

WALK YOUR TALK

WALK YOUR TALK
MEDIAPTE LTD



Advertisers Benefits

Walk Your Talk Magazine (WYTM) Volume 6 will reach 10,000 business owners, corporate executives, trainers, educators, school administrators, speakers, coaches and professionals.

We published WYT at quarterly basis. This publication has been in the market for two and a half years.

Our readers retained WYT magazine as a collective library of contents contains of success stories, sharing of experiences, operational strategies, productivity tips and accelerated results tactics from past leaders and present leaders, extra-ordinary talents, experienced mentors and thinkers. Our contents are timeless and at the same time it is for present and future applications.

Projected Magazine exposure is 1.8 million viewers per issue, ie: 90 days x 10k copies x minimum 2 viewers per day. Please refer to our distribution list below for our previous issue Volume 5.

For Volume 6, WYTM will placed 4000 copies (40%) to selected cafes, wine bars, clubs, banks, hotels and embassies. These locations has added value to eye balls from Executives and decision makers. Seeing your ad in WYTM at high net worth locations, it has reinforces advertisers' brand and their buyer's decision is accurately reached.

WYTM send via direct mail of 5,000 copies (50%) to local and overseas C-level corporate executives, professionals, educators, schools and government institutions. Remaining 1,000 copies (10%) sold at bookstores and to subscribers.

Distribution of Latest Issue (Volume 5)

5,000 magazines distributed across Singapore as follows:

- 106 copies @ Banks and Finance Investment Institution
- 124 copies @ Hotel HR Managers, Marketing Department
- 92 copies @ Embassies in Singapore
- 722 copies @ Cafes, Wine Bars, Country Clubs
- 874 copies @ School Principals, HOD Student Development
- 78 copies @ Government Ministers & Institutions
- 1295 copies @ Corporate C-level Executives & Directors
- 1295 copies @ Corporate HR Directors
- 314 copies @ Corporate Events
- 100 copies @ Prestige Hotels

Expected print run for Volume 6 will be 10,000 copies, 90% for Singapore distribution and at least 10% will be distributed to our overseas Alliances in Brisbane, Melbourne, Auckland, New York, London, Kuala Lumpur.

Achieve greater exposure to your exact target market by taking action now: advertise in Walk Your Talk.

Magazine Sections/Contents:

Leaders



Talents



Heroes



Mentors



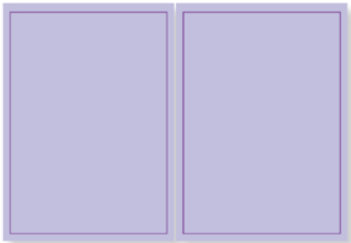
Thinkers



WALK YOUR TALK MAGAZINE

Rate - Card

Frequency - Quarterly
Circulation - 10,000 copies



Inside Front Cover Spread
SGD \$ 14,200



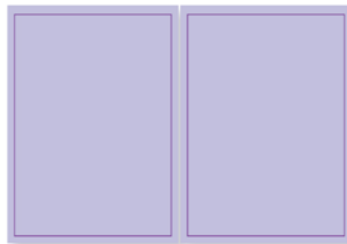
Outside Back Cover
SGD \$ 7,400



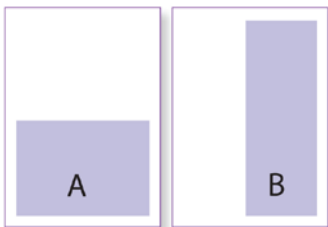
Inside Back Cover
SGD \$ 6,800



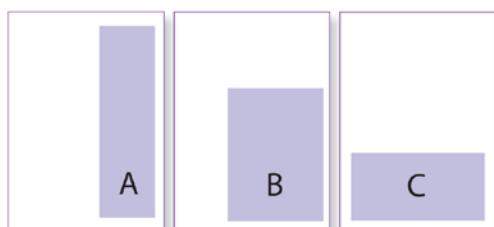
Full Page
SGD \$ 5,500



Double Page Spread
SGD \$ 10,500



Half Page
SGD \$ 3,500



One - Third Page
SGD \$ 2,800



Advertiser Agreement

This advertising agreement is between [Walk Your Talk Media Pte Ltd](#) and the advertiser listed below:

Company:

Company Reg No:

Address:

Country & Postal:

Contact Person:

Title:

Phone/mobile:

Fax:

Email:

Website:

Advertisement Details

Inside Front Cover Spread SGD \$14,200	Outside Back Cover SGD \$7,400	Inside Back Cover SGD \$6,800	Full Page SGD \$5,500	Double Page Spread SGD \$10,500	Half Page SGD \$3,500	One - Third Page SGD \$2,800
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Advertisement Cost (Per Issue)

Begin with Vol For Total of Issues.

Item	Description	Quantity	Unit Price (SGD \$)	Amount (SGD \$)

Requests/Remarks

Discount

Total Amount

Agent Contact Details

Agent/ Media Rep:

Signature & Date: ___/___/20__

Phone:

Fax:

Mobile:

Email:

Thank you for advertising in Walk Your Talk. You will receive an invoice within 5 days of the date of this agreement.
 Cheques payable to Walk Your Talk Media Pte Ltd.
 Please send cheque to: 10 Anson Road #09-19 International Plaza Singapore 079903. For enquiry, please contact us at +65 82823778.

Approval

I confirm my order and agree to abide by the Terms & Conditions attached.

Company Stamp	Signature	Date: ___/___/20__

Walk Your Talk Media Pte Ltd Office Use Only.

TERMS AND CONDITIONS

Governing advertisement transactions between the ADVERTISER and Walk Your Talk Media Pte Ltd

1. Commission to Act

A signed order confirms the Advertiser's agreement and commitment to the delivery of design and payment of advertising space booked upon the terms and conditions stipulated below.

2. The Artwork

The advertiser agrees to submit artwork. Any revised artwork for repeat bookings must be submitted 45 days prior to month of distribution, failing which, Walk Your Talk Media Pte Ltd reserves the right to consider the artwork as unchanged and proceed to publish existing artwork.

3. Proofing (In the event that Walk Your Talk Media is commissioned to produce artwork)

Walk Your Talk Media will provide two proofs per advertisement for new submissions or revised artwork. These proofs will serve as visual representations of the said advertisement and any amendments or corrections desired by the Advertiser must be made on these. All proofs must be faxed or handed to Walk Your Talk Media within two working days after the Advertiser receives the artwork, failing which Walk Your Talk Media will consider the said artwork as finalised and proceed with the publication in such an instance, the advertiser and Walk Your Talk Media will consider the advertisement as published.

4. Payment

Advertisers agree to make an initial deposit.

4.1 When advertising in a single edition, the advertiser agrees to make an initial deposit of 50% of the total invoice amount PRIOR to the magazine closing date for that edition, and then pay the balance within 15 days of the magazine being published.

4.2 When advertising in multiple editions, the advertiser will receive an invoice PRIOR to each edition for an amount equivalent to each edition's share of the total advertising agreement, and the advertiser agrees to make an initial deposit of 50% of the invoice amount for the next edition PRIOR to the magazine closing date for that edition, and then pay the balance of that invoice within 15 days of the corresponding edition of the magazine being published.

4.3 Should the advertiser pay by MasterCard or Visa, then the advertiser agrees to be charged an additional 4.7% of any amount charged using such facilities.

4.4 Should the advertiser pay by cheque it should be made out to Walk Your Talk Media Pte Ltd and send to: 10 Anson Road #09-19 International Plaza, Singapore 079903.

5. Late Payment Fee

The Advertiser agrees that payments not received by Walk Your Talk Media by the due date on the invoice, are subject to an additional late payment fee of 5% of the amounts outstanding, and that a further 5% is payable per month's delay in payment thereafter. These additional amounts will be indicated on a Statement of Accounts and sent to the Advertiser.

6. Cancellation of advertisements

The advertiser agrees that there is no cancellation of advertisements once the magazine closing date has passed, and that cancellation of advertisements within 30 days of the closing date will attract a 50% cancellation fee, and that cancellation of advertisements that are for issues with closing dates more than 30 days in the future will incur a 25% cancellation fee.

7. Postponement of Advertisements

An advertisement which is appearing for the first time can be postponed provided an amendment form has been received before the booking deadline.

8. Schedule

Walk Your Talk Media reserves the right to change the publication schedule without notice. Walk Your Talk Media will advise the Advertiser of such changes at the discretion of Walk Your Talk Media.

9. Late Submission

Walk Your Talk Media reserves the right to reject late submissions and/or late responses with regards to proofing. In such an instance, where no artwork exists, Walk Your Talk Media reserves the right to fill the advertisement space in question without prejudicing its right to claim the payment from the party in default for the advertisement space booked.

10. Cancellation without notice

The advertiser agrees that should they fail to honour their agreement to pay within agreed timeframes, or should an advertiser be uncontactable or fail to provide acknowledgement of the advertising proof by the closing date, then Walk Your Talk Media reserves the right to cancel any or all outstanding advertisement spaces booked by the advertiser and Walk Your Talk Media reserves the right to commence legal proceedings to recover total advertising costs, cancellation fees due, late payment fees, legal costs and any other fees due or incurred in the pursuit of payment by the advertiser.

11. Disclosure

Walk Your Talk Media reserves the right to reject any advertisement which may be deemed offensive, obscene, immoral, unethical or any other grounds Walk Your Talk Media may deem inappropriate.

12. Hold Harmless

Walk Your Talk Media shall not be responsible for verbal representations made by employees or anyone else that are contrary to these policies.

I have read and hereby agree with the terms and conditions above:

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Advertiser's Signature

Date

Company Stamp