



## AD MENU GUIDE





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AsiaX is a business information site for business people who are working in Singapore and South East Asia

## Contents

### News

(We compile news articles in Japanese based on news distributed in South East Asia in English or a local language as well as on our own coverage.)

### Job Offers and Job Seekers in Singapore

### Business

### Restaurant

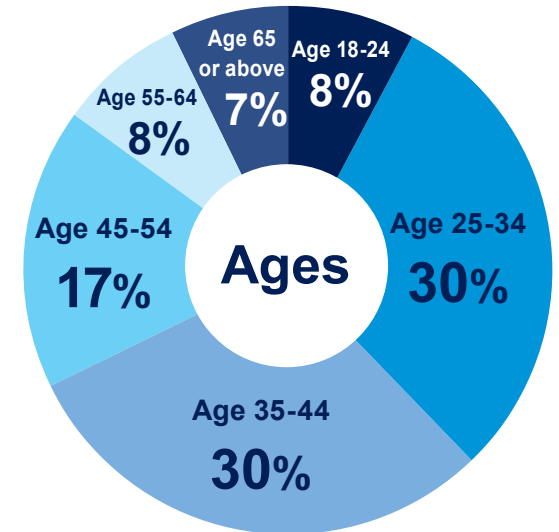
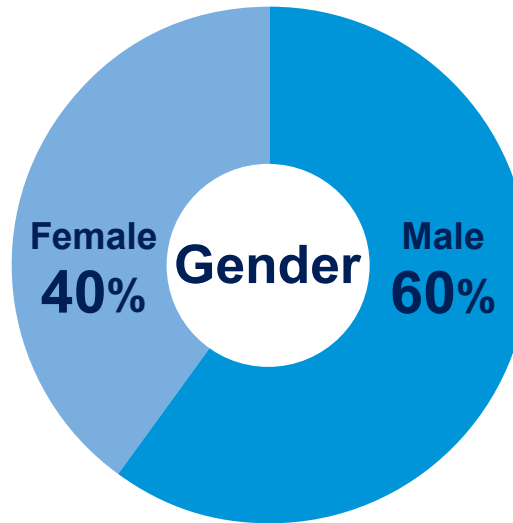
### Lifestyle

### Event

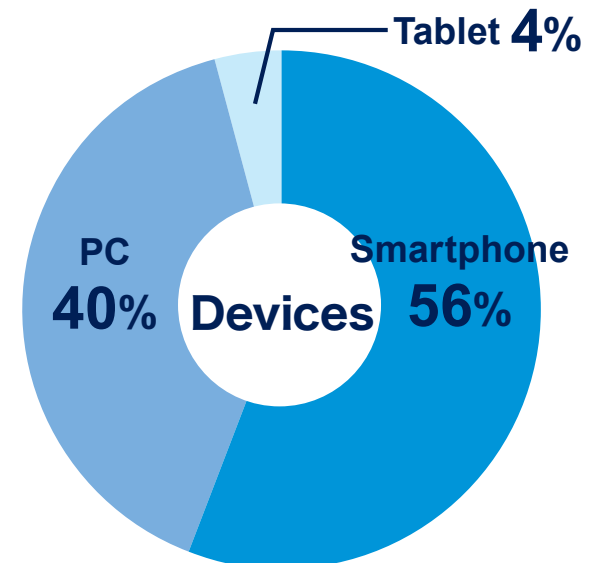
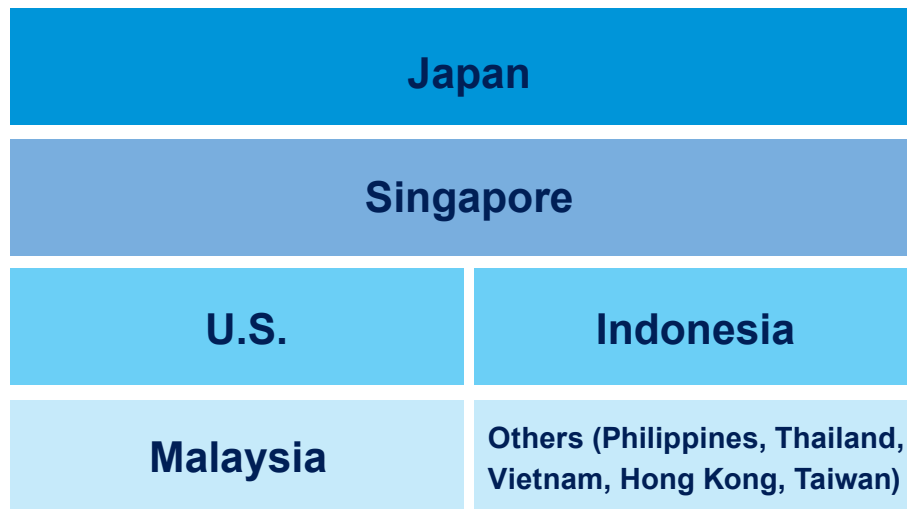
\*We welcome commissioned works to create editorial designs and media for you as well as create our own media.

# AsiaX User Attributes

AsiaX users are mainly active business people of both genders



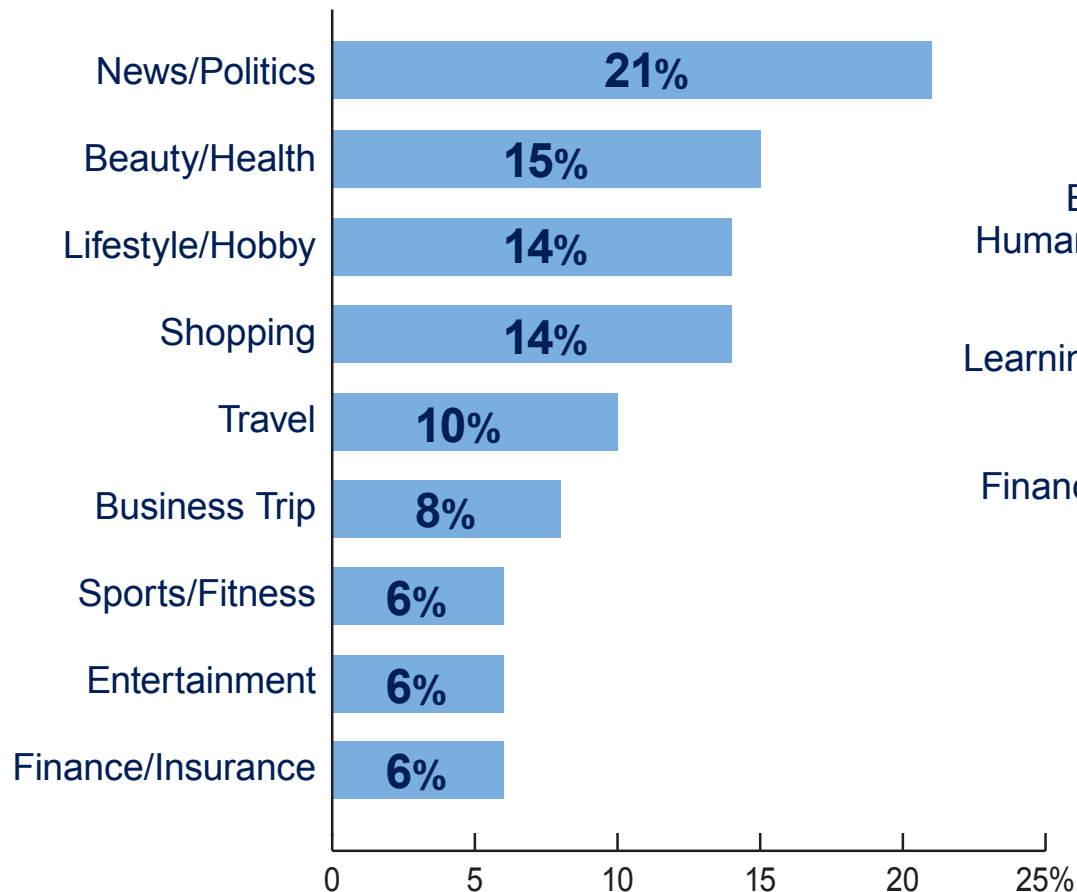
## Our visitors' markets



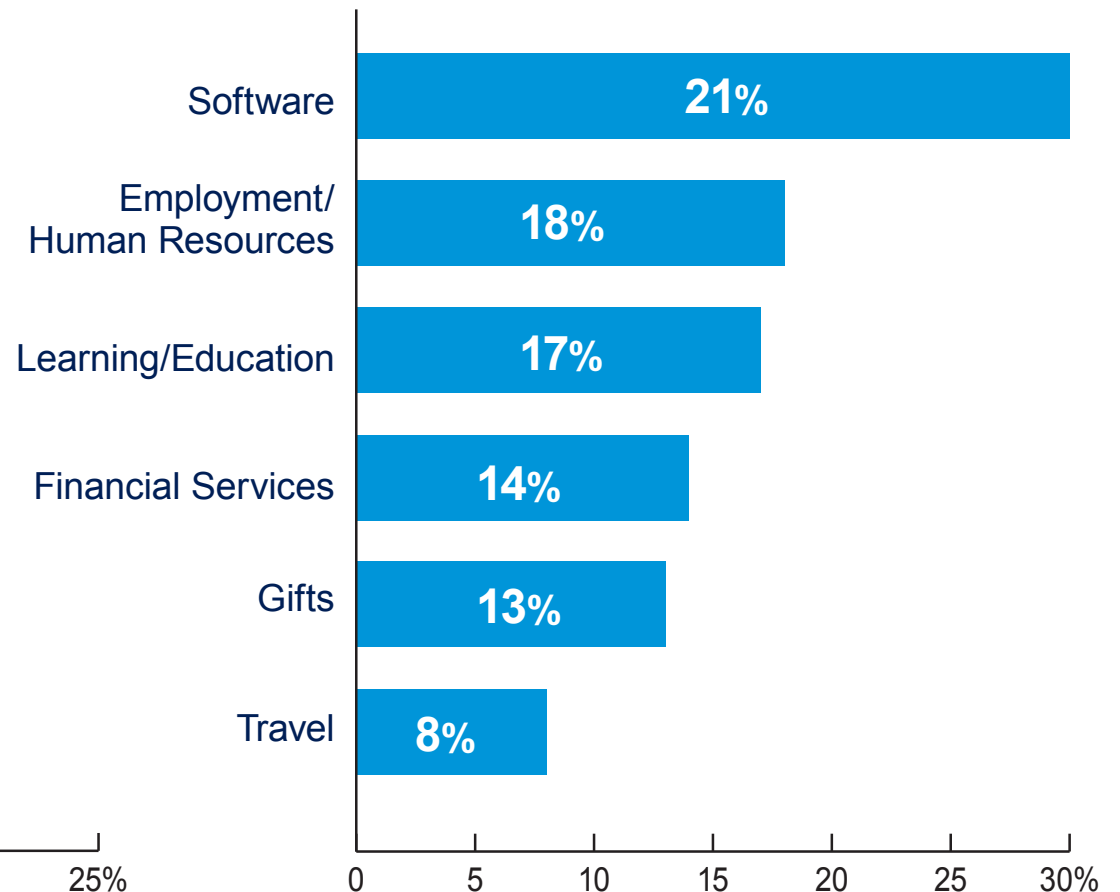
# AsiaX User Attributes

AsiaX users are collecting information on business, health and lifestyle, and they enjoy traveling often, and are very conscious of utilizing gifts and financial services, and learning something new

**Categories AsiaX users are interested in**



**Categories AsiaX users have eagerness to buy**





# Smartphone Banners



# 【SP】 Smartphone Top Banner Ad



Posting Duration : **2 weeks**

Price : **S\$2,000+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **336×280 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**

---

**We can produce a banner creative for you with some additional charge.**

---

Produce based on a design idea by client : **S\$180**

Produce based on a design proposed by Media Japan : **S\$300**  
**(Revisions can be made up to two times, additional charges are applicable from 3rd revision onwards)**

Express charge : **additional charge of 15% will be added**

\*Please provide us materials for your banner creative for any of above plans.



# 【SP】 Smartphone 2nd Banner Ad

## [SP] Smartphone 2nd Banner Ad

シンガポールの地域・文化

東南アジア特集

法律相談

会計・税務相談

海外保険・労務管理

健康・医療

企業IT・システム

マネー・金融

英語学習

中国語学習

シンガポール不動産

学習・教育・本

スペシャルインタビュー

シンガポールで活躍する人

バックナンバー >

Posting Duration : **2 weeks**

Price : **S\$1,000+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **336x280 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**

---

**We can produce a banner creative for you with some additional charge.**

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Produce based on a design idea by client : **S\$180**

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Express charge : **additional charge of 15% will be added**

\*Please provide us materials for your banner creative for any of above plans.





# PC Banners



## 【PC】 Billboard Ad



Posting Duration : **2 weeks**

Price : **S\$2,500+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **970x250 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**

---

**We can produce a banner creative for you with some additional charge.**

---

Produce based on a design idea by client : **S\$180**

Produce based on a design proposed by Media Japan : **S\$300**  
**(Revisions can be made up to two times, additional charges are applicable from 3rd revision onwards)**

Express charge : **additional charge of 15% will be added**

\*Please provide us materials for your banner creative for any of above plans.



# 【PC】 1st Banner Ad

### ■ シンガポールの求人案件

●JAC● 営業企画マネージャー（ご経験によってはシニアマネージャー）  
給与：S\$6,500以上  
[メーカー](#) [経営管理](#)

★リーラコーエン★【外資・未経験○】英語を活かして働くCS・マーケティング  
給与：SGD 4,000~5,500  
[その他](#) [カスタマーサービス](#) [マーケティング](#)

★リーラコーエン★【日系大手食品メーカー】営業企画マネージャー（幹部候補）  
給与：SGD 5,000~6,000

### ■ ニュース

 19年の観光客数、1%増の2,610万人  
4月17日 9:15 | マレーシア [経済](#)

 デジタルバンキング利用が急増、零細企業の融資...  
4月16日 16:00 | シンガポール [経済](#)

 昨年処理のごみは3百万トン、3割はプラスチック...  
4月16日 15:00 | シンガポール [社会](#)

## [PC]

# 1st Banner Ad

Posting Duration : **2 weeks**

Price : **S\$1,500+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **336x280 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**

**We can produce a banner creative for you with some additional charge.**

Produce based on a design idea by client : **S\$180**

Produce based on a design proposed by Media Japan : **S\$300**  
**(Revisions can be made up to two times, additional charges are applicable from 3rd revision onwards)**

Express charge : **additional charge of 15% will be added**

\*Please provide us materials for your banner creative for any of above plans.



## 【PC】 2nd Banner Ad

法律相談  
会計・税務相談  
海外保険・労務管理  
健康・医療  
企業IT・システム  
マネー・金融  
英語学習  
中国語学習  
シンガポール不動産  
学習・教育・本

新型コロナウイルスで被害甚大のタイ経済、20年成長率は2%割れの恐れも  
亜州ウォッチ！

ライフスタイル

2020年、教育改革が始まる  
シンガポールの教育事情

「A woman without a man.」の意味は？  
英語力が手に入る ポイントレッスン！

[PC]  
2nd Banner Ad

Posting Duration : **2 weeks**

Price : **S\$1,000+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **336x280 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**

**We can produce a banner creative for you with some additional charge.**

Produce based on a design idea by client : **S\$180**

Produce based on a design proposed by Media Japan : **S\$300**  
(Revisions can be made up to two times, additional charges are applicable from 3rd revision onwards)

Express charge : **additional charge of 15% will be added**

\*Please provide us materials for your banner creative for any of above plans.



# Smartphone & PC Menu





# Top Banner Domination



A great deal package contains both "[SP] Smartphone Top Banner Ad" and "[PC] Billboard Ad"

Posting Duration : **Posting Duration**

Price : **S\$3,500+GST**

Posting start date : **Any business day**

Posting format : **Fixed**

Size : **[SP] 336x280 (pixel)**

**[PC] 970x250 (pixel)**

File format : **JPG, GIF, PNG**

URL can be linked : **1 URL**

Data submission deadline : **7 business days prior to the posting start date**



**We can produce a banner creative for you with some additional charge.**

Produce based on a design idea by client : **S\$180**

Produce based on a design proposed by Media Japan : **S\$300**  
**(Revisions can be made up to two times, additional charges are applicable from 3rd revision onwards)**

Express charge : **additional charge of 15% will be added**

\*Please provide us materials for any of above plans.

# Business Advertorial

ビジネスTOP 企業・商品情報 インタビュー ビジネス特集 ビジネスサポートQ&A ビジネスコラム

## ビジネスインタビュー

2020年3月29日

### リアピンタンゴルフクラブ 雄大な自然に囲まれた珠玉のコース

ゼネラルマネジャー John Yap 氏 インタビュー

Like Share 1 Tweet 0

ビジネスインタビューの一覧へ

シンガポールの南東約45kmに位置するインドネシアのピンタン島。チャンギ国際空港近くのタナメラフェリーターミナルからフェリーで約1時間、豊かな自然と天然のビーチが魅力のアジア有数のリゾート地です。ピンタン島で人気のアクティビティの一つがゴルフ。今回は日本人駐在員にも人気の「リアピンタンゴルフクラブ(Ria Bin-tan Golf Club)」の特徴やサービスについて、ゼネラルマネジャーのJohn Yap氏にうかがいました。



目次 [非表示]

- [リアピンタンゴルフクラブの特徴は？](#)
- [コースの魅力は？](#)
- [コース以外の施設\(ほか\)はありますか？](#)
- [利用費の特徴は？](#)
- [パッケージについて教えてください。](#)
- [シンガポールのゴルフ業界をめぐる状況は？](#)
- [新型コロナウイルスの世界的な感染拡大が続いています。影響は出ていますか？](#)

AsiaX production team will come to interview you including photoshoot, and compile the information into an article covering your points to be promoted.

Usage examples: **Introducing new product, introducing new company in Singapore from overseas, product feature & PR, interview article**

Price : **S\$800-S\$2,000+GST (please contact us)**

Posting start date : Any business day

Any business day : **Video creation can be arranged at S\$1,000 +GST**

We offer a special rate for introducing new company in Singapore from overseas. Please contact us for details.

\*Posts about your advertorial will be made on AsiaX's Facebook and Twitter timelines.

● **"Person Actively Working in Singapore" (ex. Cover Person) special package**

Price : **S\$1,000+GST**

Interview article, photos taken by a professional photographer, and a PR video

\*Photos posted with your interview article can also be used for your company's brochure or SNS posts freely.

# Event Advertorial

List your event on AsiaX platform  
We can cover your event and compile an article to be posted on AsiaX website.

## ● Event information listing

Price : **S\$350+GST**

Posting start date : **Any business day**

\*Price may vary depending on details of promotion or volume of contents. Feel free to contact us for details.

## ● Event coverage & article posting

Price : **S\$700+GST**

Posting start date : **Any business day**

\*Price may vary depending on details of promotion or volume of contents. Feel free to contact us for details.

イベントTOP

イベント内容

**グロービス・アジアキャンパス “Marketing & Strategy” Pre-MBA 体験クラス**

開催日 2019年12月13日 (金) 19:00~20:30

お問い合わせ・お申込み (外部サイト遷移) >

Like Share Tweet

イベント一覧を見る >

**“Marketing & Strategy” Pre-MBA 体験クラス**



12月13日 (金)、グロービスアジアキャンパスでは、グロービス英語Pre-MBAプログラムに関心をお持ちの方を対象に体験クラスを開催いたします。

ビジネスの現場において、経営の基本原則ともいえる「経営戦略」と、その最も重要な要素であり、顧客をしっかりと捉えるためのスキルである「マーケティング」。この組み合わせは、経営者はもちろんのこと、企業のあらゆる業務を担当するビジネスパーソンにとっても欠かせない視点です。

今回の体験クラスでは、グロービス研究科長の中村知哉氏が経営戦略およびマーケティングの基礎知識を、実際に役立つフレームワークとともにご紹介いたします。

**【イベント概要】**  
日時：12月13日 (金) 19:00~20:30  
場所：GLOBIS Asia Campus (12 Marina View #29-02, Asia Square Tower 2, Singapore 018961)  
参加費：無料  
言語：英語

# Gourmet Advertorial

AsiaX production team will come to interview you, and compile the information into an article covering your points to be promoted.

## ● AsiaX recommended restaurant advertorial

Price : **S\$1,500+GST (please contact us)**

Option : **Restaurant PR video creation can be arranged at S\$1,500 +GST (including videoshoot, interview, and video editing).**

\*Posts about your advertorial will be made on AsiaX's Facebook and Twitter timelines.

## ● With "OISHII" package

Advertise on our English media "OISHII" too!

AsiaX: Web advertorial, PR video in Japanese

OISHII: Advertorial in print publication, Web advertorial,

PR video in English

Price : **S\$5,000+GST**

## ● Restaurant PR page effective for appealing your events such as monthly promotion

Price : **S\$1,800+GST (S\$150 +GST/month \*Yearly contract only, lump-sum payment)**

\*Posts about your advertorial will be made on AsiaX's Facebook and Twitter timelines. Your banner ad can be listed at S\$20 +GST per month.

The screenshot displays the AsiaX website interface. At the top, there's a navigation bar with 'AsiaX グルメ' and a search bar. Below it, a red banner reads 'AsiaX おすすめのお店'. The main content area features a restaurant profile for 'Heart of Darkness' (ハート・オブ・ダークネス). The profile includes the address '150 Orchard Road #02-21 Orchard Plaza, Singapore 238841', phone number '9625-1224', and operating hours '19:00~23:00'. A large blue banner on the left side of the profile says 'こちらのスペースに イベント、キャンペーン情報など いただいた文章を掲載いたします'. Below this, a table lists basic information: location, phone, area, genre, operating hours, website, Facebook page, credit cards, and parking. A map shows the restaurant's location in Orchard Plaza. On the right, a list of featured items includes '30種類のビールのタップがずらりと並ぶ! ベトナム発の上質クラフトビールを楽しむ' and 'Heart of Darkness x 接待 活用のポイント'. At the bottom, there's a photo of food and a brief description of the restaurant's location and offerings.

# "Recommended Pickup" frame

**AsiaX おすすめピックアップ**



りたい！  
ンストレージ活用で  
レワーク

UE 11:15 AM (日本時間)  
10:15 AM (シンガポール時間)

イベント



リアビントゴルフクラブ 雄大な自然に囲まれ...  
トップインタビュー

ビジネス



シン・ニホン  
AI×データ時代における日本の...  
Recommended Books

ライフ



BUDGET 2020 ～2020年度 シン...  
シンガポール予算案

ビジネス



シンガポールで市場拡大！「ワイン業界」の工...  
トップインタビュー

ビジネス

Articles and event announcements are listed in the frame named "Recommended Pickup" on AsiaX website consistently for a week.

---

Posting Duration : **1 week**

---

Price : **S\$500 +GST**

---

\*This frame appears on every page on AsiaX website. For example, when users happen to land on one of our news pages, they will also see this frame.



# Classified Ad

## ● Classified special package

### 【 For HR agents 】

Price : **S\$600+GST / month**

\*This is a special package that includes all the following services.

■ **Issue a dedicated ID and password for you, and distribute your classified ads on AsiaX.**

Posts will be made on our classified Facebook and Twitter timelines.

Facebook : <https://www.facebook.com/sporejob>

Twitter : <https://twitter.com/SporeJob>

■ **You can use either EDM distribution (U.P.: S\$600 +GST) or event page listing (U.P.: S\$350 +GST), once a month.**

■ **"Recommended HR agent in Singapore" page** (for yearly contract only)

Our production team comes to interview you and compile an advertorial (U.P.: S\$2,000 +GST).

The advertorial will be listed on the page "Recommended HR agent in Singapore".

■ **Column**

You can write a column about HR topics in which companies and individuals are interested, and get posted on AsiaX.

### 【 Classified ad from a company 】

\*When a company directly lists their job vacancy information on AsiaX

Price : **S\$500+GST/post** \*The position will be fixed at the top of the listing for a week

Posts will be made on our classified Facebook and Twitter timelines.

Facebook : <https://www.facebook.com/sporejob>

Twitter : <https://twitter.com/SporeJob>

AsiaX 求人

求人情報詳細

広告・マスコミ 編集、ライター

情報登録日：2019年5月13日

無料ビジネス情報誌AsiaX\_編集（パート）  
&取材ライター求む！

Like Share Tweet B!

企業タイプ	日系企業
雇用形態	パート、プロジェクトベース
業種	広告・マスコミ
職種	編集、ライター
給与（月額）	応相談
勤務国・勤務地	シンガポール
就業時間・休日	フレックスタイム制

■ 募集要項

Job Title/Role

- 経験者/未経験者OK。
- 日常会話以上の英語力要。
- フットワークが軽く、やる気のある方。

# Column Ad & EDM

## Column ad

You can appeal your specialties, products or services as columns. We can support you by suggesting details of contents.

Price : **S\$800+GST / post**

\*Minimum number of posts: 6 posts (including proofreading, chart creation, and posting)

\*Posts about a column will be made on AsiaX's Facebook and Twitter

AsiaX Facebook : <https://www.facebook.com/asiax.biz>

AsiaX Twitter : <https://twitter.com/AsiaXbiz>

## EDM (email distribution service)

Over 2,000 AsiaX email newsletter members will receive an email as a direct message.

Price : **S\$600+GST / distribution**

Distribution date and time: On any business day, between 10 a.m. and 6 p.m. SGT

\*Please provide us your contents and materials for distribution 5 days prior to your distribution date. Special discount is offered for multiple time distributions. Feel free to contact us for details.

AsiaX ビジネス

危うし！日系企業の常識・非常識

2020年7月1日

リモートワークでも深くつながれる 1 on 1

Like Share Tweet

☰ 危うし！日系企業の常識・非常識の一覧へ >

新型コロナウイルスの影響で、WFH(ワークフロムホーム：在宅勤務)を余儀なくされた会社も多く、改めて働き方を見直す機会になった人も多いのではないのでしょうか？ WFHの規制が一旦解かれたとしても、新型コロナウイルスの影響がしばらく続くことを想定すると、WFHでも、快適かつ、生産的に仕事ができる状態を作っておくことは、会社にとっても、個人にとっても重要なテーマだと思います。

目次 [非表示]

- 在宅勤務で生じるコミュニケーション問題
- 今こそ取り入れたい「1 on 1 ミーティング」
- 部下の本音を引き出すために必要なこと

在宅勤務で生じるコミュニケーション問題

一方、WFHになって、よく聞かれるのが、

- コミュニケーションが取りにくい
- オフィスだと顔色や様子で判断できる、社員の調子がわかりにくい
- 社員のモチベーションが把握しづらい
- 子育てなど、家庭での状態が仕事のパフォーマンスに影響しており、困っている

AsiaX  
www.asiax.biz

AsiaX Eメール配信サービス 2020.6.16

RGF

これからの採用はどう変わる？  
変革期の到来

採用戦略の質的な転換が起きている

キーワードは「ライフフィット」

新型コロナウイルスの世界的な感染拡大を経て、在宅勤務、

# Notes

## ■ Recommended environment

### Windows 10

- IE (latest version)
- Google Chrome (latest version)
- Mozilla Firefox (latest version)

### Mac

- Safari (latest version)
- Google Chrome (latest version)
- Mozilla Firefox (latest version)

### iOS

- 8.0 or later
- Standard

### Android

- 4.0 or later
- Standard

## 【 Disclaimers 】

Disclaimers regarding advertising on AsiaX website (referred to herein as "the Site") provided by MEDIA JAPAN PTE. LTD. (collectively referred to herein as "the Company", "us", "we" or "our") are applicable for all advertisements posted on services provided by the Company and on our affiliate sites.

1. In case the Company fails to perform all or part of obligations based on an advertising contract due to any reasons that cannot be attributable to us such as force majeure including power outages, communication line failures, natural disasters, telecommunication service failures, system failures on infrastructures or any servers, or urgent maintenance, we shall not be responsible and be absolved from obligations as far as they are considered to be affected by the corresponding reasons.

2. For 12 hours from the time your advertisement is posted for the first time or your revised advertisement is posted shall be considered as an adjustment period, and we shall not be liable for any failures during that period. Advertisements can be posted or revised on any business day. No post or revision will be made on weekends and holidays.

3. When your advertorial or advertisement that the Company is commissioned us to prepare a creative, and if it is not ready for posting by two business days prior to its posting start date, we may have to postpone the date, but its posting end date shall not be extended.

4. If your advertisement is to be linked to a URL which is not available, it cannot be posted on the Site or our affiliate sites. Also, if the URL becomes unavailable during the posting period, we may suspend the posting and shall not bear any liability for the suspension.

5. When any superlative or absolute expression such as "No. 1", "first in the world", or "we are the only one..." is used in your advertisement, the source or the name of organization shall be indicated as the evidence of the expression.

6. The Company will check contents of your advertisement before posting it to the Site or our affiliate sites, but should not be responsible for any damages that your advertisement causes our users or any third party.

7. The Company will never exclude any of its advertisers' competitors on the Site or our affiliate sites.

8. Advertisements posted on the Site may be introduced as examples.

9. Figures such as a number of impressions or clicks may differ from ones shown by other tools. It is because of counting standards that differ from service to service, and thus the Company shall not guarantee anything regarding other companies' counting tools.

10. No cancellation or changes of advertisement application shall not be granted without our agreement. Cancellation fees are as follows:  
On the same day of or one day prior to the posting start date: 100%, 14-2 days prior to the posting start date: 70%, 21-15 days prior to the posting start date: 50%

A cancellation date will be fixed at the point of time when your notification of cancellation reaches to the Company.

\*When a notification of cancellation is made on weekend or a holiday, the following business day will be the cancellation day.

11. GST (7%) is applicable for all advertisement fees. If you are applying for advertisement from overseas, you shall also pay GST with your advertisement fees.

# Standards of Advertising Acceptance Criteria

This standards of advertising acceptance is applicable for all advertisements posted on any services provided by MEDIA JAPAN PTE. LTD. (collectively referred to herein as "the Company", "us", "we" or "our") and on our affiliate sites. Advertisers who apply for posting on our sites shall comply with this standard as it defines services or products that cannot be posted, sites that has standards for posting and the business type criteria, and regulations on expression when creatives (titles, descriptions, images) are prepared.

## 【 Advertising Ethical Codes 】

As a reliable media, the Company recognizes impacts of advertisements to society, and tries to ensure its users' benefit.

1. We shall respond to the public's trust and spread the truth.
2. We shall respond to our users' trust and not go against their benefit.
3. We shall not breach any laws or regulations.
4. We shall comply with public policy and not harm the dignity of the sites.

## 【 Advertisement Acceptance 】

The Company decides whether your advertisement is appropriate to be posted on the sites based on our advertisement acceptance criteria. If we decide that your advertisement is not appropriate to be posted and decline it, we shall not be responsible for explaining reasons of our decision.

As an advertiser is solely responsible for contents of its advertisement, in case any trouble or claim occurs, you shall assume responsibility as an advertiser.

## 【 Standards of Advertising Acceptance Criteria 】

If any of the followings is applicable for your business, product, service, corresponding activities or contents/expressions of your advertisement, your advertisement will not be accepted.

1. Anything which breaches laws or regulations, or is likely to do such.
2. Anything which deviates from social norms, or is likely to do such.
3. Anything which contains unclear or inaccurate information and could mislead our users.
4. Anything which is extremely unfair or considered as fictional without any substance.
5. Anything which infringes on rights of others or ruins others' credibility, or is likely to do such.
6. Anything which discriminates or libels, or is likely to do such.
7. Anything which has any expression to stir up passions for speculation or gambling extremely.
8. Anything which is ugly, cruel or psychotic, and likely to give a sense of discomfort to our users.
9. Anything which contains porn or sexual expressions.
10. Anything which the Company decides as likely to ruin our users' benefit.

# Application Guidance and Information

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## ■ Advisability of posting and application for advertisement

1. As for advertising, advisability of posting shall be checked before we offer you our proposal.
2. Please note that we may not accept your application if you apply for advertisement before checking advisability of posting.
3. The final decision on advisability of posting will be made by the Company by checking both your banner creative and URL to be linked to your banner.

\*Please send your inquiry or application to [web\\_asiax@mediajapan.sg](mailto:web_asiax@mediajapan.sg)

## ■ Application

Your application for advertisement will be confirmed only after our receiving the purchase order issued from us with your signature.

## ■ Advertisement posting

Your advertisement will be posted from the posting start date, at 11 a.m. to the posting end date, at 4 p.m.

\*Singapore time

## ■ Banners

When you prepare your banner creation, please check our advertisement submission rules. Production cost will be applicable when we prepare your banner creation. Please provide us materials for your banner.

## ■ Replacement and revision

We will accept replacement or revision of your banner once, only when we receive your notification in advance. Please provide us your draft for replacement or revision by five days prior to the date you wish your new or revised banner to be posted.

## ■ Report on your banner

We will submit our report on your banner after 1 week from the posting end date (if it falls on weekend or a holiday, we will submit on the following business day).

Please refer to our advertisement submission rules for details.