Advertise with

hive

GeTS

hive

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.

GeTS

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

GeTS

Why advertise with hive Ad Space?

PROMOTION

If sign-up **hive Ad Space** by 30 Sep 2020, pay just S$150 to get total 2-month worth of advertising with us.

(usual price is S$150 per month)

GeTS

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

GeTS

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.

GeTS

Service Package

eDM blast

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.

Monthly analytics report

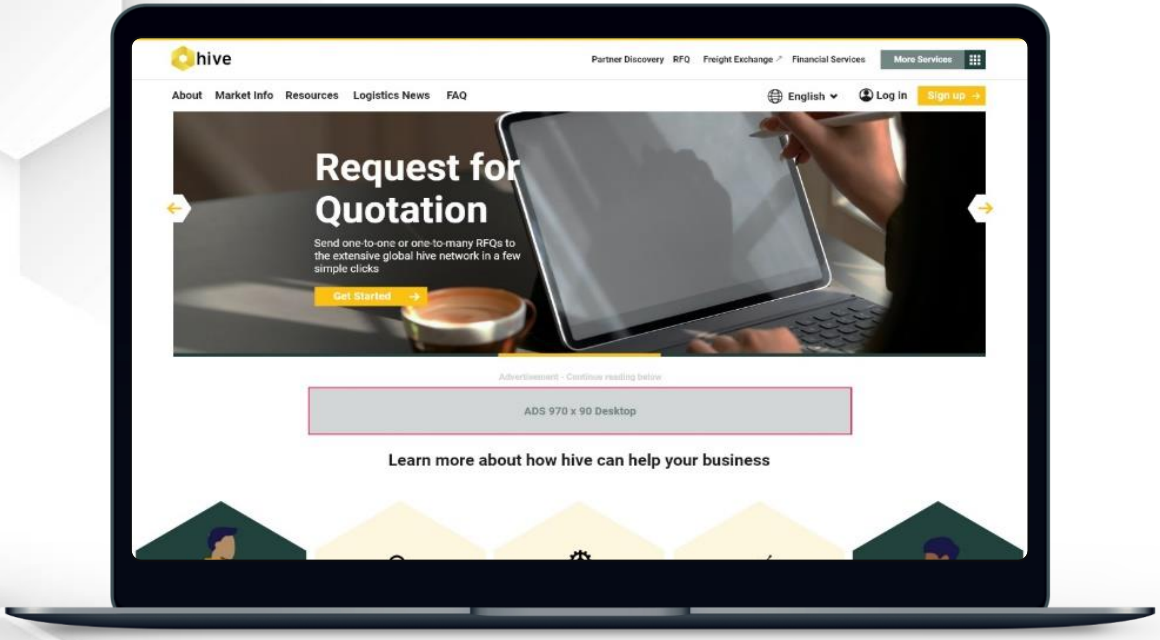
Analytics will be applied to the website and eDMs. This allow us to help you to track the interest of the advertised content

GeTS

How will my advertisement look like?

GeTS

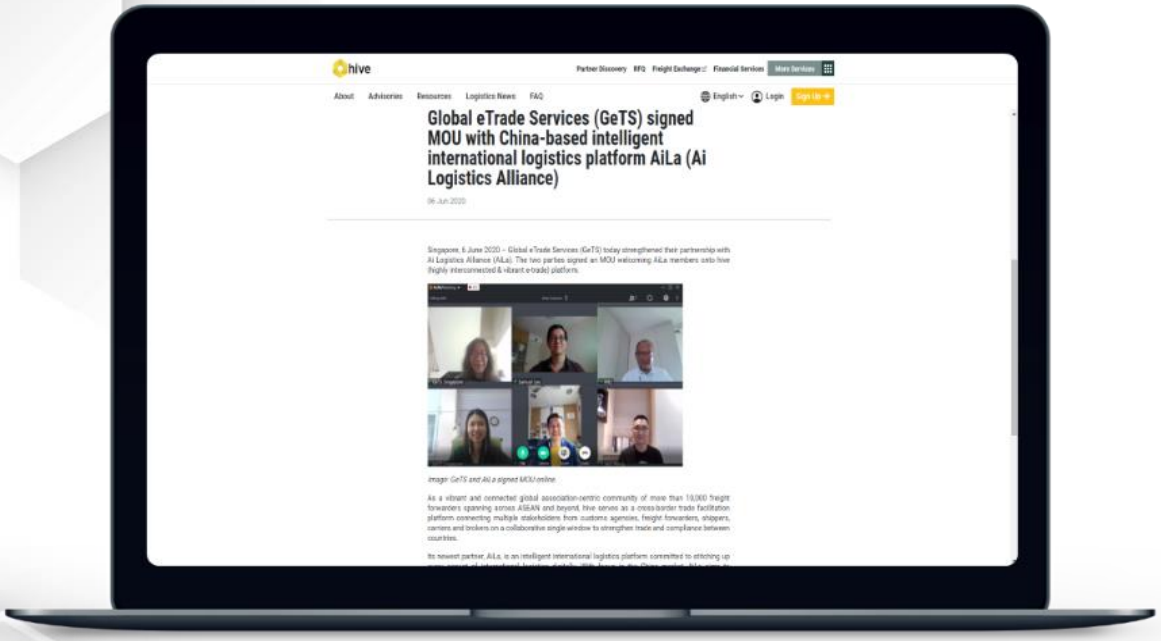
hive website - banner



Size	No. of banners
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

GeTS

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

GeTS

How to advertise with us?

Just 3 simple steps!

GeTS

How to advertise with us?

1

Tell us about yourself

Fill in hive Advertising Preparation Form

GeTS

How to advertise with us?

2

Tell us what you want to advertise

- Products / services with its relevant images (check out our banner size)
- When viewer clicks, where should we bring him to?
- Other specific requirements (if any)

GeTS

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.*

GeTS

How to advertise with us?

Workflow:

Payment received

Work on advertisement banner and artwork
5 working days

Receive your confirmation

Advertisement is published

GeTS

Pricing

Package	Regular Fee
Ad space on hive	S$150 per month
eDM blast	
Monthly analytics report	
Add-on: to advertise the same on other CALISTA sites*	+$50 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)

GeTS

Contact Us

digitalsales@globaletrade.services

+65 6887 7333 (press ‘2’)

www.hiveconnects.com

31 Science Park Road
Singapore 117611

GeTS

All rights reserved. All information contained in this presentation is disclosed to you on the basis of a prospective business relationship and is proprietary to Global eTrade Services Asia Pte Ltd (GeTS) and may not be used, disclosed or reproduced without prior written consent of Global eTrade Services.