE	FOCUS
VIEWPOINT	TECHNICAL EXCELLENCE	CREDITS
<p>IN TUNE ENTREPRENEURIAL TALENT KEY TO GLOBAL COMPETITIVENESS</p>	<p>IN TUNE MTI MAINTAINS 2019 GDP GROWTH FORECAST AT 4.5% TO 5.5%</p>	<p>IN TUNE SINGAPORE SMEs NEED TO SPEED UP TRANSITION TOWARDS DIGITAL ECONOMY</p>
<p>IN TUNE MARK YOUR CALENDAR</p>	<p>IN TUNE FULLING THE PIPELINE OF QUALIFIED FINANCIAL FORENSIC PROFESSIONALS</p>	<p>IN TUNE SINGAPORE RELEASES FIRST AI MODEL FRAMEWORK IN ASIA</p>

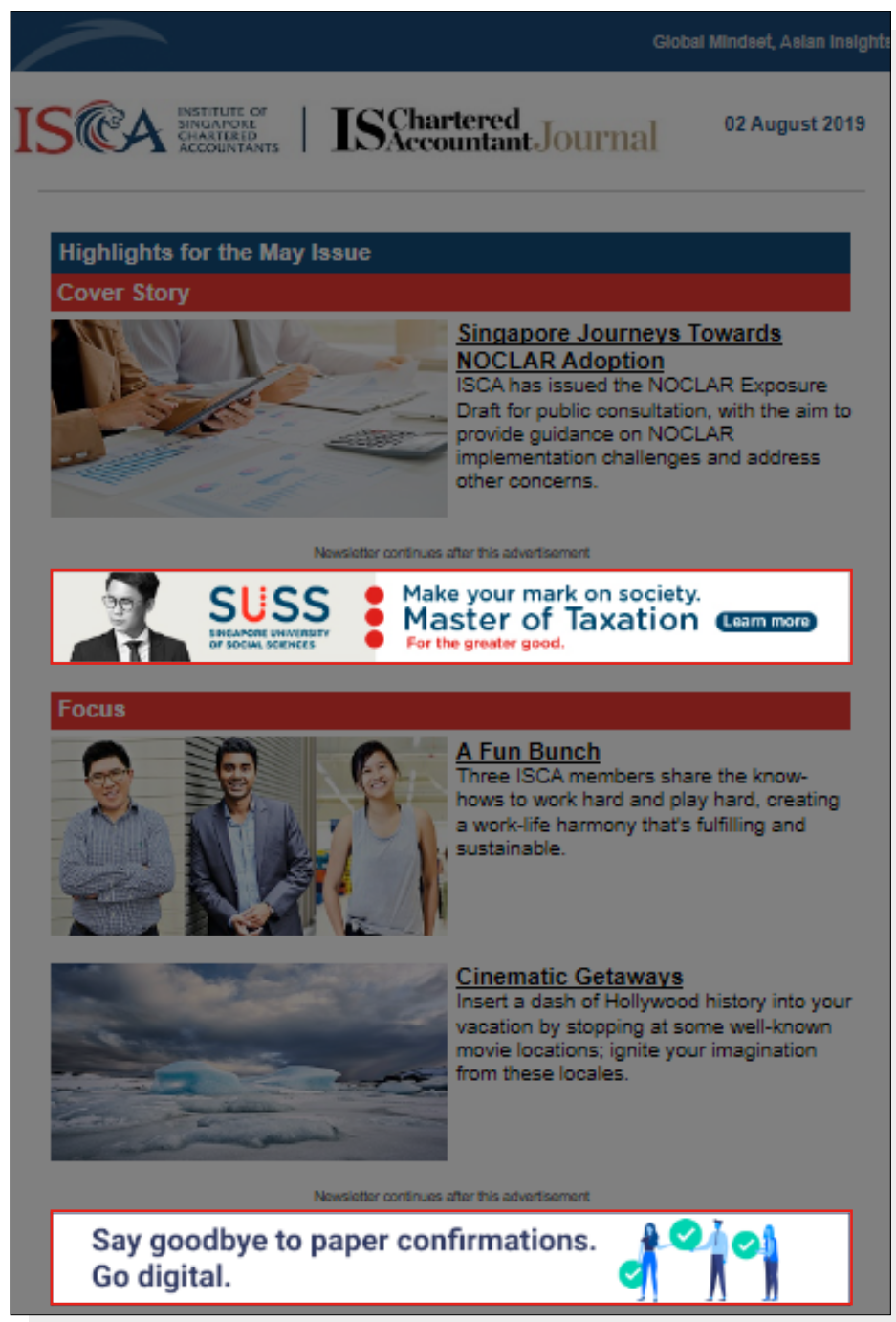
Material Requirements

- File Size: Below 300kb
- File Resolution: 100-200DPI
- File Format: JPEG

ISCA ONLINE ADVERTISING

ISCA Journal EDM (Rectangular Banner)

600px (W) x 70px (H)



The banner is a rectangular layout for the ISCA Journal EDM. It features a dark blue header with the ISCA logo and the text "INSTITUTE OF SINGAPORE CHARTERED ACCOUNTANTS" and "ISChartered Accountant Journal". The date "02 August 2019" is displayed on the right. Below the header, there is a section titled "Highlights for the May Issue" with a sub-section "Cover Story". The cover story is titled "Singapore Journeys Towards NOCLAR Adoption" and includes a brief description of the NOCLAR Exposure Draft. Below this, there is a section titled "Focus" with two articles: "A Fun Bunch" and "Cinematic Getaways". The banner also includes two advertisements: one for SUSS (Singapore University of Social Sciences) and another for "Say goodbye to paper confirmations. Go digital.".

Global Mindset, Asian Insights

ISCA INSTITUTE OF SINGAPORE CHARTERED ACCOUNTANTS | ISChartered Accountant Journal 02 August 2019

Highlights for the May Issue

Cover Story

Singapore Journeys Towards NOCLAR Adoption
ISCA has issued the NOCLAR Exposure Draft for public consultation, with the aim to provide guidance on NOCLAR implementation challenges and address other concerns.

Newsletter continues after this advertisement

SUSS SINGAPORE UNIVERSITY OF SOCIAL SCIENCES
Make your mark on society. Master of Taxation. For the greater good. [Learn more](#)

Focus

A Fun Bunch
Three ISCA members share the know-hows to work hard and play hard, creating a work-life harmony that's fulfilling and sustainable.

Cinematic Getaways
Insert a dash of Hollywood history into your vacation by stopping at some well-known movie locations; ignite your imagination from these locales.

Newsletter continues after this advertisement

Say goodbye to paper confirmations. Go digital.

Material Requirements

- File Size: Below 200kb
- File Resolution: 100-200DPI
- File Format: JPEG, PNG, GIF

ISCA ONLINE ADVERTISING

ISCA Corporate Website
(Home Page Leader board Banner)
 970px(W) x 90px (H)

(Home Page Middle Banner)
 970px(W) x 90px (H)

The screenshot displays the ISCA Corporate Website Home Page. At the top, there are navigation links for 'Professional Accomplishments' and 'Qualification Overview'. Below these, a 'Contract Accountants, Anytime' banner is visible, featuring a woman's portrait and contact information. The main content area includes a 'Global Mindset, Asian Insights' section with four icons representing Professional Recognition, Knowledge and Expertise, Professional Development, and Global Business Connections. Below this, there are three live webinar listings with details on topics, dates, and trainers. At the bottom, another 'Contract Accountants, Anytime' banner is present, along with a 'READ & REAP' banner encouraging users to read the journal for rewards.

ISCA Insights (Rectangular Banner)
 550px (W) x 75px (H)

The screenshot shows the ISCA Insights Rectangular Banner. It features a 'Contract Accountants, Anytime' banner at the top, followed by a 'READ & REAP' banner. Below these, there are several articles and updates, including 'Become a Script Marker for the Singapore CA Qualification', 'IS Chartered Accountant Journal Readership Survey 2019', 'Capital Markets Advisory Committee and Global Finance Forum Joint Meeting Summary Available', and 'ISCA Ethics Seminar: Serving the Public Interest - Narrowing the Expectation Gap'. The banner also includes a 'TECHNICAL UPDATES' section with a 'READ & REAP' banner at the bottom.

Material Requirements

- File Size: Below 200kb
- File Resolution: 100-200DPI
- File Format: JPEG, PNG, GIF

ISCA ONLINE ADVERTISING

ISCA Members Privileges Programme Portal (Section banner)

300px(W) x 250px(H)

The screenshot displays the ISCA Members Privileges Programme Portal. The header includes the ISCA logo and navigation links: COVID-19 Series, Membership, Learn & Connect, Member Support, Resource Library, Standards & Guidance, About Us, and My Account. The main content area is titled "Health & Wellness" with the subtext "Bring out your best with our health and wellness offers." Below this, there is a banner for "Eu Yan Sang Integrative Health" which includes text about their holistic approach, a list of services, and terms and conditions. To the right of the banner is a blue advertisement for "Mega Bank Nepal" with the text "ANYTIME, ANYWHERE OPEN YOUR ACCOUNT ONLINE TODAY!" and a link to "www.megabanknepal.com".

Eu Yan Sang Integrative Health

Eu Yan Sang Integrative Health emphasises a holistic approach to total health and well-being. Our Premier TCM Centres, Wellness clinics, general clinics and seasonal clinics offer you a comprehensive range of traditional Chinese medicine and therapies to bring about effective healing and a renewed sense of vitality.

Whether you are seeking treatment for acute or chronic health conditions or simply want to maintain your health at its peak, our experienced team can provide a complete health assessment and personalised treatment plan for you.

ISCA Members enjoy:

- 10% corporate discount for medical treatments and herbal medications at Eu Yan Sang TCM Clinics, Eu Yan Sang TCM Wellness Clinics and Eu Yan Sang Premier TCM Centres in Singapore only.
- Medical treatments include acupuncture, cupping, Tuina (not applicable for wellness Tuina and Tuina Packages. Tuina is available at selected clinics only).

Terms and Conditions:

- Valid from 15 December 2019 to 14 December 2020

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Material Requirements

- File Size: Below 200kb
- File Resolution: 100-200DPI
- File Format: JPEG, PNG, GIF

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