

**Advertise with**



**GeTS**





hive (Highly Interconnected & Vibrant E-trade) is a digital community platform for Logistics Service Providers (LSPs). It facilitates connectivity between LSPs, freight forwarders, their business partners and customs agencies.

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# Why advertise with hive Ad Space?



Reach:

**>75,000** Stakeholders in  
logistics industry

Reaching out to freight  
forwarders from National /  
Regional Associations in ASEAN  
and beyond

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# Why advertise with hive Ad Space?

- More targeted marketing message can be delivered through digital devices.
- Lower price compared with conventional advertisement channels.
- Content update is allowed\*: Advertisers can request for 1 time of advertisement content update during the advertising period.
- Design templates - Do not have existing banner images? Share with us your requirements, hive has templates for you to choose from!

\*The update is limited to simple text changes such as price/rate correction, contact info. The overall design and content cannot be changed

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# Service Package



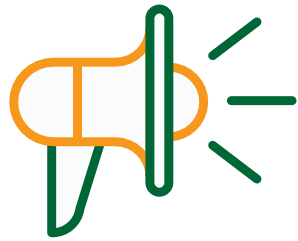
## Ad space on hive

- Each advertisement will be maintained for **1 month (30 calendar days)**. By the end of every 30 days, hive generates a data report for each advertiser. The report gives clear insights on the effectiveness of their advertisements on hive.
- The Advertisers will be allowed to request for content update **once** during the valid advertisement period. The update is limited to simple text changes such as price/rate correction, contact info. The changes to the overall design and content are not permitted.

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# Optional Add-on Services



## eDM blast

With this add-on service, hive will blast eDM to its members - meaning your advertisement does not just show on the website. We will send the advertised content in eDMs to our network. This make the engagement more direct.



## Data analytics report

With this ad-on service, analytics will be applied to the website and eDMs. This allow us to help you to track the interest of the advertised content

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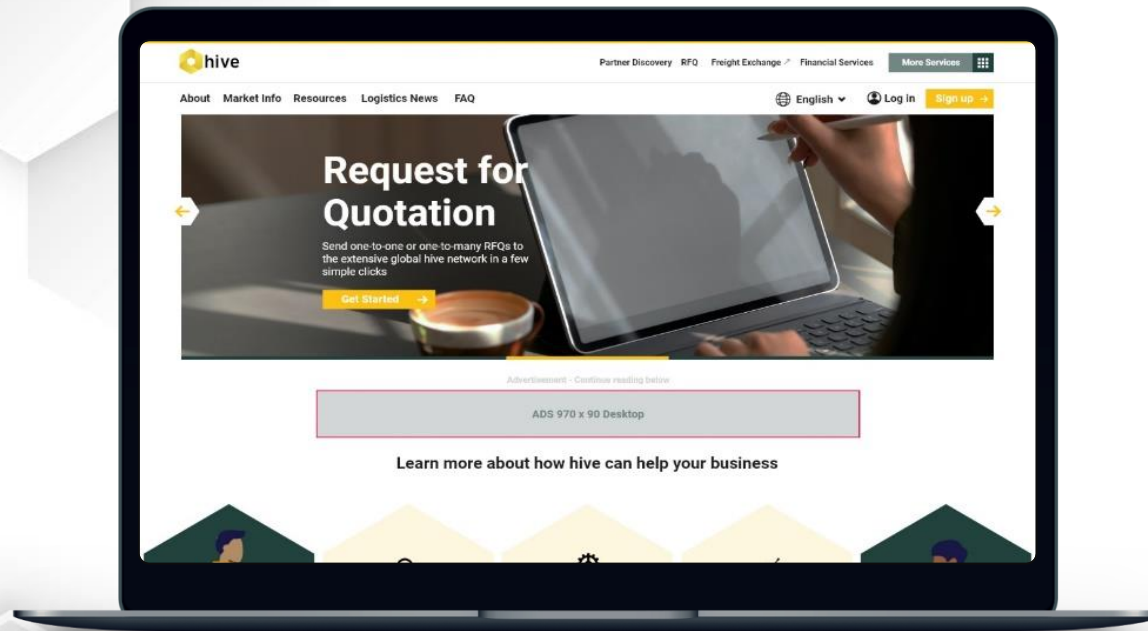


**How will my  
advertisement  
look like?**

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# hive website - banner



Size (PIXEL)

No. of Locations  
Displayed

Desktop – 970 x 90	5
Desktop – 464 x 280	1
Desktop – 300 x 600	1
Mobile – 320 x 50	5
Mobile – 288 x 280	1
Mobile – 300 x 250	1

6 adaptations in 6 sizes are required from advertisers. These adaptations will be displayed in **14** different locations on hive. Check [the full list of banner placeholder mock-ups!](#)

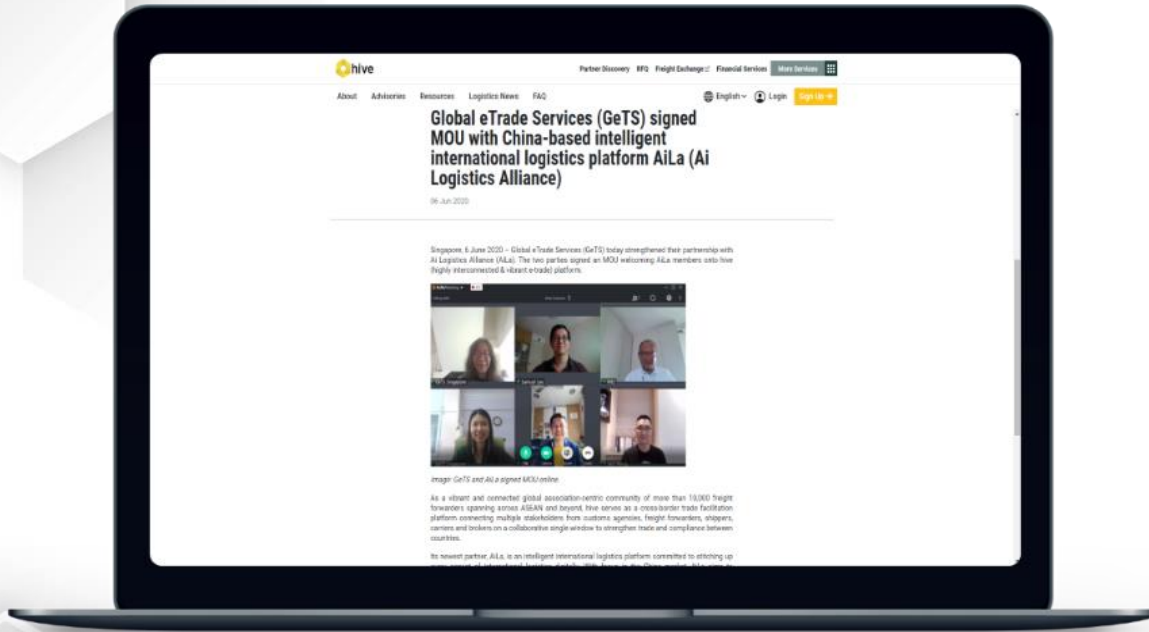
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# Write up / rate publication:

- Provide your write-ups or advertising content to us, they will be published under hive → Market Info.
- On such advertisement content, hyperlinks can be embedded, to allow viewer to click and open a new browser, which can be the choice of website or content by the advertiser



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# How to advertise with us?

Just 3 simple steps!

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# How to advertise with us?

1

## **Tell us about yourself**

Fill in hive [Advertising Preparation Form](#)

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# How to advertise with us?



## Tell us what you want to advertise

- Provide 1 banner image of each size as below:

Desktop – 970 x 90
Desktop – 464 x 280
Desktop – 300 x 600
Mobile – 320 x 50
Mobile – 288 x 280
Mobile – 300 x 250

- When viewer clicks, where should we bring him to?
- Choose add-on services.

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# How to advertise with us?

3

## Pay to confirm

Make the payment by cheque to **GETS ASIA PTE LTD** or wire transfer to:

**Australia and New Zealand  
Banking Group Limited**

Account Name: GETS ASIA PTE LTD

Account No.: 184523 – 00001

Currency: SGD

SWIFT Code: ANZBSGSX

*Important Note: please put "**hive + your Ad ID**" (e.g. "hive+1200824Chow") in the transaction remark. Ad ID will be sent to your Business Email Address upon your submission of the [Advertising Preparation Form](#).*

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# How to advertise with us?

## Workflow:

Payment  
received



Work on  
advertisement  
banner and artwork  
*5 working days*



Receive your  
confirmation



Advertisement  
is published

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# Pricing

Package	Regular Fee
Ad space on hive	<b>\$S\$450</b> per month
1 update of content	
Write-up publication on hive	
Add-on services	
eDM blast	<b>+\$S\$150</b> for 1 blast
Data analytics report	<b>+\$S\$150</b> per report <i>(at the end of subscription period)</i>
To advertise the same on other CALISTA sites*	<b>+\$S\$50</b> per site per month

\*CALISTA sites include CALISTA Logistics, CALISTA freight exchange (CFeX), CALISTA intelligent agent (talk to us if you wish to advertise on TradeWeb)

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# Contact Us



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