

ARANGKADA PHILIPPINES

A BUSINESS PERSPECTIVE

Dear Sir/Madam:

RE: ADVERTISE ON ARANGKADA!

The Joint Foreign Chambers (JFC) is happy to offer you an opportunity to be part of the *Arangkada Philippines* initiative by being a WEB AD SPONSOR for www.arangkadaphilippines.com, also available to global readers through www.investphilippines.info.

Arangkada Philippines is a comprehensive guide made by investors for investors. It offers an extensive menu of recommendations for improving the country's business environment. The JFC estimates that making important reforms now will benefit the Seven Big Winner Sectors – Agribusiness, BPO, Creative Industries, Infrastructure, Manufacturing & Logistics, Mining, and Tourism, Medical Travel and Retirement – and will result in more than US\$75 billion in new foreign direct investment, create around 10 million jobs, and produce over one trillion pesos in new revenue for the Philippine government in this decade.

Arangkada has already attracted 10,000 hits from over 83 countries around the globe in its initial months. It serves as an interactive, one-stop portal where global investors can learn about the Philippine economic and business climate, its growth opportunities, and the challenges that it faces.

"We have always said that Arangkada is a living document. It does not end with the book. This website is an important tool that monitors how those published recommendations are being received and how our partners in government respond. As the JFC is committed to supporting the government in making changes needed for Philippine growth to accelerate, the website also allows for us to assess how we in the private sector can help in making that happen."

- Henry Schumacher, European Chamber of Commerce of the Philippines (ECCP) VP, External Affairs

If you wish to support this online hub which serves as an information resource for 2,000+ JFC members and other global investors interested in doing business in the Philippines, this is the perfect opportunity to do so. Please find attached the WEB-AD SPONSORSHIP rates plus WEB-AD SPONSOR benefits.

On behalf of the JFC, thank you for your generous support of *Arangkada Philippines* and our continued pursuit of a more competitive Philippine investment climate.

Sincerely yours,

The Joint Foreign Chambers

Be a part of *Arangkada Philippines*: moving twice as fast towards increased competitiveness, higher productivity, and faster, more inclusive growth in the Philippines!

The Joint Foreign Chambers (JFC) is composed of the American Chamber of Commerce of the Philippines (AmCham), the Australian-New Zealand Chamber of the Philippines (ANZCHAM), the Canadian Chamber of Commerce of the Philippines (CanCham), the European Chamber of Commerce of the Philippines (ECCP), the Japanese Chamber of Commerce and Industry of the Philippines Inc., (JCCIPI), the Korean Chamber of Commerce of the Philippines (KCCP) and the Philippine Association of Multinational Companies Regional Headquarters (PAMURI).

ARANGKADA PHILIPPINES

A BUSINESS PERSPECTIVE

REVIEWS OF 'ARANGKADA PHILIPPINES 2010: A BUSINESS PERSPECTIVE'

"...'Arangkada' is magnificent..."

- F. Sionil Jose, National Artist for Literature

'Arangkada' is worth its weight in gold."

- Dr. Bernardo Villegas, Senior VP, University of Asia and the Pacific

"...With the wealth of data on business and the economy contained in it, ['Arangkada'] serves as a handy reference tool, a gift that will keep on giving over the years. When the administration comes to the end of its term in 2016, 'Arangkada' should serve as a benchmark against which to measure its accomplishment."

- Dr. Edilberto C. de Jesus, President, Asian Institute of Management and former Secretary of the Department of Education

"...It is by far the most comprehensive and incisive report that encourages the Philippines to be at par with our ASEAN neighbors through accelerated growth, befitting of the word 'Arangkada'."

- Usec. Ferdinand B. Cui, Jr., Presidential Management Staff

"...['Arangkada']..is truly a signal work that deserves the full attention of all stakeholders in the needed resurgence of this country...."

- Chancellor Adolfo S. Azcuna, Supreme Court, Philippine Judicial Academy

"'Arangkada' is more bullish on our growth than many Filipinos. We must live up to these expectations."

- Usec. Cristino Panillio, Board of Investments

"...This incisive study on the country's business climate will undoubtedly help weather the economic storms that beset the country...."

- Associate Justice Conchita Carpio Morales, Supreme Court of the Philippines

"The Arangkada report is thoughtful, thorough and timely."

- Ambassador Harry K. Thomas, Jr., U.S. Ambassador to the Philippines

"I remain very impressed with the initiative, so keep it up. You can be rightly proud with what you and your team have set in motion."

- Jon Lindborg, Advisor for Public-Private Sector Partnership, Southeast Asia Department, Asian Development Bank and former USAID Mission Director

"...This proposed roadmap for achieving faster and more inclusive economic growth which identified 41 priority legislative measures will certainly be useful in our committee and plenary discussions on key reform measures."

- House Speaker Feliciano "Sonny" Belmonte, Jr., House of Representatives

"...We find the material intensely informative and useful for our tourism development, planning and investment initiatives and we have incorporated the recommendations in the Department of Tourism's short and medium term strategies as well as in the formulation of the Philippine National Tourism Development Plan...."

- Usec. Daniel G. Corpuz, Tourism Planning and Promotions, Department of Tourism

"...['Arangkada'] would definitely help me in the House of Representatives and it will give me more insight on the trade and investments relations of the Philippines with its neighbors. With this book, I will be able to get more ideas on what legislation to file in order to give support and accelerate the growth of trade and investments in the country...."

- Rep. Rufus B. Rodriguez, 2nd District, Cagayan de Oro City, House of Representatives

"...Nice piece of work, excellent and comprehensive recommendations. Surely something you and your team can be proud of. Well done!"

- Dr. Charles E. Feibel, Chief of Party, USAID's Growth with Equity in Mindanao Program

"Thank you for 'Arangkada Philippines 2010'. Congrats for never ever giving up!"

- Maj. Gen. Jose "Joe" Almonte, AFP (Ret.), former National Security Advisor and Director General of the National Security Council

"...'Arangkada Philippines 2010' [is] a very comprehensive volume. It would be fantastic even if only one half of the recommendations are implemented...."

- Ramon Y. Sy, President & CEO, United Coconut Planters Bank

"'Arangkada' is an amazing document."

- Alex Feldman, President, US-ASEAN Business Council

The Joint Foreign Chambers (JFC) is composed of the American Chamber of Commerce of the Philippines (AmCham), the Australian-New Zealand Chamber of the Philippines (ANZCHAM), the Canadian Chamber of Commerce of the Philippines (CanCham), the European Chamber of Commerce of the Philippines (ECCP), the Japanese Chamber of Commerce and Industry of the Philippines Inc., (JCCPI), the Korean Chamber of Commerce of the Philippines (KCCP) and the Philippine Association of Multinational Companies Regional Headquarters (PAMURI).

Website Sponsorship Rates

Material Type & Size (Pixels)	Website Presence	Members	Non-Members	Inventory of Spaces	Guaranteed Impressions
Small Buttons (120x60)	Homepage, right sidebar	Php 15,000/annum	Php 30,000/annum	8 Ad Spaces	1,200 imp/mo 7,200 imp/6 mos 14,400 imp/year
Horizontal Leaderboard - Home* (697x90)	Homepage, top fold, before main/welcome article (free leaderboard in inner pages)	Php 50,000/annum	Php 80,000/annum	1 Ad Space	1,200 imp/mo 7,200 imp/6 mos 14,400 imp/year
Expanding Banner Option (697x90 - 697x330)	Homepage, top fold, before main/welcome article	Php 30,000/annum	Php 60,000/annum	1 Ad Space	1,200 imp/mo 7,200 imp/6 mos 14,400 imp/year
Horizontal Leaderboard - 7 Big Winner Industries (728x90)	Sub-pages, top fold, choice of "chapters" to target	Php 40,000/annum	Php 70,000/annum	7 Ad Spaces	1,200 imp/mo 7,200 imp/6 mos 14,400 imp/year
Vertical Rectangle (300x250)	Homepage, top fold, right sidebar	Php 60,000/annum	Php 90,000/annum	1 Ad Space	1,200 imp/mo 7,200 imp/6 mos 14,400 imp/year

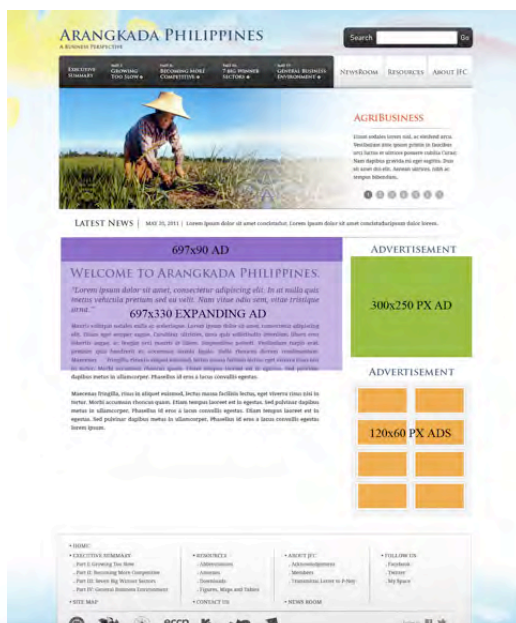
* With free exposure in inside pages

Zero-VAT Rated.

Website Sponsorship Benefits

- ✓ Maximum Exposure: 15sec/ad; Guaranteed Exposure of 14,400 impressions/year
- ✓ Access to the 2,000+ membership base of the JFC and a global audience
- ✓ **Up to 50% discount for JFC member companies**
- ✓ Media mileage at the *Arangkada* anniversary workshop in January 2012

HOME PAGE PRESENCE:



SUB-PAGES PRESENCE:



Material Technical Specifications:

- Materials should be in GIF, JPEG or Flash file format
- Materials should not be more than 30kb in size for GIF and JPEG
- Flash files should not be more than 80kb
- Flash files with buttons should have embedded links
- Please only provide working links
- Please provide files in CDR or DVD

The Joint Foreign Chambers (JFC) is composed of the American Chamber of Commerce of the Philippines (AmCham), the Australian-New Zealand Chamber of the Philippines (ANZCHAM), the Canadian Chamber of Commerce of the Philippines (CanCham), the European Chamber of Commerce of the Philippines (ECCP), the Japanese Chamber of Commerce and Industry of the Philippines Inc., (JCCPI), the Korean Chamber of Commerce of the Philippines (KCCP) and the Philippine Association of Multinational Companies Regional Headquarters (PAMURI).

Sponsorship Confirmation Form

(Please prepare and submit 3 originally signed copies)

YES!

I/We agree to support the *Arangkada Philippines* Website!

I/We would like to avail of the following:

Material Type & Size (Pixels)	Sponsorship For JFC Members		Sponsorship For Non-JFC Members		Total	
	Qty	Amount	Qty	Amount	Qty	Amount
Small Buttons (120x60)		Php 15,000/annum		Php 30,000/annum		
		Php 8,000/semi-annum		Php 18,000/semi-annum		
Horizontal Leaderboard - Home* (697x90)		Php 50,000/annum		Php 80,000/annum		
		Php 27,500/semi-annum		Php 45,000/semi-annum		
Expanding Banner Option (697x90 - 697x330)		Php 30,000/annum		Php 60,000/annum		
		Php 18,000/semi-annum		Php 35,000/semi-annum		
Horizontal Leaderboard - 7 Big Winner Industries (728x90)		Php 40,000/annum		Php 70,000/annum		
		Php 22,500/semi-annum		Php 38,000/semi-annum		
Vertical Rectangle (300x250)		Php 60,000/annum		Php 90,000/annum		
		Php 35,000/semi-annum		Php 50,000/semi-annum		

*Please make checks payable to **American Chamber of Commerce of the Philippines.***

Sponsor's Information:

Name:	
Designation:	
Organization:	
Organization's Tin No:	
Contact No.:	
Billing Address:	
Date:	
Authorized Signature:	

For questions, please contact:

Joint Foreign Chamber of Commerce c/o AmCham-ICIP/Arangkada

Telephone: +632.751.1495 and Email: arangkadaph@gmail.com

Material Transmittal Form

Please accomplish this form in **2 copies** and send to AmCham with your CD/DVD and colored printout of your material or peg. If you wish to have a proof of receipt, please provide a receiving copy.

Date Transmitted: _____

CD/DVD Label:

--

No of Materials in CD/DVD: _____

Material Type:	Material Title:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Sponsor's/Sender's Information:

Name:	
Designation:	
Organization:	
Contact No.:	
Billing Address:	

American Chamber of Commerce of the Philippines
C/O Ms. Tanya Hotchkiss
7/F Corinthian Plaza
Paseo De Roxas Street
Makati City, Philippines