7 September 2012

Circular No. 185-2012

Re: PEB Day of Dedication 2012 Special Supplement

Dear ACES Members

The Professional Engineers Board (PEB) will be holding the Day of Dedication 2012 celebrations on 23 October 2012. The objective of this 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.

PEB is also working on a Special Supplement to commemorate the Day of Dedication. This Supplement is scheduled to be published in The Straits Times on the same day, 23 October 2012. Through the supplement, PEB hopes to raise public awareness of the profession, showcase the contributions and achievements of PEs and raise the profile and standing of the professional engineering community. For participation in the Supplement, please refer to the attached information provided by PEB’s publicity consultant, iPromotions Pte Ltd. You may also contact PEB at Tel: 63257363 or E-mail: registrar@peb.gov.sg to find out more information.

ACES is considering putting in a ½ page (black & white) 27cm x 8col. advertisement at S$8,964 or $9,591.48 with GST to be shared by ACES members, who are keen to be part of the ACES advertisement.

The advertisement cost of S$9,591.48 will be shared equally by all those participating. ACES will need a minimum of 20 members before agreeing to put in the advertisement, and the advertisement cost per member will be S$479.57.

Please confirm your interest to participate in the advertisement and send us your company logo by 13 September 2012.

Best Regards

ACES Secretariat
INVITATION TO ADVERTISE IN PROFESSIONAL ENGINEERS BOARD DAY OF DEDICATION 2012 SUPPLEMENT
- For Advertisement -
  (on The Straits Times – ROP only)

Company:

Address:

Estimated # Pages:

PROFESSIONAL ENGINEERS BOARD DAY OF DEDICATION 2012
THE STRAITS TIMES SPECIAL SUPPLEMENT – 23rd Oct 2012

Proposed Advertising Date:
(Please tick where applicable)

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

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (Black &amp; White) – 54cm x 8col</td>
<td>$7,928.00*</td>
</tr>
<tr>
<td>Junior Page (Black &amp; White) – 37cm x 6col</td>
<td>$9,213.00*</td>
</tr>
<tr>
<td>½ Page (Black &amp; White) – 27cm x 6col</td>
<td>$8,964.00*</td>
</tr>
<tr>
<td>¼ Page (Black &amp; White) – 27cm x 4col</td>
<td>$4,482.00*</td>
</tr>
<tr>
<td>1/8 Page (Black &amp; White) – 13cm x 4col</td>
<td>$2,158.00*</td>
</tr>
</tbody>
</table>

OPTIONAL to add

□ FULL COLOR + FILM TRANSMISSION
的成本 – 其他 $11,000.00

□ 1 SPOT COLOR + FILM TRANSMISSION
的成本 – 其他 $4,500.00

*Prevailing GST are chargeable.
*Costing inclusive of the production of artwork and colour separation for coloured ads.
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 $700 per piece (price based on 1 full page, full colour advertisement).

□ (3) Yes, we would like iPromotions to do the artwork layout (FA) for us for free. We will also provide the concept along with the materials (strictly 3 rounds of amendments only - $95 nett per extra amendment).

Kind Regards,
(This is computer generated. Hence no signature required)

AGREED & ACCEPTED BY:

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

* Promotions • Communications • Publicity *
The Contemporary Designer of Vibrant Expressions in Collection . . . . .
Standard terms and conditions:

1. No postponement/cancellation of advertisement upon signing of LOA—Penalty of full advertisement cost + S$5000 + GST if client pulls out after the Publicity Consultant has commenced processing / administrative / SPH booking work.

2. Late submission surcharge of S$400-S$800 + GST if FA does not reach SPH by the given deadline of 16th October 2012, 12p.m.

3. Should SPH refuse the advertisement submission after the given deadline, client is still required to pay the full amount for the advertisement.

4. Additional amendments surcharge of S$93 nett if client requires more than 3x amendments.

5. For Coloured Advertisements: After approval of FA from Client and PEB, iPromotions Pte Ltd will send the FA for colour separation. Should the client decide to make further amendments after approval, client will be required to pay an urgent surcharge of S$700 + GST for each extra colour separation.

6. iPromotions has the right to reject assisting with the FA if client does not respond with the deliverables by the given deadline for materials submission.