5 September 2011

Er. Lim Peng Hong
President
Association Of Consulting Engineers Singapore
18 Sin Ming Lane #06-01
Midview City
Singapore 573960

Dear Er. Lim

PROFESSIONAL ENGINEERS BOARD DAY OF DEDICATION 2011 AND STRAITS TIMES SPECIAL SUPPLEMENT

The Professional Engineers Board (PEB) will be holding the Day of Dedication 2011 celebrations on Wed 9 November 2011. The objective of the event is to celebrate the profession and reaffirm its commitment to advancement and development to maintain high standards and better serve the public and stakeholders.

2 During the event, certificates would be presented to newly registered professional engineers (PEs), specialist professional engineers and ASEAN Chartered professional engineers. We will also have our keynote speaker to speak on subjects of topical interest to the profession. Finally, all PEs present would take a pledge to dedicate our service to society and the profession.

3 In this connection, PEB is working on a Special Supplement to commemorate the Day of Dedication and scheduled to be published in The Straits Times on the same day, 9 November 2011. Through the supplement, we hope to raise public awareness of the profession, showcase PEs, their contributions and achievements and just as importantly, to highlight the close collaboration between the profession and its various stakeholders.

4 We would appreciate it if you and your organization could join us in the DOD celebration and participate in the Supplement. For participation in the Supplement, please refer to the attached information provided by PEB’s publicity consultant, iPromotions Pte Ltd who will be contacting you. You may also contact PEB Registrar Er. Chin Jen Chyi at Tel: 63257363 or E-mail: registrar@peb.gov.sg.

5 Thank you.

Yours sincerely

Lau Joo Ming
President
Professional Engineers Board
INVITATION TO ADVERTISE IN PROFESSIONAL ENGINEERS BOARD DAY OF DEDICATION 2011 SUPPLEMENT
- For Advertisement -
  (in The Straits Times - ROP only)

Company: 
Address: 
Estimated # Pages: 

PROFESSIONAL ENGINEERS BOARD DAY OF DEDICATION 2011
Proposed Advertising Date: STRAITS TIMES SPECIAL SUPPLEMENT - 9TH NOVEMBER 2011

(please tick where applicable)

- (1) Yes. I wish to take up an advertisement of the following size:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page (Black &amp; White)</td>
<td>27cm x 8col</td>
<td>S$8,964.00*</td>
</tr>
<tr>
<td>1/2 Page (1 Spot Colour)</td>
<td>27cm x 8col</td>
<td>S$13,464.00*</td>
</tr>
<tr>
<td>1/2 Page (Full Colour)</td>
<td>27cm x 8col</td>
<td>S$19,964.00*</td>
</tr>
<tr>
<td>1 Page (Black &amp; White)</td>
<td>54cm x 8col</td>
<td>S$17,928.00*</td>
</tr>
<tr>
<td>1 Page (1 Spot Colour)</td>
<td>54cm x 8col</td>
<td>S$22,428.00*</td>
</tr>
<tr>
<td>1 Page (Full Colour)</td>
<td>54cm x 8col</td>
<td>S$28,928.00*</td>
</tr>
</tbody>
</table>

*Prevailing GST are chargeable.
*Costing inclusive of the production of artwork and colour separation. Photographs (if any) will be supplied by client.

- (2) Optional to add
  Yes, we would like to order a plaque of our advertisement. Please order ___ plaque(s) at S$700 per piece (price based on 1 full page, full colour advertisement).

- (3) Yes, we would like iPromotions to do the artwork for us for free.

Kind Regards,

(This is computer generated. Hence no signature required)

* Payment Term - 100% upon job confirmation.
  □ Cheque □ E-Invoice □ Giro □ TT

* Based on current known media rates - iPromotions PTE LTD reserves the right to revise the rates in accordance to the latest % revised media rate before publication, if applicable.

* Standard terms & conditions apply to advertisements or cancellations.

* Legal fees payable by company for nonpayment of advertisement.

AGREED & ACCEPTED BY:

Signatory: X
Name of:
Signatory:
Date:
Company:
Stamp:
Telephone:
Fax Number:

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* Promotions • Communications • Publicity *

The Contemporary Designer of Vibrant Expressions in Collection . . . .