



Appendix 1

Information sheet for advertisers

About APHN

The Asia Pacific Hospice Palliative Care Network (APHN) is dedicated to promoting hospice and palliative care in Asia and the Pacific. Our purpose is to empower and support organisations and individuals committed to alleviating suffering from life-threatening illness. The Network promotes education and skills development, enhances awareness and communication, and fosters research and collaboration. We encourage established programmes to assist less experienced and more isolated colleagues. To learn more about our goals and what we do on a daily basis, please visit our website for more information; <https://aphn.org/>.

Advertising with APHN

As an advertiser, you can now get in touch with our exclusive network of healthcare professionals. APHN offers several advertising options on our different media platforms. All options and pricings are outlined below.

Advertisements placed with the APHN fall into 3 main categories:

1. Products and services
 - Where organizers market products and services that they provide
2. Recruitment
 - For jobs and tenders in organizations related to hospice palliative care (Doctors, Nurses, Admin etc.)
3. Classified
 - Any other advertisement (e.g. appeal for donations, tickets for fundraising concerts, appeal for volunteers)

The main types of advertisements that APHN provides are:

Advertorials

Advertorials refer to advertisements placed in the APHN newsletter.

They need to adhere to the following guidelines:

- The header "Advertisement" must be placed at the top (centre) of the ad. (Text should be minimum font size 12)
- By-lines cannot be used
- Font types used in APHN newsletter (e.g. TW Cent MT) cannot be used
- A border has to be placed around the advertisement

Website posts

Website posts refer to advertisements placed at the APHN website as posts and social media sites as shout out

They need to adhere to the following guidelines:



- The header "Advertisement" must be placed at the top (centre) of the ad
- A border has to be placed around the advertisement

Social Media Shout Outs

- No more than 150 characters
- The word "Advertisement" must be placed at the start of the post
- Types of social media channels: Facebook, Instagram, Twitter, Weibo

Fee structure

Prices in SGD

Type of Advertisement	Advertorial (Full Page)	Website Posts	Social Media Shout Outs
Products and Services	200	50 per day	20 per channel
Recruitment	-	30 per week	20 per channel
Classified	200	50 per day	20 per channel

APHN organisational members are entitled a prorated number of free advertisements according to their membership tier:

	Membership Fee/yr (\$USD)					
	20	40	100	200	400	600
Advertorials	1	1	2	2	3	3
Website posts	1	1	2	2	3	3
Social Media Shout Outs	2	3	3	4	4	5

Advertisements for **conferences** will be charged according to the fee structure. No membership perk will apply.

Payment Options

1. Credit/Debit Card
2. PayPal
3. Bank Transfer

Revisions

All advertising materials submitted are entitled to a maximum of **TWO** revisions after initial vetting by the Communications Committee. Any additional revisions will be charged a fee of SGD 20.

Timeline

Advertisements shall be published within 7 working days from completed submission of request, the day after payment has been received unless a specific date is requested.

APHN's Network

APHN's network consists of 200+ organizational members and 1200+ individual members in the Asia Pacific region. Our members are active in the healthcare industry and include doctors, nurses, allied health workers, social workers, psychologists, and volunteers.



Advertising options

All advertisers shall consult the Singapore Code of Advertising Practice (SCAP) to ensure compliance when producing advertisements. Advertising agencies and media owners who are in doubt over the acceptability of advertisements can contact ASAS at asas@case.org.sg to obtain advice and guidance.

APHN reserves the right to reject any advertisements deemed inappropriate for its audience. We reserve the right at all times (but will not have an obligation) to suspend or terminate the advertiser as our customer, and subsequently remove all advertisements placed by the advertiser. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, or (iv) protect the rights, property or safety of APHN, its users and the public.