

SPH

mediapedia

R A T E B O O K

CONTENTS

Updated December 2011

ON PRINT

The Straits Times	3
The Sunday Times	4
The Business Times/The Business Times Weekend	5
The New Paper/The New Paper Sunday	6
Lianhe Zaobao	7
Lianhe Wanbao	8
Shin Min Daily News	9
Thumbs Up / Thumbs Up Junior	9
my paper	10
Tabla!	10
Berita Harian	11
Berita Minggu	11
Tamil Murasu	12
Hybrite/Coloured Newsprint	13
Out-of-Print	13
Specifications	14
Easy Calculations	16
Rates Of Common Ad Sizes	17
Master Contract Privileges — Volume Discount Structure	22
Master Contract Privileges	22
Terms And Conditions	26
Miscellaneous Charges	32
Conditions For Joint Rate And Int'l Edition Bookings	32
Deadlines For Electronic Copy	33
Copy Deadlines – Others	34
Cancellation Deadlines	36
SPH magazines	37

ONLINE

Online Display	39
Online Classified	44

ON MOBILE

Mobile Marketing	45
Mobile App Banners	46

ON SCREEN

Out-Of-Home	47
-------------	----

ON GROUND

Event Management/Exhibitions	47
------------------------------	----

ON AIR

Radio	48
-------	----



NEWSPAPER

THE STRAITS TIMES

DISPLAY

Base Rate

Mon-Wed	Thur-Fri	Sat
\$ 41.50 p.c.cm	\$ 44.50 p.c.cm	\$ 45.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 3,800.00
2 spot colour	\$ 9,900.00
Full colour	\$ 9,900.00

Premium Pages

Main Paper

News	20%
Front Part *	+15%
Right Hand	+10%
Pages 2 and 3 (27cm x 4col or 27cm x 8col)	50%
Page 4	40%
Pages 5 and 7 (full colour)#	50%
Page 9 (full colour)#	45%
Front Page (of Part**) 40%/45% (Front Part**)	
Back Page (of Front Part)#	40%
Centrespread (main paper**)	20%
Centrespread (Front Part) **	40%
Money Page 1, (Mon to Fri) / (27cm x 4col or 27cm x 8col)	40%
Money Page 1, Sat (27cm x 4col or 27cm x 8col)	20%
Money Page 2	20%
Money Page	10%
SME (Wed)	20%
Front and Back Page of Supplements	20%

- * 1st part and 2nd part of main paper
- ** Where applicable, priority to full colour
- + In addition to the basic premium
- # Priority to full page full colour / special buy

Life! - Colour

Page 1 (27cm x 4col or 27cm x 8col)*	35%
Back Page**	15%
Page 3**	20%
Page 5 and 7**	10%
Right Hand	5%
Specified Feature	0%
Centrespread*	0%

- * Priority to full colour
- ** Priority to full page full colour

Specified Positions/Creative Buys

Specified page/section (if available)	+10%
Specified position within a page*	+25%
Odd shape	+25%
Odd size	+25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

- * Specified top left/right position need not be on the extreme top of page.
- ** Or actual ad size, whichever is higher
- *** Applicable to colour advertisements only

Fixed Rates

Front Page Space (12cm x 8col, full colour)

Mon - Wed	Thur - Fri	Sat
\$ 18,049.20	\$ 18,423.60	\$ 18,486.00

Digital Life (Wednesday) Mind Your Body (Thursday) Urban (Friday)

Base Rate and Colour Surcharges Similar to The Straits Times

Premiums

Front Page	35%
Back Page	20%
Other specified pages/positions	15%
Page 2	15%

IN (Monday) Little Red Dot (Tuesday)

Base Rate \$10.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 300.00
2 spot colour	\$ 500.00
Full colour	\$ 700.00

Premium Pages

Front Page	15%
Back Page	10%
Other specified pages	10%

Series Rate

13 insertions	\$ 9.50 p.c.cm
26 insertions	\$ 9.00 p.c.cm
52 insertions	\$ 8.50 p.c.cm

Full Page Of Digital Life, Mind Your Body, Urban, Little Red Dot & IN
is 33cm X 6col

CLASSIFIED

RUN-ON*

(7-point type size, with first three words in bold and caps. Text set continuously)

Minimum 3 lines \$ 11.00 per line

* Advertisements booked after 12 noon on Wednesdays for the immediate Saturday's publication will be charged \$12.00 per line

SEMI-DISPLAY

(7-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

	Mon - Wed	Thur - Sat
Minimum 3cm	\$ 33.00 p.c.cm	\$ 35.00 p.c.cm

DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

	Mon - Wed	Thur - Sat
Minimum 3cm x 1col.....	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm

(For multi cols, minimum depth is 4cm)

DISPLAY (job advertisements)

	Mon - Wed	Thur - Sat
Minimum 3cm x 1col.....	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm

(For multi cols, minimum depth is 4cm)

SPECIAL-SHAPED ADS

Minimum 100 col cm 25% premium
(Subject to approval of layout)

SPECIFIED POSITIONS*

Front page (27cm x 10col).....	30% premium
Centrespread	30% premium
Specific positions within related classification	10% premium
Out of Classification	10% premium

(Minimum 100 col cm; Travel Classification minimum 150 col cm)

* Priority to full colour

3-MONTH CONTRACT DISCOUNT

26 – 51 ads	10%
52 ads & above	15%
Daily (including Sundays & Public Holidays).....	20%

Obituaries

	Mon – Sat
Minimum 3cm x 1col	\$ 43.00 p.c.cm

Recruitment

EXECUTIVE APPOINTMENTS

	Mon – Wed	Thur – Sat
Recruit Section (10col format)	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm
Out of Recruit Section (8col format)	\$ 52.00 p.c.cm	\$ 56.00 p.c.cm

CLASSIFIED JOBS Refer to Classified

PREMIUM PAGES IN RECRUIT SECTION*

Executive Appointments

Front Cover - 27cm x 10col (colour only)	30%
Page 2, 3, 5 or 7	50%
Page 4 or 6	40%
Left hand page	20%
Right hand page	30%
Back Page	30%
Centrespread	20%
Specific position within a page, Creative (Odd) shape	25%

Consecutive left or right pages, running, facing pages 10% on subsequent ads

Ad in same page with another ad 25% on subsequent ads

Out of section, Minimum 100 col cm (eg 'Display' ads in Recruit) 25%

* Priority to full page full colour

Classified Jobs

Back Page	30%
Specific position within related classification*	10%
Creative (odd) shape*	25% premium

* Minimum 100 col cm

Note: Minimum size for premium position for black & white ad in Recruit & Notices Sections: 100 col cm. Minimum size for colour ad in Recruit Section: 5cm x 2col & Notices Sections: 10 col cm.

- "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

Notices

	Mon – Wed	Thur – Sat
Notices Section (8 col format).....	\$ 50.00 p.c.cm	\$ 54.00 p.c.cm
Out of Notices Section.....	\$ 52.00 p.c.cm	\$ 56.00 p.c.cm

PREMIUM PAGES IN NOTICES (Fridays only)

Left hand page.....	20%
Right hand page.....	30%

International Edition (Singapore & Malaysia)

Black & White	(ST + NST) less 15%
1 Spot/2 Spot	(ST + NST) less 15%
plus respective colour surcharges.	
Full colour	(ST + NST) less 20%

- All Recruitment/Notices/Classified advertisements must be for "All Regions"

thesundaytimes

DISPLAY

Base Rate \$ 43.50 p.c.cm

Colour Surcharge

1 spot colour	\$ 3,800.00
2 spot colour	\$ 9,900.00
Full colour	\$ 9,900.00

Premium Pages

Main Paper

News	20%
Think	20%
Front Part *	+15%
Right Hand	+10%
Pages 2 and 3 (27cm x 4col or 27cm x 8col)	50%
Page 4 (27cm x 4col or 27cm x 8col)	40%
Pages 5 and 7 (full colour) **	50%
Page 9 (full colour) **	45%
Centrespread ***	20%
Back Page of main paper** (27cm x 8col or 54cm x 8col)***	40%
Invest	20%

* Pages before centrespread or 1st part of main paper.

+ In addition to the basic premium

** Priority to full page full colour

*** Priority to full colour only

LIFESTYLE

Front Page (27cm x 4col or 27cm x 8col)*	35%
Back Page**	15%
Page 3**	20%
Pages 5 and 7**	10%
Right Hand	5%
Specified feature	0%
Centrespread	0%

* Priority to full colour

** Priority to full page full colour

Specified Positions/Creative Buys

Specified section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of page cost**
Creative buys***	70% of page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher

*** Applicable to colour advertisements only

Fixed Rates

Front Page Space

(12cm x 8col, full colour) \$ 18,298.80

CLASSIFIED

RUN-ON

(7-point type size, with first three words in bold and caps. Text set continuously)
Minimum 3 lines \$ 11.00 per line

SEMI-DISPLAY

(7-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)
Minimum 3cm \$ 35.00 p.c.cm

DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)
Minimum 3cm x 1col \$ 43.00 p.c.cm
(For multi cols, minimum depth is 4cm)

DISPLAY (Job advertisements)
 Minimum 3cm x 1col **\$ 43.00** p.c.cm
 (For multi cols, minimum depth is 4cm)

SPECIAL-SHAPED ADS
 Minimum 100 col cm **25%** premium
 (Subject to approval of layout)

SPECIFIED POSITIONS*
 Front Cover (27cm x 10col) **30%** premium
 Centrespread **30%** premium
 Within related classification / Out of Classification **10%** premium
 (Minimum 100 col cm; Travel Classification Minimum 150 col cm)

* Priority to full colour

Obituaries

Minimum 3cm x 1col **\$ 43.00** p.c.cm

Recruitment

Recruit Section (10col format) **\$ 43.00** p.c.cm
 Out of Recruit Section (8col format) **\$ 56.00** p.c.cm

CLASSIFIED JOBS Refer to Classified
 (Within Classified Section)

Notices

Notices Section (8col format) **\$ 54.00** p.c.cm
 Out of Notices Section (8col format) **\$ 56.00** p.c.cm

- "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

International Edition (Singapore & Malaysia)

Black & White (SuT + NSuT) less 15%
1 Spot/2 Spot (SuT + NSuT) less 15%
 plus respective colour surcharges.
Full colour (SuT + NSuT) less 20%

- All Recruitment/Notices/Classified advertisements must be for "All Regions"

THE BUSINESS TIMES

THE BUSINESS TIMES *weekend*

DISPLAY

Base Rate (With effect 1st March 2011)..... **\$14.50** p.c.cm
 Joint Rate with The Straits Times/The Sunday Times **\$14.00** p.c.cm

Colour Surcharge

1 spot colour **\$ 650.00**
 2 spot colour **\$ 1,950.00**
 Full colour **\$ 2,600.00***

* Joint Rate with The Straits Times/ The Sunday Times - 20% discount†

† Based on Base Rate of \$14.50 p.c.cm

Premium Pages

Page 2 (maximum 27cm x 8col), and News Right **20%**
 Company News, Property **20%**
 News Left **10%**
 Centrespread **15%**
 Back Page, Pg 3# **25%**
 Pg 5# **25%**
 Panels on Stocks Exchange pages **45%**
 IT Section (Monday/Thursday) **20%**
 Property (Tuesday/Thursday) **20%**
 Executive Money (Wednesday) **10%**
 Executive Lifestyle (Friday) **10%**
 Other Features **10%**

NOTE: News includes stock pages.

Specified Positions/Creative Buys

Specified page/section (if available) **+ 10%**
 Specified position within a page* **+ 25%**
 Odd shape **+ 25%**
 Odd size **+ 25%**
 Solus position **60%** of the page cost**
 Creative buys*** **70%** of the page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher.

*** Applicable to colour advertisements only.

Priority to full page full colour.

+ In addition to the basic premiums

Fixed Rates

	Mon – Fri	Sat
Front Page Space (Mon – Fri 25cm x 4col or 12cm x 8col, full colour / Sat 8cm x 6col full colour)	\$8,100.00	\$6,592.00

SHIPPING TIMES SCHEDULE RATE

Schedule Ad - Casual **\$ 11.50** p.c.cm
 Schedule Ad - 3 time per week **\$ 6.05** p.c.cm
 Schedule Ad - Daily **\$ 4.15** p.c.cm

SHIPPING GUIDE (10col format)

Base Rate **\$ 12.97** p.c.cm
 (Minimum size: 6cm x 4col)

Recruitment

10col format **\$ 13.97** p.c.cm
 Joint Rate with The Straits Times/The Sunday Times **\$ 12.97** p.c.cm
 8col format **\$ 17.98** p.c.cm
 Joint Rate with The Straits Times/The Sunday Times **\$ 16.98** p.c.cm

Notices

Notices Section (8col format)	\$ 17.17 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 16.17 p.c.cm
Out of Notices Section (8col format)	\$ 17.98 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 16.98 p.c.cm

- * "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads
 • All Recruitment/Notices advertisements must be for "All Regions"



The New Paper on
sunday

DISPLAY

Base Rate \$ 8.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 600.00
2 spot colour	\$ 1,800.00
Full colour	\$ 2,400.00

Premium Pages

News Right	30%
News	20%
Page 2 (maximum vol 80 col cm, maximum ht 20cm)	50%
Page 4 (maximum vol 170 col cm)	40%
Centrespread (for spot colour and full colour advertisements only).....	10%
Page 5 (full colour)	50%
Back Page (full colour)	50%

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher

*** Applicable to colour advertisements only

+ In addition to the basic premiums

Fixed Rates

Front Page Space	
- Top left (2cm x 3col)	\$ 450.00
- Bottom Strip (3cm x 10col)	\$ 1,910.00
(8cm x 10col)	\$ 4,560.00
(33cm x 3col)	\$ 4,788.00

CLASSIFIED

Fast Ads

Minimum size: 3cm x 1col	\$ 8.40 p.c.cm
(For multiple cols, minimum depth 4cm)	
Joint Rate with The Straits Times/The Sunday Times	\$ 6.25 p.c.cm

3-Month Contract Discounts

13 – 25 ads	10%
26 – 51 ads	15%
52 ads & above	20%

Special – Shaped Ads

Minimum 100 col cm	25% premium
(Subject to approval of Layout)	
Specified positions (within related classification)*	
Minimum 100 col cm	10% premium

* Priority to full colour

Recruitment / Notices**

ROP (10col format)	\$ 7.64 p.c.cm
(Minimum 90 col cm)	
Joint Rate with The Straits Times/The Sunday Times	\$ 5.73 p.c.cm

CLASSIFIED JOBS Refer to Fast Ads
 (Within Fast Ads)

* "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

** Notices: Subject to approval.

DISPLAY

Base Rate	\$28.00 p.c.cm
Joint Rate with Nanyang Siang Pau/Sin Chew Jit Poh	\$27.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 1,750.00
2 spot colour	\$ 5,250.00
Full colour	\$ 7,500.00

Premium Pages

Pages 2 and 5	30%
Page 3	40%
News Right	20%
Centrespread	20%
News Left and Economic Section	15%
Front Page of Parts*	30%
Back Page	25%
Panel on SES Share Index Page (10cm x 4col)	40%
SME Forum	15%

zbNOW / ZB Weekly (Tabloid)

Front Page – ZBNow (27cm x 4col or 27cm x 8col)*	30%
Front Page – ZBWeekly (10cm x 6col)	30%
Centrespread	0%
Back page	20%
Right Hand	5%
Page 3	10%*

* Priority to full colour

zbCOMMA (WEDNESDAY)

Base Rate	\$ 9.00 p.c.cm
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Premium

Front Page	15%
Back Page	10%
Centrespread	10%

Colour Surcharge – zbCOMMA

1 spot colour	\$ 300.00
2 spot colour	\$ 500.00
Full colour	\$ 700.00

Series Rates – zbCOMMA

13 insertions	\$ 8.55 p.c.cm
26 insertions	\$ 8.10 p.c.cm
52 insertions	\$ 7.65 p.c.cm

Specified Positions/Creative Buys

Specified page/section (if available)	+10%
Specified position within a page*	+25%
Odd shape	+25%
Odd size	+25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher

*** Applicable to colour advertisements only

+ In addition to the basic premiums

Fixed Rates

Front Page Space (12cm x 8col, full colour)	\$ 13,244.40
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CLASSIFIED

RUN-ON

(9-point type size. Text set continuously)

Minimum 3 lines	\$ 7.60 per line
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SEMI-DISPLAY

(9 or 14-point type size, paragraphing, indentation. Single col only.)

Minimum 3cm	\$ 21.63 p.c.cm
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DISPLAY CLASSIFIED

(Use of logo, border, screening, reverse print, picture, type size exceeding 9-point reverse print 12-point.)

Minimum 3cm x 1col	\$ 25.06 p.c.cm
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(For multi cols, minimum depth is 4cm)

SPECIAL-SHAPED ADS

Minimum 100 col cm	25% premium
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(Subject to approval of layout)

SPECIFIED POSITIONS*

Page 1 (27cm x 10col)	30% premium
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(Position premium is applicable to space cost)

Within related Classification / Out of Classification	10% premium
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(Minimum 100 col cm; Travel Classification Minimum 150 col cm)

* Priority to full colour

3-MONTH CONTRACT DISCOUNT

26 – 51 ads	10%
52 ads & above	15%
Daily (including Sundays & Public Holidays)	20%

Greetings (10col format)

Minimum size: 5cm x 2col	\$ 21.59 p.c.cm
Specified positions (Minimum 100 col cm).....	10% premium

(copy must be written from left to right horizontally)

Obituaries (10col format)

Minimum size: 5cm x 2col	\$ 25.06 p.c.cm
Specified positions (Minimum 100 col cm).....	10% premium

(copy must be written from left to right horizontally)

Recruitment

10col format	\$ 25.06 p.c.cm
8col format	\$ 34.31 p.c.cm

CLASSIFIED JOBS

Refer to Classified (Within Classified Section)

Notices

Notices Section (8col format)	\$ 31.33 p.c.cm
Out of Notices Section (8col format)	\$ 34.31 p.c.cm

• "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

ZbBz (monthly magazine)

Full colour

Inside Front Cover (IFC)	\$5,000
Outside Back Cover (OBC)	\$5,600
Inside Back Cover (IBC)	\$4,600
Double Page Spread (DPS)	\$8,300
ROB Full Page	\$4,000

Frequency discount

(within 12 months)	
3 insertions	5%
6 insertions	10%
12 insertions	15%
18 insertions	15%

Premium Positioning

Specified position	15%
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DISPLAY

	Mon – Wed	Thur – Sun
Base Rate	\$15.95 p.c.cm	\$17.76 p.c.cm
Joint rate with Lianhe Zaobao*	\$11.96 p.c.cm	\$13.32 p.c.cm
Triple Joint rate with Lianhe Zaobao & Shin Min*....	\$10.37 p.c.cm	\$11.54 p.c.cm

* Not applicable for front page

Colour Surcharge

	Mon – Wed	Thur – Sun
1 spot colour	\$ 1,000	\$ 1,200
2 spot colour	\$ 1,200	\$ 1,800
Full colour	\$ 3,000	\$ 4,000

Premium Pages

Front Page (maximum 27cm x 8col)	50%
Pages 2, 3 and 5	10%
News page	10%
Centrespread	5%
Back page	20%
Enews	10%
Fukan	10%

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher

*** Applicable to colour advertisements only

+ In addition to the basic premium

Fixed Rates

	Mon – Wed	Thur – Sun
Frontpage Ear space: (2C/FC)	\$ 300.00	\$ 400.00
Backpage Ear space: (2C/FC)	\$ 283.00	\$ 345.00

CLASSIFIED

	Mon – Wed	Thur – Sun
RUN-ON	\$ 5.50 per line	\$ 5.50 per line
.....	\$ 4.50 per line*	\$ 4.50 per line*
SEMI-DISPLAY	\$12.76 p.c.cm	\$ 14.20 p.c.cm
.....	\$ 9.57 p.c.cm*	\$ 10.65 p.c.cm*
DISPLAY CLASSIFIED	\$12.76 p.c.cm	\$ 14.20 p.c.cm
.....	\$ 9.57 p.c.cm*	\$ 10.65 p.c.cm*

RUN-ON

Minimum 3 lines. 9-point type size, Text set continuously.

SEMI-DISPLAY

Minimum 3cm. 9 or 14-point type size, paragraphing, indentation. Single col only.

DISPLAY CLASSIFIED

Minimum 3 col cm. For multi cols, minimum depth is 4cm. Use of logo, border, screening, reverse print, picture.

3-MONTH CONTRACT DISCOUNT

13 – 25 ads	10%
26 – 51 ads	15%
52 ads & above	20%

* Joint rate with Lianhe Zaobao

Greetings

	Mon – Wed	Thur – Sun
Minimum 5cm x 2col	\$12.76 p.c.cm	\$14.20 p.c.cm
10col format	\$ 9.57 p.c.cm*	\$10.65 p.c.cm*

(Copy must be written from left to right horizontally)

Obituaries

	Mon – Wed	Thur – Sun
Minimum 5cm x 2col	\$14.20 p.c.cm	\$14.20 p.c.cm
10col format.....	\$10.65 p.c.cm*	\$10.65 p.c.cm*

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao

Recruitment

	Mon – Wed	Thur – Sun
10col format	\$15.50 p.c.cm	\$17.36 p.c.cm
.....	\$11.63 p.c.cm*	\$13.02 p.c.cm*
8col format	\$21.37 p.c.cm	\$23.88 p.c.cm
.....	\$16.03 p.c.cm*	\$17.91 p.c.cm*

CLASSIFIED JOBS Refer to Classified
(within Classified Section)

* Joint rate with Lianhe Zaobao

Notices

	Mon – Wed	Thur – Sun
Notices Section Section (8col format).....	\$19.40 p.c.cm	\$21.68 p.c.cm
.....	\$14.55 p.c.cm*	\$16.26 p.c.cm*
Out of Notices Section** (8 col format)	\$21.37 p.c.cm	\$23.88 p.c.cm
.....	\$16.03 p.c.cm*	\$17.91 p.c.cm*

* Joint rate with Lianhe Zaobao

** Applicable premium applied to preferred pages

• "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

DISPLAY

	Mon - Wed	Thur - Sun
Base Rate (With effect 1st March 2011).....	\$14.20 p.c.cm	\$16.57 p.c.cm
Joint rate with Lianhe Zaobao*	\$10.65 p.c.cm	\$12.43 p.c.cm
Triple Joint rate with.....	\$ 9.23 p.c.cm	\$10.77 p.c.cm
Lianhe Zaobao & Lianhe WanBao*		

* Not applicable for front page

Colour Surcharge

	Mon - Wed	Thur - Sun
1 spot colour	\$ 1,000	\$ 1,200
2 spot colour	\$ 1,200	\$ 1,800
Full colour	\$ 3,000	\$ 4,000

Premium Pages

Front Page (maximum 27cm x 8col)	50%
Page 2, 3 and 5	10%
News page	10%
Centrespread	5%
Back page	20%
Fukan	10%
Entertainment	10%

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.

** Or actual ad size, whichever is higher

*** Applicable to colour advertisements only

+ In addition to the basic premiums

Fixed Rates

	Mon - Wed	Thur - Sun
Frontpage Ear space:		
(B/W)	\$ 196.00	\$ 311.00
(2/C)	\$ 490.00	\$ 775.00
(F/C)	\$ 815.00	\$ 1,290.00
Backpage Ear space:		
(B/W)	\$ 188.00	\$ 260.00
(2/C)	\$ 470.00	\$ 646.00
(F/C)	\$ 814.00	\$ 1,290.00

CLASSIFIED

	Mon - Wed	Thur - Sun
RUN-ON	\$ 5.00 per line	\$ 5.00 per line
	\$ 4.00 per line*	\$ 4.00 per line*
SEMI-DISPLAY	\$10.56 p.c.m	\$ 12.46 p.c.m
	\$ 7.92 p.c.m*	\$ 9.35 p.c.m*
DISPLAY CLASSIFIED	\$10.56 p.c.m	\$ 12.46 p.c.m
	\$ 7.92 p.c.m*	\$ 9.35 p.c.m*

RUN-ON

Minimum 3 lines. 9-point type size. Text set continuously.

SEMI-DISPLAY

Minimum 3cm. 9 or 14 -point type size, paragraphing, indentation. Single col only.

DISPLAY CLASSIFIED

Minimum 3 col cm. For multi cols, minimum depth is 4cm. Use of logo, border, screening, reverse print, picture.

3-MONTH CONTRACT DISCOUNT

13 - 25 ads	10%
26 - 51 ads	15%
52 ads & above	20%

* Joint rate with Lianhe Zaobao

Greetings

	Mon - Wed	Thur - Sun
Minimum 5cm x 2col	\$10.56 p.c.cm	\$12.46 p.c.cm
10col format	\$ 7.92 p.c.cm*	\$ 9.35 p.c.cm*

(Copy must be written from left to right horizontally)

Obituaries

	Mon - Wed	Thur - Sun
Minimum 5cm x 2col	\$12.46 p.c.cm	\$12.46 p.c.cm
10col format	\$ 9.35 p.c.cm*	\$ 9.35 p.c.cm*

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao

Recruitment

	Mon - Wed	Thur - Sun
10col format	\$12.83 p.c.cm	\$15.22 p.c.cm
	\$ 9.62 p.c.cm*	\$11.42 p.c.cm*
8col format	\$17.69 p.c.cm	\$20.95 p.c.cm
	\$13.27 p.c.cm*	\$15.71 p.c.cm*

CLASSIFIED JOBS (within Classified Section) Refer to Classified

* Joint rate with Lianhe Zaobao

Notices

	Mon - Wed	Thur - Sun
Notices Section (8col format)	\$16.05 p.c.cm	\$19.02 p.c.cm
	\$12.04 p.c.cm*	\$14.27 p.c.cm*
Out of Notices Section (8col format)	\$17.69 p.c.cm	\$20.95 p.c.cm
	\$13.27 p.c.cm*	\$15.71 p.c.cm*

* Joint rate with Lianhe Zaobao

• "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads



DISPLAY

Base Rate	\$ 9.00 p.c.cm
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Premium

Front Page (8cm x 6col) (only applicable for Thumbs Up).....	15%
Back Page	10%
Centrespread	10%

Colour Surcharge

1 spot colour	\$ 300.00
2 spot colour	\$ 500.00
Full colour	\$ 700.00

DISPLAY

Base Rate	\$ 19.00 p.c.cm
Joint rate with Lianhe Zaobao/The Straits Times	\$ 12.35 p.c.cm

Colour Surcharge

1 spot colour	\$ 1,200.00
2 spot colour	\$ 1,800.00
Full colour	\$ 4,000.00

Premium Pages

Back Page	30%
Pages 3 and Page 5*	30%
Pages 7 and Page 9*	20%
Centrespread**	20%
Odd-number Page	10%
Chinese / English section	10%

* Can be paginated on English/Chinese section. Priority to full page full colour.
 + In addition to the basic premiums
 ** Priority to full colour

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost*
Creative buy**	70% of the page cost*

* Or actual ad size, whichever is higher
 ** Applicable to color advertisements only
 + In addition to the basic premiums

Fixed Rates

Front Page Space	
8cm x 6col (Bottom Strip)	\$ 6,000.00
8cm x 6col (Top Strip)	\$ 7,000.00
29cm x 6col	\$ 12,000.00

CLASSIFIED

8col format	\$ 14.25 p.c.cm
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Recruitment / Notices*

ROP (6col format) (Minimum 48 col cm)	\$ 19.00 p.c.cm
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* Notices subject to approval.
 • "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

DISPLAY

Base Rate	\$7.60 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$7.00 p.c.cm
Joint Rate with Tamil Murasu	\$7.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 1,000.00
2 spot colour	\$ 1,200.00
Full Colour	\$ 2,000.00

Premium Pages

Page 2	20%
Pages 3 and Page 5*	30%
Pages 7 and Page 9*	20%
Pages 4 and Page 6	10%
News Right	10%
Centrespread	20%
Back page*	50%

* Priority to full colour

Specified Positions/Creative Buys

Specified page/section	+ 10%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost*
Creative buys**	70% of the page cost*

* Or actual ad size, whichever is higher
 ** Applicable to colour advertisements only

Fixed Rates

Advertorial (including write-up)	
Front page space (8cm x 6col)	\$ 2,700.00

BERITA HARIAN**DISPLAY**

Base Rate	\$ 10.00 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 7.50 p.c.cm

Colour Surcharge

1 spot colour	\$ 850.00
2 spot colour	\$ 2,550.00
Full colour	\$ 3,450.00**

** Joint Rate with The Straits Times/ The Sunday Times - 20% discount†
† Based on Base Rate of \$10.00 p.c.cm

Premium Pages

Front page space (12cm x 8col, colour)	50%
Back Page	25%
News	10%
Centrespread	15%
News Right	20%
Page 2 (max 27cm x 8col)	10%
Page 3 (priority to FPFC)	25%
Ekstra	10%
TV (10cm x 4col)	10%

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.
** Or actual ad size, whichever is higher
*** Applicable to colour advertisements only
+ In addition to the basic premiums

CLASSIFIED**RUN-ON**

(7-point type size, with first three words in bold and caps. Text set continuously)
Minimum 3 lines

SEMI-DISPLAY

(7-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)
Minimum 3cm

Joint Rate with The Straits Times/The Sunday Times

DISPLAY CLASSIFIED

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)
Minimum 3cm x 1col

Joint Rate with The Straits Times/The Sunday Times

3-MONTH CONTRACT DISCOUNT

13 – 25 ads	10%
26 – 51 ads	15%
52 ads & above	20%

Recruitment

10col format	\$ 15.21 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 11.41 p.c.cm
8col format	\$ 20.92 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 15.69 p.c.cm

CLASSIFIED JOBS (Within Classified Section) Refer to Classified

Notices

Notices Section (8col format)	\$ 19.01 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 14.26 p.c.cm
Out of Notices Section (8col format)	\$ 20.92 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 15.69 p.c.cm

• "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

International Edition (Singapore & Malaysia)

Black & White : BH (Singapore) + BH (Malaysia) less 15%

BH (Singapore) with ST/SuT & } BH (Singapore) joint +
BH (Malaysia) with NST/NSuT } BH (Malaysia) joint less 15%

1 spot /2 spot : [BH (Singapore) + BH (Malaysia)]
Less 15% plus respective colour surcharges

Full Colour : [BH (Singapore) + BH (Malaysia)] less 20%

• All Recruitment/Notices/Classified advertisements must be for "All Regions"
• Joint rate not applicable for Classified run-on advertisement

BERITA MINGGU**DISPLAY**

Base Rate	\$ 12.00 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 9.00 p.c.cm

Colour Surcharge

1 spot colour	\$ 900.00
2 spot colour	\$ 2,700.00
Full colour	\$ 3,650.00**

** Joint Rate with The Straits Times/ The Sunday Times - 20% discount†
† Based on Base Rate of \$12.00 p.c.cm

Premium Pages

Front page space (12cm x 8col, colour)	50%
Back Page	25%
Centrespread	15%
News	10%
News Right	20%
Page 2 (maximum 27cm x 8col)	10%
Page 3 (priority to FPFC)	25%
TV (10cm x 4col)	10%

Specified Positions/Creative Buys

Specified page/section (if available)	+ 10%
Specified position within a page*	+ 25%
Odd shape	+ 25%
Odd size	+ 25%
Solus position	60% of the page cost**
Creative buys***	70% of the page cost**

* Specified top left/right position need not be on the extreme top of page.
** Or actual ad size, whichever is higher
*** Applicable to colour advertisements only
+ In addition to the basic premiums

CLASSIFIED**RUN-ON**

(7-point type size, with first three words in bold and caps. Text set continuously)
Minimum 3 lines

SEMI-DISPLAY

(7-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)
Minimum 3cm

Joint Rate with The Straits Times/The Sunday Times

DISPLAY CLASSIFIED

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)
Minimum 3cm x 1col (For multi cols, minimum depth is 4cm) **\$12.08** p.c.cm

Joint Rate with The Straits Times/The Sunday Times **\$ 9.04** p.c.cm

Recruitment

10col format **\$ 15.64** p.c.cm
Joint Rate with The Straits Times/The Sunday Times **\$ 11.73** p.c.cm
8col format **\$ 21.51** p.c.cm
Joint Rate with The Straits Times/The Sunday Times **\$ 16.13** p.c.cm

CLASSIFIED JOBS Refer to Classified
(Within Classified Section)

Notices

Notices Section (8col format) **\$ 19.55** p.c.cm
Joint Rate with The Straits Times/The Sunday Times **\$ 14.67** p.c.cm
Out of Notices Section (8col format) **\$ 21.51** p.c.cm
Joint Rate with The Straits Times/The Sunday Times **\$ 16.13** p.c.cm

International Edition (Singapore & Malaysia)

Black & White : BM (Singapore) + BM (Malaysia) less **15%**
BH (Singapore) with ST/SuT & } BM (Singapore) joint +
BH (Malaysia) with NST/NSuT } BM (Malaysia) joint less **15%**
1 spot /2 spot : [BM (Singapore) + BM (Malaysia)]
Less 15% plus respective colour surcharges
Full Colour : [BM (Singapore) + BM (Malaysia)] less **20%**

- All Recruitment/Notices/Classified advertisements must be for "All Regions"
- Joint rate not applicable for Classified run-on advertisement
- "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

SUTRA (monthly magazine)**Full colour**

ROB Full Page (IFC) \$3,000
Outside Back Cover (OBC) \$3,800
Inside Front Cover (IFC) + Pg 1 \$6,500
Inside Back Cover (IBC) \$3,450
Double-Page Spread \$5,700
Half Page (Vertical/Horizontal) \$2,000

Premium Positioning

Specified position(s) 15%

Frequency Discount

(Within 12 months, subject to a signed master contract)

3 insertions 5%
6 insertions 10%
12 insertions 15%
24 insertions 20%

**DISPLAY**

With effect from 1/12/2009

	Mon – Fri	Sat – Sun
Base Rate	\$ 6.00 p.c.cm	\$ 7.50 p.c.cm

Colour Surcharge

1 spot colour	\$ 1,000.00
2 spot colour	\$ 1,600.00
Full Colour	\$ 4,000.00

Premium Pages

Front Page**	50%
Back Page***	25%
Centrespread	25%
News Left	10%
News Right	20%
Page 3	30%
Preferred page	10%
Sport page	10%

** Only colour ads accepted for front page.

*** Only colour ads accepted for back page on Sundays.

Front Page Package

Minimum 6 insertions within 3 months

20cm x 3col - Mon – Fri	\$1500.00 per Insertion
Sat – Sun	\$1875.00 per Insertion

10cm x 8col - Mon – Fri	\$2000.00 per Insertion
Sat – Sun	\$2500.00 per Insertion

Back Page Package

Minimum 6 insertions within 3 months

20cm x 3col - Mon – Fri	\$1000.00 per Insertion
Sat – Sun	\$1250.00 per Insertion

10cm x 8col - Mon – Fri	\$1500.00 per Insertion
Sat – Sun	\$1875.00 per Insertion

CLASSIFIED – MINMINI

	Mon – Fri	Sat – Sun
Base Rate Minimum 6cm/col	\$5.00	\$7.00

NOTE: Contract Rates Available on request

Panel & Classified Discounts

12 Insertions	7.5% (3 months)
24 Insertions	10% (6 months)
48 Insertions	15% (12 months)

Obituaries / Greetings

Mon – Fri	\$ 5.00 p.c.cm
Sat – Sun	\$ 6.00 p.c.cm

Recruitment

	Mon – Fri	Sat – Sun
Base Rate	\$ 10.00	\$ 15.00

Public Notices (minimum 10 col cm)

Mon – Fri	\$ 10.00 p.c.cm
Sat – Sun	\$ 15.00 p.c.cm
Balance Sheet - Mon – Fri	\$ 25.00 p.c.cm
Sat – Sun	\$ 40.00 p.c.cm

HYBRITE/COLOURED NEWSPRINT

Publication	Min. No. of Pages	Booking Deadline
The Straits Times, The Sunday Times, The Business Times Berita Harian, Berita Minggu Lianhe Zaobao, Lianhe Wanbao, Shin Min Daily News Tamil Murasu	4pp	12 weeks
The New Paper, My Paper, Tabla!	8pp	

For costing, please call Adbooking Section.

* Colours Available: Yellow, Salmon, Pink & Green

OUT-OF-PRINT

Insert Rates L: leaflet B: booklet		Weekday (Mon – Fri)			Weekend (Sat/Sun)		
		2 - 4 pp	6 - 12 pp	16 - 32 pp	2 - 4 pp	6 - 12 pp	16 - 32 pp
THE STRAITS TIMES	L	\$39,140	\$46,350	\$54,800	\$45,320	\$53,560	\$65,920
THE SUNDAY TIMES	B	-	\$50,890	\$58,710	-	\$57,680	\$70,040
LIANHE ZAobao	L	\$21,740	\$26,060	\$30,490	\$26,170	\$30,900	\$38,110
	B	-	\$28,330	\$32,660	-	\$32,270	\$40,480
BERITA HARIAN	L	\$ 9,790	\$11,640	\$13,600	\$12,260	\$14,420	\$17,820
BERITA MINGGU	B	-	\$12,670	\$14,630	-	\$15,560	\$18,960
TAMIL MURASU	L	\$ 2,220	\$ 2,660	\$ 3,110	\$ 4,260	\$ 5,030	\$ 6,180
	B	-	\$ 2,890	\$ 3,330	-	\$ 5,410	\$ 6,580
THE BUSINESS TIMES (Mon - Sat)	L	\$ 8,500	\$10,050	\$12,360			
	B	-	\$10,820	\$13,190			
THE NEW PAPER	L	\$18,750	\$22,150	\$27,200			
	B	-	\$23,800	\$28,950			

Frequency Rate (Full-Run) 6 inserts - 5% • 12 inserts - 7.5% • 18 inserts - 10% • 24+ inserts - 13%

Insert Type

Leaflet (L)

- A4, B5, C4 (finished sizes)
- single sheet or folded (uncut),
- non-stitched or non-stapled
max wt 40gm
- 2pp (min. paper wt 105gsm)

Booklet (B)

- A4, C4 (finished sizes)
- stitched or stapled
- max 32 pp
- max wt 80gm

Sizes in mm

A4	: 210 x 297mm
B5 (1/2 B4)	: 175 x 250mm
C4	: 229 x 324mm

Minimum Size : 175 x 250mm
Maximum size : 250 x 324mm

Material delivery requirements

In bundles of 100 (packed or strapped) on uniformed-size pallets. Please attach packing slip with the following information to 2 adjacent sides of the pallet:

- name of newspaper
- publication date
- name of insert
- name, address & phone number of printer

Kindly adhere to the material delivery requirements to facilitate smooth delivery of the inserts.

Sample approval: 2 weeks
Delivery : 3 working days
Late deliver : \$800.00 (min)

Front Page Stick-Ons/Plastic Bags/Belly-Bands

42 cents per copy (below 100,000 copies) subject to minimum charge of \$10,000
35 cents per copy (100,000 copies and above)

Stick-Ons

35 cents per copy subject to minimum charge of \$10,000 with advertisement (Minimum 1/4 page with 1-spot colour advertisement) on pages of **Life!/Now**

Note: Acceptance of inserts /Front Page Flags/Front Page Stick-Ons/Plastic Bags/Belly-Bands/Stick-Ons is subject to availability and on a first-come first-served basis. Multiple inserts per issue will be accepted and there will be no product-category exclusivity.

Creative Labels

Costings varies upon creative. Please contact Customer Service Adbooking team on costings.

Note: The drop-out rate for inserts is expected to be around 10-12%. (*This includes mishandling by third parties, quality & mis-orientation of the specific type of add-on creatives. And for zonal or specific area buys, there is a possibility of cross-over zones or undelivered distributions which is sometimes unavoidable. We will at all times do our best to ensure compliance).
* No adjustment of cost will be made for drop-outs.*

SPECIFICATIONS

	ST/SUT/BT/ ZB/WB/SM/ BH/BM		TNP		zbCOMMA/IN/LRD/ DL/MYB/URBAN/ TUP/ MY PAPER/ BT(Sat)/TABLA!	TM
	Display/ Notices	Classified/ Recruitment	Display/ Recruitment/ Recruitment Supplement	Fast Ads		Display/ Classifieds
Full page	54cm x 32.7cm	54cm x 32.7cm	33cm x 25.5cm	33cm x 26.1cm	33cm x 24.4cm	54cm x 32.7cm
Col. Width	3.7cm	3.0cm	2.2cm	3.0cm	3.7cm	3.7cm
Col.Per Pg.	8	10	10	8	6	8
1 column	3.7cm	3.0cm	2.2cm	3.0cm	3.7cm	3.7cm
2 columns	7.9cm	6.3cm	4.8cm	6.3cm	7.9cm	7.9cm
3 columns	12.0cm	9.6cm	7.4cm	9.6cm	12.0cm	12.0cm
4 columns	16.2cm	12.9cm	9.9cm	12.9cm	16.2cm	16.2cm
5 columns	20.3cm	16.2cm	12.5cm	16.2cm	20.3cm	20.3cm
6 columns	24.4cm	19.5cm	15.1cm	19.5cm	24.4cm	24.4cm
7 columns	–	22.8cm	17.7cm	–	–	28.6cm
8 columns	32.7cm	26.1cm	20.3cm	26.1cm	–	32.7cm
10 columns	–	32.7cm	25.5cm	–	–	–

Acceptable Sizes For Display *

ST / SuT		
	Col. Width	Acceptable heights
1 column	3.7cm	3cm to 43cm then 54cm
2 columns	7.9cm	3cm to 43cm then 54cm
3 columns	12.0cm	5cm to 43cm then 54cm
4 columns	16.2cm	5cm to 43cm then 54cm
5 columns	20.3cm	5cm to 43cm then 54cm
6 columns	24.4cm	5cm to 43cm
8 columns	32.7cm	5cm to 43cm then 54cm

BT / BH / BM / ZB / WB / SM / TM		
	Col. Width	Acceptable heights
1 column	3.7cm	3cm to 43cm then 54cm
2 columns	7.9cm	3cm to 43cm then 54cm
3 columns	12.0cm	3cm to 43cm then 54cm
4 columns	16.2cm	3cm to 43cm then 54cm
5 columns	20.3cm	3cm to 43cm then 54cm
6 columns	24.4cm	3cm to 43cm
8 columns	32.7cm	3cm to 43cm then 54cm

TNP		
	Col. Width	Acceptable heights
1 column	2.2cm	5 cm to 27cm then 33cm
2 columns	4.8cm	5 cm to 27cm then 33cm
3 columns	7.4cm	5 cm to 27cm then 33cm
4 columns	9.9cm	5 cm to 27cm then 33cm
5 columns	12.5cm	5 cm to 27cm then 33cm
6 columns	15.1cm	5 cm to 27cm then 33cm
7 columns	17.7cm	5 cm to 27cm then 33cm
8 columns	20.3cm	5 cm to 25cm
10 columns	25.5cm	5 cm to 25cm then 33cm

BT (Sat) / IN / Digital Life / My Paper / zbCOMMA / Urban / Mind Your Body / Little Red Dot / Thumbs Up / Tabla!		
	Col. Width	Acceptable heights
1 column	3.7cm	3cm to 27cm then 33cm
2 columns	7.9cm	3cm to 27cm then 33cm
3 columns	12.0cm	3cm to 27cm then 33cm
4 columns	16.2cm	3cm to 27cm then 33cm
5 columns	20.3cm	3cm to 12cm
6 columns	24.4cm	3cm to 27cm then 33cm

* Applicable to Recruitment & Notices ads in Display section and subject to the minimum size requirements on pg 15

Advertisement spaces other than the dimensions listed above will always be considered with a 25% premium if accepted.

Acceptable Sizes For Classified/Recruit/Notices

Classified			
SPECIFICATIONS FOR CLASSIFIED			
	ST/SuT/BH/BM	ZB/WB/SM	TNP ST/SuT/BH/
Minimum size	Run-on 3 lines Semi-display 3cm x 1col Display 3cm x 1col	3cm x 1col	Display (min 4cm ht. if > 1col)
Acceptable Height**	Semi-display & Display: 3cm to 45cm, then 50cm	Obituaries 5cm x 2col Semi-display & Display: 3cm to 45cm, then 52cm	3cm to 22cm, then 29cm
	1st pg of Classified (ST/SuT-27cm x 10col only)	1st pg of Classified (ZB-27cm x 10col)	1st pg of Fastad (15cm x 8col)
	Obituaries 5cm to 54cm	Obituaries 5cm to 54cm	

** All other heights subject to approval.

Recruit

ST / SuT / BT / BH / BM / ZB / WB / SM		
	Col. Width Recruitment(A)	Acceptable heights
2 columns	6.3cm	5cm to 47cm then 54cm
3 columns	9.6cm	5cm to 47cm then 54cm
4 columns	12.9cm	5cm to 47cm then 54cm
5 columns	16.2cm	5cm to 47cm then 54cm
6 columns	19.5cm	5cm to 47cm then 54cm
7 columns	22.8cm	5cm to 47cm then 54cm
8 columns	26.1cm	5cm to 47cm then 54cm
10 columns	32.7cm	5cm to 47cm then 54cm

Notices

ST / SuT / BT / BH / BM / ZB / WB / SM		
	Col. Width Notice (N)	Acceptable heights
1 column	3.7cm	10cm to 47cm then 54cm
2 columns	7.9cm	5cm to 47cm then 54cm
3 columns	12.0cm	5cm to 47cm then 54cm
4 columns	16.2cm	5cm to 47cm then 54cm
5 columns	20.3cm	5cm to 47cm then 54cm
6 columns	24.4cm	5cm to 47cm then 54cm
8 columns	32.7cm	5cm to 47cm then 54cm

One column unacceptable for Chinese publications.

Minimum Advertisement Size For Recruitment & Notices

All publications (colour)

(excluding The New Paper & My Paper)

Recruitment (10col format)	5cm x 2col
Notices	10 col cm

The New Paper (B/W & Colour)

Recruitment / Notices	90 col cm
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My Paper (B/W & Colour)

Recruitment / Notices	48 col cm
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The above minimum sizes also apply to Recruitment & Notices advertisements in Display section)

Minimum Point Size For Recruitment & Notices/Classified

English Publications	7-point
Malay Publications	7-point
Chinese Publications	9-point
Tamil Publication	10-point

Reverse text for Black/White copies

English/Malay Publications	10-point
Chinese Publications	12-point

NB: All Recruitment & Notices/Classified ads typeset by SPH will use minimum point sizes as stated above.

Specifications For Electronically Transmitted Advertisement Materials

1) Photoshop Colour Settings and File Format

Colour Profile

RGB = Adobe 1988 or SRGB

CMYK = ISONewspaper26v4.icc

Grayscale = ISONewspaper26v4_gr.icc

Picture File Format

Photoshop EPS/PSD/JPG/TIFF

PSD – flatten layers to minimize printing discrepancy

JPG – save with maximum quality

EPS – save in 8 bits/channel

TIFF – no compression

Bitmap – lineart with minimum 600dpi

Resolution: 200dpi

Note: No compression for all images

All 4C images must be in CMYK mode

Do not use RGB, LAB & INDEX Colour – it will not print correctly

2) Tonal Curve

Grayscale Images

Highlight: 3% to 5%

Shadow: 92% to 95%

Full Colour Images

Highlight: 4% Cyan 3% Magenta 3% Yellow

Shadow: Cap to total sum of not more than 180%

(Eg: 40% Cyan 30% Magenta 30% Yellow 80% Black)

Overall colour – total sum percentage should not exceed 240%

3) Colour & Tone Density

To improve colour trapping, reduce loss of shadow details, minimize set-off and smudging

- Full colour area – total sum percentage should not exceed 240%
- 4-Color black shadow area – total sum percentage should not exceed 180%
- Colour trapping – avoid using 2 solid colours for better trapping
- Whenever possible use ICR/UCR technique
- Application of UCR (Under Color Removal) or ICR (Integrated Color Removal)

for colour images – this process reduces of C,M,Y and replace with K for neutral colour areas and saturated colour for the optimization of reproduction

2nd Colour Advertisement

- Material to be provided in match process colour base on booking spot colour
- Refer to the SPH Spot Colour Guide for colour break down
- Any tone-down must be proportionately adjusted

4) Artwork & PDF Creation:

- All artwork to be done up to booking size
- Centrespread and across gutter advertisements – to include 2cm for the gutter
- Recommended to print to PS and Distill to PDF using SPH Distiller Jobs Options with embedded fonts and images
- PDF Version 1.5 without crop marks and bleeding
- No complex layering allowed – to minimise unpredictable output
- No annotations, comments, attachments like movies etc are allowed

5) Complex Graphics/ Circular / Line Blending Gradient / Transparencies:

Please flatten or rasterize the layerings to minimize postscript errors during printing – this may result in unpredictable output.

6) Typography and Rules:

Black Overprint

Only solid black text 14 points and below and rules (minimum 1 point) should be set to overprint over light colour background as slight misregistration can affect the clarity. Black text above 14 points and bigger – do not set overprint to avoid excessive total ink which will cause set-off and see-through. For better clarity and legibility, to use bold sans serif fonts for reverse white text or colour text with background.

Fonts, Rules & Point Size

- Weight of all rules and strokes to be at least 1 points
- Minimum text point size of 7 points is recommended for clarity
- Thin rules, strokes and small point size should be restricted to single colour to avoid misregistration, 'break-up' and 'fill-in'
- Do not use True Type fonts
- For Chinese characters, convert all text to path
- Chinese font text point size – no less than 9 points
- Reverse white text on colour background – preferably no less than 14 points, sans serif type is recommended. This is to minimise ink fill-in and misregistration.

7) Press Production Notes:

Screening

SPH is using the Cross Modulation (XM) screening technology for its printing of halftone. This is a hybrid screening technology that incorporates the best of both Amplitude Modulation (AM) and Frequency Modulation (FM) screening, to improve print quality and eliminates rosette pattern.

Resolution

SPH utilises CTP with output resolution of 1200dpi @ 170lpi on Sublima Screening (as above).

Dot Gain

Tonal compensation adjustment should be made for a dot gain of approximately 30% dot gain in the midtone area.

Double Truck (Centrespread and Across Gutter Images)

Mechanical paper controls (nips and trolleys) are necessary to hold and guide the printed copy through the press and this can result in undesirable markings across the centre gutter, it is not possible to completely eliminate this set-off and trolley marks, we therefore advise that creative to avoid placing images, logos and text in the centre-fold.

Set-Off & See Through

Colour set-off and see through are inevitable in high speed wet-on-wet web printing. Some degree of tolerance must be expected.

Misregistration

10-thou misregistration is regarded internationally as within the printing tolerance on high speed wet-on-wet web printing.

Colour Proof

Digital proof supplied by client must be calibrated to SPH Press Profile on newsprint stock that is close to our newspaper shade – as the proofing process (using inkjet and toner) differs from wet-on-wet web printing (water & ink) – therefore some degree of deviation must be expected.

Colour Reproduction

Client must expect a certain degree of colour differences for the same advertisement printed on different presses (i.e. KBA, Colorliner & UNISSET) due to different press characteristics – i.e. ink hue, dot gain, paper shade etc.

Ink Density

Printing is also carried out to an ink density range of +/- 0.05; Cyan, Magenta and Yellow is printed to a nominal target of 0.90 and Black to a nominal target of 1.10.

SPH Spot Colour Guide

This serves as a close guide and is reproduced to the closest match that we can achieve during the time of printing. Slight variation in shades must be expected and accepted when printed on different presses at different time and on different shade of newsprints.

EASY CALCULATIONS

This page provides an easy reference for calculating cost of advertisements in our newspapers.

Our advertisement sizes are calculated based on unit centimetre by column width.

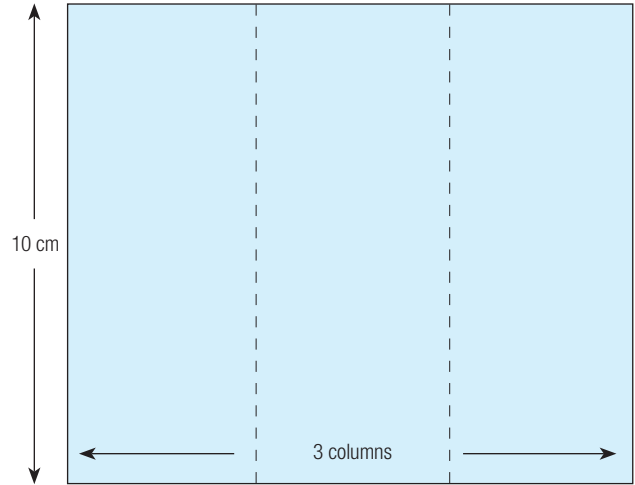


Fig. 1

The **unit of measure** for our base is per column cm (p.c.cm) (with exception for Classified run-on advertisements, it is per line) i.e:

Base Rates

THE STRAITS TIMES,

Display (Mon-Wed) **\$ 41.50** per col cm

THE STRAITS TIMES,

Classified Run-on **\$ 11.00** per line

To calculate an advertisement cost in The Straits Times (see Fig.1) (e.g black & white without any additional requirement):

1. Work out the area of the advertisement,
 In this case: 10 cm (height)
 Multiplied by: 3 columns (width)
 Equals to 30 column cm (area)
2. Multiply the area calculated by the base rate, therefore
 30 column cm x **S\$41.50 per column cm**
3. The cost of the advertisement is **S\$1,245.00**

To calculate an advertisement cost in The Straits Times with additional requirements (based on Fig. 1):

Black & White advertisement with position premium (eg. News Right 30%)	Basic advertisement cost x 1.3 (10x3 X S\$41.50) x 1.3 = S\$1,618.50
Colour advertisement (eg. 1 spot colour S\$3800)	Basic advertisement cost + *Colour surcharge (10x3 X S\$41.50) + S\$3,800 = S\$5,045.00
Colour advertisement with position premium (eg. Full colour S\$9900 & News Right 30%)	Basic advertisement cost x 1.3 + *Colour surcharge (10x3 X S\$41.50) x 1.3 + S\$9,900 = S\$11,518.50
Advertisement with position premium & specified position within a page (eg. News Right 30% & Top Right 25%)	Basic advertisement cost x (1.3 + 0.25) (10x3 X S\$41.50) x 1.55 = S\$1,929.75

Note: All prices do not include GST charges.

RATES OF COMMON AD SIZES

The Straits Times

Monday-Wednesday

	B&W	1 spot colour	2 spot colour/Full colour
Full page – 54cm x 8col			
ROP	\$17,928.00	\$21,728.00	\$27,828.00
NL (+20%)	\$21,513.60	\$25,313.60	\$31,413.60
NR (+30%)	\$23,306.40	\$27,106.40	\$33,206.40
Half page – 27cm x 8col			
ROP	\$ 8,964.00	\$12,764.00	\$18,864.00
NL (+20%)	\$10,756.80	\$14,556.80	\$20,656.80
NR (+30%)	\$11,653.20	\$15,453.20	\$21,553.20
Quarter page – 27cm x 4col			
ROP	\$ 4,482.00	\$ 8,282.00	\$14,382.00
NL (+20%)	\$ 5,378.40	\$ 9,178.40	\$15,278.40
NR (+30%)	\$ 5,826.60	\$ 9,626.60	\$15,726.60
Junior page – 37cm x 6col			
ROP	\$ 9,213.00	\$13,013.00	\$19,113.00
NL (+20%)	\$11,055.60	\$14,855.60	\$20,955.60
NR (+30%)	\$11,976.90	\$15,776.90	\$21,876.90
Junior page – 41cm x 6col			
ROP	\$10,209.00	\$14,009.00	\$20,109.00
NL (+20%)	\$12,250.80	\$16,050.80	\$22,150.80
NR (+30%)	\$13,271.70	\$17,071.70	\$23,171.70

Thursday-Friday

	B&W	1 spot colour	2 spot colour/Full colour
Full page – 54cm x 8col			
ROP	\$19,224.00	\$23,024.00	\$29,124.00
NL (+20%)	\$23,068.80	\$26,868.80	\$32,968.80
NR (+30%)	\$24,991.20	\$28,791.20	\$34,891.20
Half page – 27cm x 8col			
ROP	\$ 9,612.00	\$13,412.00	\$19,512.00
NL (+20%)	\$11,534.40	\$15,334.40	\$21,434.40
NR (+30%)	\$12,495.60	\$16,295.60	\$22,395.60
Quarter page – 27cm x 4col			
ROP	\$ 4,806.00	\$ 8,606.00	\$14,706.00
NL (+20%)	\$ 5,767.20	\$ 9,567.20	\$15,667.20
NR (+30%)	\$ 6,247.80	\$10,047.80	\$16,147.80
Junior page – 37cm x 6col			
ROP	\$ 9,879.00	\$13,679.00	\$19,779.00
NL (+20%)	\$11,854.80	\$15,654.80	\$21,754.80
NR (+30%)	\$12,842.70	\$16,642.70	\$22,742.70
Junior page – 41cm x 6col			
ROP	\$10,947.00	\$14,747.00	\$20,847.00
NL (+20%)	\$13,136.40	\$16,936.40	\$23,036.40
NR (+30%)	\$14,231.10	\$18,031.10	\$24,131.10

Saturday

	B&W	1 spot colour	2 spot colour/Full colour
Full page – 54cm x 8col			
ROP	\$19,440.00	\$23,240.00	\$29,340.00
NL (+20%)	\$23,328.00	\$27,128.00	\$33,228.00
NR (+30%)	\$25,272.00	\$29,072.00	\$35,172.00
Half page – 27cm x 8col			
ROP	\$ 9,720.00	\$13,520.00	\$19,620.00
NL (+20%)	\$11,664.00	\$15,464.00	\$21,564.00
NR (+30%)	\$12,636.00	\$16,436.00	\$22,536.00
Quarter page – 27cm x 4col			
ROP	\$ 4,860.00	\$ 8,660.00	\$14,760.00
NL (+20%)	\$ 5,832.00	\$ 9,632.00	\$15,732.00
NR (+30%)	\$ 6,318.00	\$10,118.00	\$16,218.00
Junior page – 37cm x 6col			
ROP	\$ 9,990.00	\$13,790.00	\$19,890.00
NL (+20%)	\$11,988.00	\$15,788.00	\$21,888.00
NR (+30%)	\$12,987.00	\$16,787.00	\$22,887.00
Junior page – 41cm x 6col			
ROP	\$11,070.00	\$14,870.00	\$20,970.00
NL (+20%)	\$13,284.00	\$17,084.00	\$23,184.00
NR (+30%)	\$14,391.00	\$18,191.00	\$24,291.00

Note: All prices do not include GST charges.

The Sunday Times

	B&W	1 spot colour	2 spot colour/Full colour
Full page – 54cm x 8col			
ROP	\$18,792.00	\$22,592.00	\$28,692.00
NL (+20%)	\$22,550.40	\$26,350.40	\$32,450.40
NR (+30%)	\$24,429.60	\$28,229.60	\$34,329.60
Half page – 27cm x 8col			
ROP	\$ 9,396.00	\$13,196.00	\$19,296.00
NL (+20%)	\$11,275.20	\$15,075.20	\$21,175.20
NR (+30%)	\$12,214.80	\$16,014.80	\$22,114.80
Quarter page – 27cm x 4col			
ROP	\$ 4,698.00	\$ 8,498.00	\$14,598.00
NL (+20%)	\$ 5,637.60	\$ 9,437.60	\$15,537.60
NR (+30%)	\$ 6,107.40	\$ 9,907.40	\$16,007.40
Junior page – 37cm x 6col			
ROP	\$ 9,657.00	\$13,457.00	\$19,557.00
NL (+20%)	\$11,588.40	\$15,388.40	\$21,488.40
NR (+30%)	\$12,554.10	\$16,354.10	\$22,454.10
Junior page – 41cm x 6col			
ROP	\$10,701.00	\$14,501.00	\$20,601.00
NL (+20%)	\$12,841.20	\$16,641.20	\$22,741.20
NR (+30%)	\$13,911.30	\$17,711.30	\$23,811.30

The Business Times

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 6,264.00	\$ 6,914.00	\$ 8,214.00	\$ 8,864.00
NL (+10%)	\$ 6,890.40	\$ 7,540.40	\$ 8,840.40	\$ 9,490.40
NR (+20%)	\$ 7,516.80	\$ 8,166.80	\$ 9,466.80	\$10,116.80
Half page – 27cm x 8col				
ROP	\$ 3,132.00	\$ 3,782.00	\$ 5,082.00	\$ 5,732.00
NL (+10%)	\$ 3,445.20	\$ 4,095.20	\$ 5,395.20	\$ 6,045.20
NR (+20%)	\$ 3,758.40	\$ 4,408.40	\$ 5,708.40	\$ 6,358.40
Quarter page – 27cm x 4col				
ROP	\$ 1,566.00	\$ 2,216.00	\$ 3,516.00	\$ 4,166.00
NL (+10%)	\$ 1,722.60	\$ 2,372.60	\$ 3,672.60	\$ 4,322.60
NR (+20%)	\$ 1,879.20	\$ 2,529.20	\$ 3,829.20	\$ 4,479.20
Junior page – 37cm x 6col				
ROP	\$ 3,219.00	\$ 3,869.00	\$ 5,169.00	\$ 5,819.00
NL (+10%)	\$ 3,540.90	\$ 4,190.90	\$ 5,490.90	\$ 6,140.90
NR (+20%)	\$ 3,862.80	\$ 4,512.80	\$ 5,812.80	\$ 6,462.80
Junior page – 41cm x 6col				
ROP	\$ 3,567.00	\$ 4,217.00	\$ 5,517.00	\$ 6,167.00
NL (+10%)	\$ 3,923.70	\$ 4,573.70	\$ 5,873.70	\$ 6,523.70
NR (+20%)	\$ 4,280.40	\$ 4,930.40	\$ 6,230.40	\$ 6,880.40

The Business Times Weekend (Tabloid)

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 33cm x 6col				
ROP	\$ 2,871.00	\$ 3,521.00	\$ 4,821.00	\$ 5,471.00
NL (+10%)	\$ 3,158.10	\$ 3,808.10	\$ 5,108.10	\$ 5,758.10
NR (+20%)	\$ 3,445.20	\$ 4,095.20	\$ 5,395.20	\$ 6,045.20
17cm x 6col				
ROP	\$ 1,479.00	\$ 2,129.00	\$ 3,429.00	\$ 4,079.00
NL (+10%)	\$ 1,626.90	\$ 2,276.90	\$ 3,576.90	\$ 4,226.90
NR (+20%)	\$ 1,774.80	\$ 2,424.80	\$ 3,724.80	\$ 4,374.80
17cm x 3col				
ROP	\$ 739.50	\$ 1,389.50	\$ 2,689.50	\$ 3,339.50
NL (+10%)	\$ 813.45	\$ 1,463.45	\$ 2,763.45	\$ 3,413.45
NR (+20%)	\$ 887.40	\$ 1,537.40	\$ 2,837.40	\$ 3,487.40
Quarter page – 27cm x 4col				
ROP	\$ 1,566.00	\$ 2,216.00	\$ 3,516.00	\$ 4,166.00
NL (+10%)	\$ 1,722.60	\$ 2,372.60	\$ 3,672.60	\$ 4,322.60
NR (+20%)	\$ 1,879.20	\$ 2,529.20	\$ 3,829.20	\$ 4,479.20

Note: All prices do not include GST charges.

The New Paper and The New Paper on Sunday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 33cm x 10col				
ROP	\$ 2,640.00	\$ 3,240.00	\$ 4,440.00	\$ 5,040.00
NL (+20%)	\$ 3,168.00	\$ 3,768.00	\$ 4,968.00	\$ 5,568.00
NR (+30%)	\$ 3,432.00	\$ 4,032.00	\$ 5,232.00	\$ 5,832.00
17cm x 10col				
ROP	\$ 1,360.00	\$ 1,960.00	\$ 3,160.00	\$ 3,760.00
NL (+20%)	\$ 1,632.00	\$ 2,232.00	\$ 3,432.00	\$ 4,032.00
NR (+30%)	\$ 1,768.00	\$ 2,368.00	\$ 3,568.00	\$ 4,168.00
17cm x 5col				
ROP	\$ 680.00	\$ 1,280.00	\$ 2,480.00	\$ 3,080.00
NL (+20%)	\$ 816.00	\$ 1,416.00	\$ 2,616.00	\$ 3,216.00
NR (+30%)	\$ 884.00	\$ 1,484.00	\$ 2,684.00	\$ 3,284.00
Junior page – 27cm x 7col				
ROP	\$ 1,512.00	\$ 2,112.00	\$ 3,312.00	\$ 3,912.00
NL (+20%)	\$ 1,814.40	\$ 2,414.40	\$ 3,614.40	\$ 4,214.40
NR (+30%)	\$ 1,965.60	\$ 2,565.60	\$ 3,765.60	\$ 4,365.60

Lianhe Zaobao

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$12,096.00	\$13,846.00	\$17,346.00	\$19,596.00
NL (+15%)	\$13,910.40	\$15,660.40	\$19,160.40	\$21,410.40
NR (+20%)	\$14,515.20	\$16,265.20	\$19,765.20	\$22,015.20
Half page – 27cm x 8col				
ROP	\$ 6,048.00	\$ 7,798.00	\$11,298.00	\$13,548.00
NL (+15%)	\$ 6,955.20	\$ 8,705.20	\$12,205.20	\$14,455.20
NR (+20%)	\$ 7,257.60	\$ 9,007.60	\$12,507.60	\$14,757.60
Quarter page – 27cm x 4col				
ROP	\$ 3,024.00	\$ 4,774.00	\$ 8,274.00	\$10,524.00
NL (+15%)	\$ 3,477.60	\$ 5,227.60	\$ 8,727.60	\$10,977.60
NR (+20%)	\$ 3,628.80	\$ 5,378.80	\$ 8,878.80	\$11,128.80
Junior page – 37cm x 6col				
ROP	\$ 6,216.00	\$ 7,966.00	\$11,466.00	\$13,716.00
NL (+15%)	\$ 7,148.40	\$ 8,898.40	\$12,398.40	\$14,648.40
NR (+20%)	\$ 7,459.20	\$ 9,209.20	\$12,709.20	\$14,959.20
Junior page – 41cm x 6col				
ROP	\$ 6,888.00	\$ 8,638.00	\$12,138.00	\$14,388.00
NL (+15%)	\$ 7,921.20	\$ 9,671.20	\$13,171.20	\$15,421.20
NR (+20%)	\$ 8,265.60	\$10,015.60	\$13,515.60	\$15,765.60

Lianhe Wanbao

Monday – Wednesday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 6,890.40	\$ 7,890.40	\$ 8,090.40	\$ 9,890.40
News (+10%)	\$ 7,579.44	\$ 8,579.44	\$ 8,779.44	\$10,579.44
Half page – 27cm x 8col				
ROP	\$ 3,445.20	\$ 4,445.20	\$ 4,645.20	\$ 6,445.20
News (+10%)	\$ 3,789.72	\$ 4,789.72	\$ 4,989.72	\$ 6,789.72
Quarter page – 27cm x 4col				
ROP	\$ 1,722.60	\$ 2,722.60	\$ 2,922.60	\$ 4,722.60
News (+10%)	\$ 1,894.86	\$ 2,894.86	\$ 3,094.86	\$ 4,894.86
Junior page – 37cm x 6col				
ROP	\$ 3,540.90	\$ 4,540.90	\$ 4,740.90	\$ 6,540.90
News (+10%)	\$ 3,894.99	\$ 4,894.99	\$ 5,094.99	\$ 6,894.99
Junior page – 41cm x 6col				
ROP	\$ 3,923.70	\$ 4,923.70	\$ 5,123.70	\$ 6,923.70
News (+10%)	\$ 4,316.07	\$ 5,316.07	\$ 5,516.07	\$ 7,316.07

Note: All prices do not include GST charges.

Lianhe Wanbao

Thursday – Sunday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 7,672.32	\$ 8,872.32	\$ 9,472.32	\$11,672.32
NL (+10%)	\$ 8,439.55	\$ 9,639.55	\$10,239.55	\$12,439.55
Half page – 27cm x 8col				
ROP	\$ 3,836.16	\$ 5,036.16	\$ 5,636.16	\$ 7,836.16
NL (+10%)	\$ 4,219.78	\$ 5,419.78	\$ 6,019.78	\$ 8,219.78
Quarter page – 27cm x 4col				
ROP	\$ 1,918.08	\$ 3,118.08	\$ 3,718.08	\$ 5,918.08
NL (+10%)	\$ 2,109.89	\$ 3,309.89	\$ 3,909.89	\$ 6,109.89
Junior page – 37cm x 6col				
ROP	\$ 3,942.72	\$ 5,142.72	\$ 5,742.72	\$ 7,942.72
NL (+10%)	\$ 4,336.99	\$ 5,536.99	\$ 6,136.99	\$ 8,336.99
Junior page – 41cm x 6col				
ROP	\$ 4,368.96	\$ 5,568.76	\$ 6,168.96	\$ 8,368.96
NL (+10%)	\$ 4,805.86	\$ 6,005.86	\$ 6,605.86	\$ 8,805.86

Shin Min Daily News

Monday – Wednesday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 6,134.40	\$ 7,134.40	\$ 7,334.40	\$ 9,134.40
News (+10%)	\$ 6,747.84	\$ 7,747.84	\$ 7,947.84	\$ 9,747.84
Half page – 27cm x 8col				
ROP	\$ 3,067.20	\$ 4,067.20	\$ 4,267.20	\$ 6,067.20
News (+10%)	\$ 3,373.92	\$ 4,373.92	\$ 4,573.92	\$ 6,373.92
Quarter page – 27cm x 4col				
ROP	\$ 1,533.60	\$ 2,533.60	\$ 2,733.60	\$ 4,533.60
News (+10%)	\$ 1,686.96	\$ 2,686.96	\$ 2,886.96	\$ 4,686.96
Junior page – 37cm x 6col				
ROP	\$ 3,152.40	\$ 4,152.40	\$ 4,352.40	\$ 6,152.40
News (+10%)	\$ 3,467.64	\$ 4,467.64	\$ 4,667.64	\$ 6,467.64
Junior page – 41cm x 6col				
ROP	\$ 3,493.20	\$ 4,493.20	\$ 4,693.20	\$ 6,493.20
News (+10%)	\$ 3,842.52	\$ 4,842.52	\$ 5,042.52	\$ 6,842.52

Thursday – Sunday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 7,158.24	\$ 8,358.24	\$ 8,958.24	\$11,158.24
News (+10%)	\$ 7,874.06	\$ 9,074.06	\$ 9,674.06	\$11,874.06
Half page – 27cm x 8col				
ROP	\$ 3,579.12	\$ 4,779.12	\$ 5,379.12	\$ 7,579.12
News (+10%)	\$ 3,937.03	\$ 5,137.03	\$ 5,737.03	\$ 7,937.03
Quarter page – 27cm x 4col				
ROP	\$ 1,789.56	\$ 2,989.56	\$ 3,589.56	\$ 5,789.56
News (+10%)	\$ 1,968.52	\$ 3,168.52	\$ 3,768.52	\$ 5,968.52
Junior page – 37cm x 6col				
ROP	\$ 3,678.54	\$ 4,878.54	\$ 5,478.54	\$ 7,678.54
News (+10%)	\$ 4,046.39	\$ 5,246.39	\$ 5,846.39	\$ 8,046.39
Junior page – 41cm x 6col				
ROP	\$ 4,076.22	\$ 5,276.22	\$ 5,876.22	\$ 8,076.22
News (+10%)	\$ 4,483.84	\$ 5,683.84	\$ 6,283.84	\$ 8,483.84

Note: All prices do not include GST charges.

Berita Harian

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 4,320.00	\$ 5,170.00	\$ 6,870.00	\$ 7,770.00
NL (+10%)	\$ 4,752.00	\$ 5,602.00	\$ 7,302.00	\$ 8,202.00
NR (+20%)	\$ 5,184.00	\$ 6,034.00	\$ 7,734.00	\$ 8,634.00
Half page – 27cm x 8col				
ROP	\$ 2,160.00	\$ 3,010.00	\$ 4,710.00	\$ 5,610.00
NL (+10%)	\$ 2,376.00	\$ 3,226.00	\$ 4,926.00	\$ 5,826.00
NR (+20%)	\$ 2,592.00	\$ 3,442.00	\$ 5,142.00	\$ 6,042.00
Quarter page – 27cm x 4col				
ROP	\$ 1,080.00	\$ 1,930.00	\$ 3,630.00	\$ 4,530.00
NL (+10%)	\$ 1,188.00	\$ 2,038.00	\$ 3,738.00	\$ 4,638.00
NR (+20%)	\$ 1,296.00	\$ 2,146.00	\$ 3,846.00	\$ 4,746.00
Junior page – 37cm x 6col				
ROP	\$ 2,220.00	\$ 3,070.00	\$ 4,770.00	\$ 5,670.00
NL (+10%)	\$ 2,442.00	\$ 3,292.00	\$ 4,992.00	\$ 5,892.00
NR (+20%)	\$ 2,664.00	\$ 3,514.00	\$ 5,214.00	\$ 6,114.00
Junior page – 41cm x 6col				
ROP	\$ 2,460.00	\$ 3,310.00	\$ 5,010.00	\$ 5,910.00
NL (+10%)	\$ 2,706.00	\$ 3,556.00	\$ 5,256.00	\$ 6,156.00
NR (+20%)	\$ 2,952.00	\$ 3,802.00	\$ 5,502.00	\$ 6,402.00

Berita Minggu

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 5,184.00	\$ 6,084.00	\$ 7,884.00	\$ 8,834.00
NL (+10%)	\$ 5,702.40	\$ 6,602.40	\$ 8,402.40	\$ 9,352.40
NR (+20%)	\$ 6,220.80	\$ 7,120.80	\$ 8,920.80	\$ 9,870.80
Half page – 27cm x 8col				
ROP	\$ 2,592.00	\$ 3,492.00	\$ 5,292.00	\$ 6,242.00
NL (+10%)	\$ 2,851.20	\$ 3,751.20	\$ 5,551.20	\$ 6,501.20
NR (+20%)	\$ 3,110.40	\$ 4,010.40	\$ 5,810.40	\$ 6,760.40
Quarter page – 27cm x 4col				
ROP	\$ 1,296.00	\$ 2,196.00	\$ 3,996.00	\$ 4,946.00
NL (+10%)	\$ 1,425.60	\$ 2,325.60	\$ 4,125.60	\$ 5,075.60
NR (+20%)	\$ 1,555.20	\$ 2,455.20	\$ 4,255.20	\$ 5,205.20
Junior page – 37cm x 6col				
ROP, Sports	\$ 2,664.00	\$ 3,564.00	\$ 5,364.00	\$ 6,314.00
NL (+10%)	\$ 2,930.40	\$ 3,830.40	\$ 5,630.40	\$ 6,580.40
NR (+20%)	\$ 3,196.80	\$ 4,096.80	\$ 5,896.80	\$ 6,846.80
Junior page – 41cm x 6col				
ROP	\$ 2,952.00	\$ 3,852.00	\$ 5,652.00	\$ 6,602.00
NL (+10%)	\$ 3,247.20	\$ 4,147.20	\$ 5,947.20	\$ 6,897.20
NR (+20%)	\$ 3,542.40	\$ 4,442.40	\$ 6,242.40	\$ 7,192.40

Tamil Murasu

Monday – Friday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 2,592.00	\$ 3,592.00	\$ 4,192.00	\$ 6,592.00
NL (+10%)	\$ 2,851.20	\$ 3,851.20	\$ 4,451.20	\$ 6,851.20
NR (+20%)	\$ 3,110.40	\$ 4,110.40	\$ 4,710.40	\$ 7,110.40
Half page – 27cm x 8col				
ROP	\$ 1,296.00	\$ 2,296.00	\$ 2,896.00	\$ 5,296.00
NL (+10%)	\$ 1,425.60	\$ 2,425.60	\$ 3,025.60	\$ 5,425.60
NR (+20%)	\$ 1,555.20	\$ 2,555.20	\$ 3,155.20	\$ 5,555.20
Quarter page – 27cm x 4col				
ROP	\$ 648.00	\$ 1,648.00	\$ 2,248.00	\$ 4,648.00
NL (+10%)	\$ 712.80	\$ 1,712.80	\$ 2,312.80	\$ 4,712.80
NR (+20%)	\$ 777.60	\$ 1,777.60	\$ 2,377.60	\$ 4,777.60
Junior page – 37cm x 6col				
ROP	\$ 1,332.00	\$ 2,332.00	\$ 2,932.00	\$ 5,332.00
NL (+10%)	\$ 1,465.20	\$ 2,465.20	\$ 3,065.20	\$ 5,465.20
NR (+20%)	\$ 1,598.40	\$ 2,598.40	\$ 3,198.40	\$ 5,598.40
Junior page – 41cm x 6col				
ROP	\$ 1,476.00	\$ 2,476.00	\$ 3,076.00	\$ 5,476.00
NL (+10%)	\$ 1,623.60	\$ 2,623.60	\$ 3,223.60	\$ 5,623.60
NR (+20%)	\$ 1,771.20	\$ 2,771.20	\$ 3,371.20	\$ 5,771.20

Note: All prices do not include GST charges.

Tamil Murasu

Saturday – Sunday

	B&W	1 spot colour	2 spot colour	Full colour
Full page – 54cm x 8col				
ROP	\$ 3,240.00	\$ 4,240.00	\$ 4,840.00	\$ 7,240.00
NL (+10%)	\$ 3,564.00	\$ 4,564.00	\$ 5,164.00	\$ 7,564.00
NR (+20%)	\$ 3,888.00	\$ 4,888.00	\$ 5,488.00	\$ 7,888.00
Half page – 27cm x 8col				
ROP	\$ 1,620.00	\$ 2,620.00	\$ 3,220.00	\$ 5,620.00
NL (+10%)	\$ 1,782.00	\$ 2,782.00	\$ 3,382.00	\$ 5,782.00
NR (+20%)	\$ 1,944.00	\$ 2,944.00	\$ 3,544.00	\$ 5,944.00
Quarter page – 27cm x 4col				
ROP	\$ 810.00	\$ 1,810.00	\$ 2,410.00	\$ 4,810.00
NL (+10%)	\$ 891.00	\$ 1,891.00	\$ 2,491.00	\$ 4,891.00
NR (+20%)	\$ 972.00	\$ 1,972.00	\$ 2,572.00	\$ 4,972.00
Junior page – 37cm x 6col				
ROP	\$ 1,665.00	\$ 2,665.00	\$ 3,265.00	\$ 5,665.00
NL (+10%)	\$ 1,831.50	\$ 2,831.50	\$ 3,431.50	\$ 5,831.50
NR (+20%)	\$ 1,998.00	\$ 2,998.00	\$ 3,598.00	\$ 5,998.00
Junior page – 41cm x 6col				
ROP	\$ 1,845.00	\$ 2,845.00	\$ 3,445.00	\$ 5,845.00
NL (+10%)	\$ 2,029.50	\$ 3,029.50	\$ 3,629.50	\$ 6,029.50
NR (+20%)	\$ 2,214.00	\$ 3,214.00	\$ 3,814.00	\$ 6,214.00

MASTER CONTRACT PRIVILEGES – VOLUME DISCOUNT STRUCTURE

The Straits Times / The Sunday Times

Expenditure Commitment (\$)	Discount (%)	Discounting Mechanics (\$)	
250,000	5		
500,000	6	On the first 250,000	5%
		On the next 250,000	6%
1 million	8	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
2 million	10.5	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
		On the next 1 million	10.5%
>2 million	13	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
		On the next 1 million	10.5%
		2 million onwards	13%

NOTE

- The above terms and conditions are subject to revision.
- If the specified budget is not fulfilled upon expiry of the contract, the discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A recovery based on the difference between the reduced rate and the applicable rate will be made.

Master Contract Privileges

The Straits Times - Digital Life (Wednesday), Mind Your Body (Thursday) & Urban (Friday)

Position	Normal Premium (%)	13 Ins	26 Ins	52 Ins
Back Page	20%	15%	10%	5%
Page 2 / Other Specified Pages / Positions	15%	10%	5%	Waive

NOTE

- Positions can be contracted in blocks of 13 insertions, and they are non-cancellable and non-transferable. All positions are subject to availability.
- The Straits Times master contract privileges are not applicable for the three weekly specials. However, advertisement expenditure for Digital Life, Mind Your Body and Urban can be included for the master contract fulfilment of The Straits Times.
- Contract can be utilised for Digital Life, Mind Your Body and Urban.
- In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and rates published in our rate book will apply.
- The above terms and conditions are subject to revision.

MASTER CONTRACT PRIVILEGES

The Business Times

Position	Normal Premium (%)	S\$50K	S\$80K	S\$130K	S\$200K & Above
News Left	10	5	Waive	Waive	Waive
News Right / Page 2 / Companies / IT / Property / SME	20	15	10	5	Waive
Specified Page / Section / Features	10	Waive	Waive	Waive	Waive
Back Page/ Page 3 / Page 5	25	20	15	10	5

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Centrespread – Mainpaper	15%
– Supplement	15%
Specified Position Within A Page	25%
Creative (Odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

The New Paper / The New Paper On Sunday

Position	Normal Premium (%)	13 Ins or \$10K	26 Ins or \$20K	52 Ins or \$40K	104 Ins or \$80K	156 Ins or \$120K	Daily or \$200K
Page 2/ Page 5/ Back Page	50	50	50	30	20	10	Waive
Page 4	40	40	40	30	20	10	Waive
News Right	30	30	20	20	10	Waive	Waive
News Pages	20	20	10	10	Waive	Waive	Waive
Specified Section	10	Waive	Waive	Waive	Waive	Waive	Waive
Rate pscm (S\$)	8.00	7.60	7.20	6.80	6.40	6.00	5.60

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Centrespread – Main Paper	10%
– Supplement	10%
Specified Position within A Page	25%
Creative (odd) Shape/Size	25%

2) If the number of advertisements or amount published is below the contracted commitment within the specified period, then the next applicable rate of premiums on the series scale or the casual rates will apply. A recovery based on the difference between the reduced rate/premiums and the applicable rate/premiums will be made.

3) Contract Period for series rates must be within 12 months.

4) Minimum size for black & white: 40 col cm and colour: 70 col cm.

5) The above terms and conditions are subject to revision.

Lianhe Zaobao

Position	Normal Premium (%)	\$100K & Above	\$300K & Above	\$500K & Above
Page 2, Main Paper	30	20	15	10
Page 3, Main Paper	40	30	25	20
Back Page, (Main Paper, including Parts)	25	20	15	10
Front Page of Parts	30	20	15	10
News Pages: (Left) (Right)	15 20	10 15	5 10	Waive Waive
Economics	15	Waive	Waive	Waive
SME Forum	15	Waive	Waive	Waive
ZBNow:				
Page 1	30	20	10	Waive
Page 3	10	Waive	Waive	Waive
Back Page	20	10	5	Waive
Specified Pages/ Section	10	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Centrespread – Main Paper	20%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

Lianhe Wanbao / Shin Min Daily News

Position	Normal Premium (%)	\$10K & above	\$25K & above	\$50K & above	\$75K & above
News Pages	10	Waive	Waive	Waive	Waive
Back Page	20	15	10	5	Waive
Pages 2, 3, 5, Fukan, Specified Page/Section	10	5	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Front Page	50%
Centrespread – Mainpaper	5%
– Supplement	5%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

Thumbs Up/Thumbs Up Junior

Position	Normal Premium (%)	13 Insertions or S\$10K	26 Insertions or S\$20K	52 Insertions or S\$40K
Back Page	10	5	Waive	Waive
Centrespread	10	5	Waive	Waive
Rate pscm (S\$)	9.00	8.55	8.10	7.65

NOTE

1) If the number of advertisements or amount published is below the contracted commitment within the specified period, then the next applicable rate and premiums on the series scale or the casual rate will apply. A recovery based on the difference between the reduced rate/premiums and the applicable rate/premiums will be made.

2) The above terms and conditions are subject to revision.

My Paper

Expenditure Commitment (\$)	Discount (%)
50,000	5
100,000	7.5
200,000	10
500,000	12.5
Above 500,000	15

NOTE

1) The above terms and conditions are subject to revision.

2) If the specified budget is not fulfilled upon expiry of the contract, the discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A recovery based on the difference between the reduced rate and the applicable rate will be made.

Berita Harian And Berita Minggu

Position	Normal Premium (%)	4 Insertions (within 1 month)	6 Insertions (within 3 months)	13 Insertions or S\$10K (within 12 months)	26 Insertions or S\$20K (within 12 months)	52 Insertions or S\$40K (within 12 months)
Front Page	50	50	50	50	50	50
Page 3	25	25	25	20	15	10
Back Page	25	25	25	20	15	10
News Right	20	20	20	15	10	5
News Pages/Page 2/ Specified Page/Section	10	10	10	5	Waive	Waive
Rate pscm (S\$): Berita Harian Berita Minggu	10.00 12.00	8.50 10.20	8.00 9.60	7.50 9.00	7.00 8.40	6.50 7.80

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Centrespread – Main Paper	15%
– Supplement	15%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) Series Rate Discounts – If the number of advertisements published is below the number contracted within the specified period, then the next applicable rate on the series scale or the casual rate will apply.

3) Minimum size: 10 col cm

4) The above terms and conditions are subject to revision.

SERIES DISCOUNT

Tamil Murasu

Position	Normal Premium (%)	6 Insertions (within 3 months)	12 Insertions \$5,000 (within 12 months)	24 Insertions \$10,000 (within 12 months)	48 Insertions \$20,000 (within 12 months)
Front Page	50	50	50	50	50
Back Page	25	25	25	25	25
Page 3	30	30	25	20	15
Centrespread	25	25	25	25	25
News Right	20	20	15	10	5
Preferred Page	10	10	10	10	10
Rate pscm (S\$): Monday - Friday Saturday & Sunday	6.00 7.50	5.40 6.75	5.10 6.40	4.80 6.00	4.50 5.60

NOTE

1) Series Rate Discounts – If the number of advertisements or amount published is below the number contracted within the specified period, then the next applicable rate on the series scale or the casual rate will apply. A recovery based on the difference between the reduced rate and the applicable rate will be made.

2) Minimum size: 10 col cm

3) The above terms and conditions are subject to revision.

Tabla!

Expenditure Commitment (\$)	Discount (%)
\$30,000	5
\$60,000	7.5
\$100,000	10

NOTE

1) The above terms and conditions are subject to revision.

2) If the specified budget is not fulfilled upon expiry of the contract, The discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A rate and the applicable rate will be made.

TERMS AND CONDITIONS

1. Definitions and Interpretation

- 1.1 In these Terms and Conditions, the following words and terms shall have the following meanings unless the context otherwise requires.

“**Amendment**” means any proposed amendment or revision of any Insertion submitted to SPH for publication.

“**Advertiser**” means the person named as ‘Advertiser’ in any Advertising Contract.

“**Advertising Contract**” means any advertising contract between the Advertiser and SPH.

“**Agency**” means any of the advertising agencies specified in any Advertising Contract and such other person appointed by the Advertiser in addition thereto or place thereof in accordance with the terms of any Advertising Contract.

“**Box Service**” means rental of a Post Office service or facility to the Advertiser with respect to responses to any Recruitment or Notices Insertion.

“**Business Day**” means any day other than a Saturday, Sunday or public holiday in Singapore.

“**Cancellation**” means the cancellation of any Reservation (including a Fall-Back Reservation).

“**Cancellation Deadline**” in relation to any Cancellation means the time stipulated in the Cancellation Deadline Notice current or applicable at the time when the Cancellation is submitted to SPH as the time by which that Cancellation must be submitted to SPH.

“**Cancellation Deadline Notice**” in relation to any Cancellation means the notice of SPH to the Advertiser or any Agency specifying the time by which Cancellation(s) must be submitted to SPH.

“**Condition**” means a term or condition of any Advertising Contract.

“**Copy Deadline**” in relation to any Insertion or Amendment means the time stipulated in the Copy Deadline Notice current or applicable at the time when that Insertion or Amendment is submitted to SPH as the time by which a copy of that Insertion or Amendment must be submitted to SPH.

“**Copy Deadline Notice**” in relation to any Insertion or Amendment means the Notice of SPH to the Advertiser or Agency specifying the time by which a copy thereof must be submitted to SPH for the purpose of publication.

“**Copy Deadline Surcharge Notice**” means the notice of SPH to the Advertiser or any Agency setting out the amount of surcharge(s) for failure of the Advertiser to meet the Copy Deadline in relation to any Insertion or Amendment.

“**Designated Address**” in relation to any Cancellation or any copy of any Insertion or Amendment to be submitted by the Advertiser to SPH means the address designated by SPH for the submission of the same to SPH.

“**Insertion**” means any display, supplement, feature, recruitment, notices or classified advertisement with respect to the Advertiser and/or the Advertiser’s business, operations, products and/or services.

“**Person**” means any natural person, firm or body corporate.

“**Photograph**” shall include drawing, chart, graph and other artwork.

“**Publication**” means any of the publications specified in any Advertising Contract, including the internet editions of such publications as SPH may determine from time to time.

“**Reservation**” means a reservation of space in any edition of any Publication for the publication of an Insertion in such edition.

“**Scheduled Insertion Date**” in relation to any Insertion means the date of the edition of a Publication specified by the Advertiser for publication of that Insertion provided that where any edition is published with respect to any period and does not bear any specific date, the Scheduled Insertion Date shall be the first day of that period.

“**Specified Budget**” means the amount stated in any Advertising Contract as the ‘Specified Budget’.

“**Specified Period**” means the period stated in any Advertising Contract as the ‘Specified Period’.

“**Specified Rate**” in relation to the publication of any Insertion in any Publication means SPH’s rate, subject to Goods & Services Tax(GST), for the publication of that Insertion in that Publication current or applicable at the time when such Insertion is published.

“**SPH**” means Singapore Press Holdings Limited, and/or its related entities, affiliates and/or subsidiaries, as the context suggests. “**SPH Site**” means any website owned and operated by SPH and its related entities, affiliates and subsidiaries.

“**Period Contract**” means the period contract as it relates to a classified advertisement pursuant to Condition 15 hereof.

- 1.2 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.

- 1.3 The headings to the Conditions are to facilitate references and shall not affect or influence in any way the construction of any of the Conditions.

2. Agency

- 2.1 The Agency shall act as the Advertiser’s agent:

- (a) with respect to all matters regarding Insertions placed or to be placed during the Specified Period in any Publication, including but not limited to the content, size and all other specifications thereof, date(s) of publication, the submission of copies of Insertions or Amendments and the rate or charges therefore; and
- (b) for the receipt of notices and other communications from SPH; and the instruction, direction or agreement of the Agency with respect to any such matter shall constitute the instruction, direction or agreement, as the case may be, of the Advertiser and any notice or communication given or sent by SPH to Agency shall be regarded as a notice or communication given or sent to the Advertiser.

- 2.2 The Advertiser shall ratify all statements or actions of the Agency which purport to have been made or taken by the Agency on behalf of the Advertiser.

- 2.3 The Advertiser shall not without the prior written consent of SPH:

- (a) Terminate the appointment of any Agency during the Specified Period without appointing any other agency which is at that time an advertising agency accredited or approved by SPH to act as its agent in place thereof; or
- (b) appoint any other person as its agent whether in addition to or in replacement of any Agency who is not at that time an advertising agency accredited or approved by SPH.

- 2.4 SPH shall be entitled to refuse to deal with or act on any request, instruction or notice of any person acting as an agent of the Advertiser who is not an Agency or is not an advertising agency accredited or approved by SPH.

- 2.5 In the event that SPH receives contradictory or inconsistent requests, instructions or notices with respect to any matter from the Advertiser and an Agency or from more than one Agency purporting to act on behalf of the Advertiser, SPH shall be entitled to rely upon and act on any of those requests, instructions, or notices to the exclusion of the others and/or to deal with only the Advertiser or one of those Agencies with respect to that matter.

3. Reservations/Confirmation of reservations

- 3.1 All Reservations shall be made only by the Advertiser itself or through an Agency.

- 3.2 Each Reservation shall specify the date of publication of the Insertion, the Publication in which the Insertion is to be published, the size and colour of the Insertion and the page or position in the Publication where the Insertion is to be published. SPH may, at its absolute discretion, allow an Advertiser to be put on a waiting list for a “Stand-By Reservation” (for a certain date of publication, page, size, position and/or other variable, etc.) which is unavailable at the moment, while also assigning the Advertiser a “Fall-Back Reservation”. In the event that the Advertiser is not allocated the Stand-By Reservation by SPH, the Fall-Back Reservation shall for all intents and purposes be the Advertiser’s Reservation. In the event that the Advertiser is allocated the Stand-By Reservation by SPH, this shall for all intents and purposes be the Advertiser’s Reservation upon the said allocation.

- 3.3 Nothing in any Advertising Contract shall be construed to impose upon SPH any obligation to accept any Reservation.

- 3.4 SPH shall have no obligation whatsoever in respect of any Reservation which SPH before the Copy Deadline for that Reservation notifies the Advertiser or its Agency that it is unable to accept or act upon.

- 3.5 Any Reservation made shall not be revised or amended in any way by the Advertiser or the Agency on behalf of the Advertiser except with the prior

written consent of SPH or in accordance with Condition 9.1. No Reservation shall be cancelled or withdrawn except in accordance with the terms of any Advertising Contract or with the prior written consent of SPH.

3.6 Where reservations are made for advertisements to appear on a specified date (limited only to display advertisements and appointments and notices booked out of the appointments and notices section of all newspapers) the Advertiser must confirm the booking:

- (a) within 7 working days from the date of reservation if the insertion date is more than 15 days from the date of reservation;
- (b) within 3 working days from the date of reservation if the insertion date is less than 15 working days;
- (c) by the end of the day when the reservation is made if the insertion date is 5 working days or less from the date of reservation.

If the confirmation is not made on time, reservation shall be cancelled, and where applicable, deleted from the Advertising Booking System ("Adnet") and we shall free the reserved space to any other interested advertiser.

4. Cancellation

4.1 In the event that the Advertiser wishes to effect a Cancellation (which, for the avoidance of doubt, includes the Cancellation of a Fall-Back Reservation), the Advertiser shall submit to SPH at the Designated Address a written request therefore by the Cancellation Deadline, provided always that the Advertiser shall not be entitled to cancel any Reservation for Insertions that SPH has designated as non-cancellable due to the position of the Insertion or otherwise.

4.2 In the event that the Advertiser fails to meet the Cancellation Deadline in relation to any Cancellation, SPH shall be entitled, at SPH's discretion, to ignore the Cancellation entirely or with respect to any part thereof.

4.3 In the event that any Cancellation is received after the Cancellation Deadline and acted upon by SPH, SPH shall be entitled to charge the Advertiser a cancellation charge determined as follows:

- (a) where the notice of cancellation is received by SPH more than two (2) clear days before the publication date of the Insertion, the cancellation charge shall be the amount which is greater of:
 - (i) the sum equal to twenty-five percent (25%) of the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and
 - (ii) sum of Singapore Dollars Five Hundred only (\$500), and
- (b) where the notice of Cancellation is received by SPH less than or on the date two days before the publication date of the Insertion, the cancellation charge shall be the amount equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates.

4.4 SPH shall be entitled to revise and amend from time to time the contents of any Cancellation Deadline Notice by giving notice thereof to any Agency or the Advertiser.

4.5 In the event that the Advertiser attempts to effect a Cancellation of any Reservation for Insertions that SPH has designated as non-cancellable, SPH shall be entitled to charge the Advertiser a cancellation charge equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and SPH shall also be entitled, at SPH's discretion to either ignore the said Cancellation or act on the said Cancellation.

5. Copy Deadlines and Insertions

5.1 The Advertiser shall submit to SPH at the Designated Address a copy initialled by the Advertiser or an Agency:

- (a) of every Insertion corresponding in every aspect to the Insertion intended to be published: and
- (b) of each Amendment setting out exactly the manner in which the Insertion to which the Amendment relates is proposed to be amended or revised by the Copy Deadline relating thereto unless the Reservation in respect thereof has been cancelled in accordance with the terms of this Advertising Contract.

5.2 SPH shall be entitled (but not obliged):

- (a) to regard any initial appearing on any copy of any insertion as the initial of the Advertiser or an Agency in the absence of any indication to the contrary in such copy;
- (b) to treat any copy of any Insertion submitted to SPH as corresponding in every aspect to the Insertion intended to be published; and
- (c) to disregard and ignore any Amendment which does not set out exactly the manner in which the Insertion to which the Amendment relates is proposed to be revised.

5.3 In the event that the Advertiser fails to fully comply with Condition 5.1 by the Copy Deadline in relation to any Insertion, SPH shall be entitled to charge the Advertiser for the entire space reserved for that Insertion as if such Insertion had been published in its entirety in the edition of the Publication reserved by the Reservation for that Insertion notwithstanding that that space or any part thereof may have been re-sold and/or otherwise used by SPH.

5.4 In the event that the Advertiser fails to fully comply with Condition 5.1 by the Copy Deadline in relation to any Amendment, SPH shall be entitled to ignore that Amendment and to publish the Insertion without that Amendment.

5.5 In the event that:

- (a) any Insertion is published in the Publication notwithstanding the failure of the Advertiser to fully comply with Condition 5.1 by the Copy Deadline with respect to that Insertion; or
- (b) any Insertion is published incorporating any Amendment notwithstanding the failure of the Advertiser to fully comply with Condition 5.1 by the Copy Deadline with respect to that Amendment, SPH shall be entitled to charge the advertiser a surcharge of the amount(s) in respect thereof stipulated in the Copy Deadline Surcharge Notice current or applicable at that time.

5.6 If in the opinion of SPH:

- (a) the publication of any Insertion or Amendment would by reason of any of the contents thereof (including any design, photograph, text or statement therein):
 - (i) infringe the intellectual property or other rights of any person; or
 - (ii) constitute a libel of any person; or
 - (iii) offend public standards of, morality or decency; or
 - (iv) offend racial or religious sensitivities; or
 - (v) violate any law in Singapore or any jurisdiction in which the same would be published; or
 - (vi) be contrary to any policies of SPH; or
- (b) any consent or approval required to be obtained for the publication of any Insertion or Amendment or the use of any design, photograph or material in any Insertion or Amendment has not been obtained; or
- (c) the copy of the Insertion or Amendment submitted to SPH has not been initialled by the Advertiser or an Agency, SPH shall be entitled, at its absolute discretion, to:
 - (i) refuse to accept any copy of any Insertion or Amendment and/or to publish any Insertion or Amendment; or
 - (ii) require that the Advertiser make such revision or modification to the form and/or content of the Insertion or Amendment by a deadline specified by SPH before it publishes the Insertion or Amendment, with such revision or modification; or
 - (iii) edit, revise, re-arrange, amend or modify the form and/or content of the Insertion on its own accord and in such manner as it considers appropriate before it publishes the Insertion or Amendment.

5.7 In any case where SPH refuses to accept any copy of any Insertion or Amendment pursuant to Condition 5.6, SPH shall be entitled to cancel the Reservation with respect to the relevant Insertion at any time and decline to publish the same.

5.8 SPH reserves the right to insert the word "Advertisement" on any Insertion which contains any editorial format or editorial text, where appropriate.

5.9 SPH shall be entitled to revise and amend from time to time the contents of any Copy Deadline Notice and Copy Deadline Surcharge Notice by giving notice thereof to any Agency or the Advertiser.

6. Rates and Payment

6.1 The Advertiser shall pay SPH for each Insertion published in an edition of any Publication the Specified Rate with respect thereto subject to such discount, reductions, rebate, privileges or concessions, if any, as SPH may agree in writing to grant the Advertiser. For the avoidance of doubt, the applicable

Specified Rate is that which is current at the time when the Insertion is published, and the Specified Rate is not guaranteed prior to such publication.

- 6.2 SPH may bill or invoice the Advertiser or any Agency with respect to any sum payable by the Advertiser under any Advertising Contract. Notwithstanding that any Agency has been billed or invoiced with respect to any amount due from the Advertiser under any Advertising Contract, the Advertiser shall nevertheless remain liable to SPH for the payment of that amount unless and until that Agency has made full payment thereof to SPH.
- 6.3 Subject to Condition 6.7 and any contrary payment term under any applicable Advertising Contract, any and all amounts charged by SPH or amounts due from the Advertiser to SPH under any Advertising Contract shall be paid by the Advertiser not later than forty-five (45) days after the date of the statement from SPH relating thereto.
- 6.4 Where SPH has agreed in writing to charge the Advertiser based on any rate specified in any currency other than Singapore Dollars, SPH may bill or invoice the Advertiser in Singapore Dollars with respect to any such charge, applying the rate of exchange determined by SPH in good faith to be the prevailing rate of exchange at the time of the publication of the Insertion in relation to which such charge was incurred or as at the date of SPH's invoice or statement with respect to such charge, as may be selected by SPH, and the Advertiser shall pay SPH the amount in Singapore Dollars stated to be due in any such invoice or statement.
- 6.5 SPH shall be entitled to appropriate in any order it chooses and with respect to any sum stated in any invoice or statement to be due to SPH, as selected by SPH, any payment received from or for the account or on behalf of the Advertiser, notwithstanding any specific appropriation to the contrary by the Advertiser or the person making such payment.
- 6.6 Notwithstanding anything to the contrary, if any sum due remains unpaid after the expiry of the period provided in Condition 6.3 for payment thereof, all sums stated to be due to SPH from the Advertiser in any invoice or statement of SPH (whether issued before or after the expiry of that period) shall become immediately due and payable by the Advertiser to SPH as from the date of such invoice or statement.
- 6.7 The Advertiser or the Agency undertakes to verify the correctness of each invoice received from SPH and to inform SPH within one (1) month from the receipt thereof of any discrepancies, omissions, inaccuracies or incorrect entries in the invoice and that at the end of the said period of one (1) month the said invoice shall be conclusive evidence without further proof that the invoice is and entries therein are correct (except as to any alleged errors so notified) and SPH shall be free from all claims in respect of the invoice except as provided above.
- 6.8 SPH shall be entitled to set, revise and amend from time to time the Specified Rates, and the terms relating thereto, with respect to the publication of Insertions in Publications by giving notice thereof to any Agency or the Advertiser.
- 6.9 All charges of SPH for publication of Insertions and for the provision of Box Service or any other services or materials are exclusive of taxes, including Singapore Goods and Services Tax ("GST") and other applicable taxes whether imposed by the tax authorities of Singapore or elsewhere. The Advertiser shall pay such additional amounts as may be necessary in order that, after deduction on account of any tax, assessment or other governmental charge imposed upon or as a result of such payment, every payment to SPH will not be less than the Specified Rates.
- 6.10 SPH reserves the absolute right to introduce an electronic bill system.

7. Revocation of Discount, Privileges and Concessions

- 7.1 In the event that either:
 - (a) the total number of the Insertions of the specifications set out in any Advertising Contract for which Reservations have been made during the Specified Period is less than the minimum number required in the Advertising Contract; or
 - (b) the total revenue derived by SPH with respect to Insertions made during the Specified Period is less than the amount of the Specified Budget, SPH

shall be entitled to revoke all discounts, reductions, rebates, privileges and concessions granted for which SPH may have agreed to grant to the Advertiser with respect to Reservations effected and/or Insertions published during the Specified Period.

- 7.2 The revocation of all such discounts, reductions, rebates, privileges and concessions pursuant to Condition 7.1 shall be retroactive to the date of commencement of the Specified Period and the Advertiser shall pay SPH any and all amounts due to SPH as a consequence of such revocation within forty-five (45) days of the date of invoice, notwithstanding that the Advertiser or any Agency may have been billed and/or may already have paid for those Insertions published during the Specified Period at the discounted or reduced rate(s) or may have been granted the rebates, privileges and concessions.

8. Measurement and Quality

- 8.1 All Insertions must comply with the size and other specifications of SPH which may vary from time to time at SPH's sole discretion. Insertion space will be measured in accordance with the "head to foot" rule used by SPH.
- 8.2 All calculations of sizes are based on unit centimeter height by column width. All fractions of a centimetre will be treated as a full centimetre.
- 8.3 SPH shall be entitled to charge the Advertiser a fee for each of the following services at such rate or rates as SPH may determine from time to time:
 - (a) translation of any Insertion.
 - (b) the typesetting of any Insertion; and
 - (c) the design or editing of any Insertion.
- 8.4 SPH shall not be responsible or liable for any deficiency in the quality of reproduction of any design or photograph in the publication of any Insertion in any Publication in the event that the designs, photographs and materials provided to SPH for the purpose do not meet the standards and requirements stipulated by SPH.
- 8.5 In the event that the Advertiser is dissatisfied with the production quality of any Insertion the Advertiser shall lodge a formal complaint with SPH within 10 days of publication, after which no complaint will be entertained. Also a full set of newspaper must be submitted.

9. Re-scheduling, Repositioning and Re-publication

- 9.1 The Advertiser may re-schedule the Scheduled Insertion Date once with respect to any Insertion which is the subject of a Reservation provided that:
 - (a) written notice thereof is given to SPH at Designated Address:
 - (i) not less than seven (7) business days before the original Scheduled Insertion Date for a colour Insertion; and
 - (ii) not less than four (4) business days before the original Scheduled Insertion Date for a black and white Insertion;
 - (b) the re-scheduled date shall not extend beyond forty-five (45) business days from the original Scheduled Insertion Date; and
 - (c) where any Scheduled Insertion Date with respect to any Insertion has been re-scheduled under this Condition, the Reservation with respect to that Insertion shall subsequently not be cancellable by the Advertiser.
- 9.2 Notwithstanding that SPH may have accepted a Reservation with respect to any Insertion in any edition of any Publication, in the event that publication of that edition of the Publication is delayed or deferred, or ceases, for any reason whatsoever or in the event that SPH considers that it is impractical to publish the Insertion in that edition of the Publication or in any page of that edition and or of the size specified by the Advertiser given the prevailing constraints and/or any change of circumstances, SPH shall be entitled:
 - (a) to postpone or re-schedule the publication of that Insertion and any such postponement or rescheduling shall not affect the obligations of the Advertiser to pay for the publication of the Insertion at the rate(s) applicable if that Insertion had been published on schedule;
 - (b) to reposition any Insertion to another page or section of the Publication and/or
 - (c) to publish the Insertion in an alternative publication belonging to SPH (including any internet edition of such alternative publication). Under no circumstances shall SPH be liable to the Advertiser for any liability, damages, losses, costs or expenses incurred by the Advertiser arising from or in connection with such postponement or re-scheduling of the publication or repositioning of any insertion, or the publication of the insertion in an alternative publication to SPH.

9.3 SPH may at its sole and absolute discretion and at no additional fees or charges to the Advertiser, reproduce, display and re-publish any Insertion (or part thereof) which has been published in a Publication, on any other publications of SPH or on any SPH Sites ("Re-Publication") pursuant to its rights under Condition 11.7. Notwithstanding the foregoing, SPH reserves the right to impose any applicable fees or charges for any Re-Publication, if such Re-Publication is separately agreed to in writing between SPH and the Advertiser.

10. Advertiser's Warranties and Indemnities

10.1 In relation to every copy of any Insertion or Amendment submitted to SPH, the Advertiser shall be deemed to have represented and warranted to SPH as follows:

- (a) that it and its Agencies have obtained the necessary licenses, consents, permissions and other approvals from all authorities and persons (including all proprietors and licensees of the intellectual property therein) to use and publish in any edition of any Publication in which that Insertion or Amendment is published all the designs, photographs, names, representations and statements contained in that Insertion or Amendment;
- (b) that all designs, photographs and materials delivered to SPH for the publication of any Insertion are the property of the Advertiser or have been delivered with the consent of the owner thereof; and
- (c) that the publication of that Insertion and that Amendment in any edition of any Publication would not:
 - (i) infringe any intellectual property or other rights of any person anywhere;
 - (ii) constitute a libel or slander of any person anywhere; and
 - (iii) violate the laws of Singapore or any jurisdiction in which it is to be published.

10.2 The Advertiser shall at all times indemnify SPH and all its subsidiaries, contractors, agents and employees fully from and in respect of any and all liabilities, losses and expenses incurred by SPH or any of its contractors, agents and employees caused by or arising from:

- (a) any breach of any of the obligations and warranties of the Advertiser under any Agreement; or
- (b) any claim, action or proceeding against SPH or any of its contractors, agents and employees by any person:
 - (i) for defamation or infringement of any rights of such person by reason of the publication by SPH of any Insertion or any Amendment or of any retraction or apology of SPH or the Advertiser with respect to any matter contained in any such Insertion; or
 - (ii) to recover any amount with respect to the damage, destruction or loss of any design, photographs or materials delivered to SPH for the publication of any Insertion.

10.3 In the event that any claim or allegation is made by any person that any Insertion published in any edition of any Publication is defamatory of or infringes in any way any right of that person or any other person, SPH shall be entitled to publish an apology or retraction in any subsequent edition of that Publication in such form and terms as it considers appropriate and/or enter into any compromise or settlement agreement with such person without incurring any liability to the Advertiser or any of the Agencies and without affecting the Advertiser's obligations in Condition 10.2 and the Advertiser shall not in such case make any claim whatsoever against SPH with respect to any such apology, retraction, compromise or settlement and shall procure that all the Agencies refrain from making any such claim against SPH.

10.4 The Advertiser hereby waives all rights whatsoever against SPH in relation to any advertisement that may be published by SPH in any of SPH's Publications, including but not limited to where such advertisement is placed by a competitor of the products or services being advertised by the Advertiser ("Products") and where such advertisement makes reference directly or indirectly to the Products.

11. Materials

11.1 SPH shall not in any circumstances assume the risk of loss, damage or destruction of any and all designs, photographs and materials delivered to SPH or its servants or agents by or for the Advertiser or any Agency, the risk of which shall always remain with the Advertiser who shall adequately insure the same at all times whilst they remain in the possession of SPH

or its servants or agents against such loss, damage or destruction and SPH shall have no liability whatsoever in respect of any such loss, damage or destruction.

11.2 SPH shall be entitled to destroy any of the materials which remain in the custody of SPH:

- (a) after publication in the case of classified advertisements; or
- (b) for more than one (1) week in the case of Recruitment or Notices Insertions; or
- (c) for more than one (1) month in the case of other Insertions, after the latest scheduled Insertion Date in relation to the Insertion for which such material is provided.

11.3 Where SPH produces any SPH Advertising Material (as defined below) for use by the Advertiser in an Insertion in a Publication, the Advertiser hereby agrees and undertakes as follows:

- (a) All rights including all copyright in the SPH Advertising Material (which shall mean all materials which SPH creates or produces for the Advertiser, except for the Advertiser's own copyright work that is incorporated into the said material created or produced) shall vest exclusively in SPH, regardless of whether or not the Advertiser had paid for the SPH Advertising Material and the Advertiser shall not use and/or reproduce the SPH Advertising Material in any other publication or form, in any media whatsoever, without the prior written consent of SPH.
- (b) Any consent given by SPH pursuant to sub-paragraph (a) above shall be subject further to the following terms, and such other terms as may be agreed upon between SPH and the Advertiser:
 - (i) a fee as stipulated by SPH shall be payable by the Advertiser; and
 - (ii) the SPH Advertising Material must first have been published in the Publication before its use and/or reproduction in any other publication, website or form, in any media; and
 - (iii) nothing shall prevent SPH from using and / or reproducing the SPH Advertising Material in any publication, website or form, or in any media whatsoever.

11.4 All materials that are received from the Advertiser via electronic transmission ("ET Materials") shall be further subject to the following terms and conditions:

- (a) ET Materials must comply with SPH specifications, otherwise SPH shall not be liable whatsoever for any reproduction problem that might arise with non-conforming ET Materials; and
- (b) all ET Materials shall be considered the final version notwithstanding that hard copies which are faxed or delivered are different from the ET Material version. For the avoidance of doubt, the Advertiser is wholly responsible for sending to SPH via ET the correct and accurate final version of the material and / or Insertion and / or Amendment to be published; and
- (c) a handling charge*, at rates to be determined by SPH from time to time, shall be charged for all non-ET materials sent to SPH.

11.5 Notwithstanding anything to the contrary herein, the Advertiser/Agency is solely responsible for ensuring that SPH has received all Amendments that it has sent, whether or not via electronic transmission. An Amendment would only be deemed duly received by SPH where SPH has acknowledged receipt of that particular Amendment. Under no circumstances will SPH be liable to the Advertiser/Agency in any way for any liability that may arise for not using Amendments that SPH has not acknowledged receipt of.

11.6 In respect of any Reservation, where no Amendment is involved but where there is any discrepancy or difference (eg. in the size and / or colour) between the booking instruction submitted to SPH, and the advertisement material instruction (or any other material), relating to the same Insertion, which is submitted to SPH, SPH reserves the right and is entitled to determine which instruction or material to follow or use for the Insertion. In such circumstances, SPH shall not be liable to the Advertiser in any way for any liability that may arise from SPH's choice of instruction or material.

11.7 In respect of Insertions that have been or will be published in a Publication, the Advertiser hereby

- (a) grants to SPH an irrevocable, perpetual and royalty-free licence; and/or
- (b) agrees to clear all necessary rights to enable SPH; to use and reproduce, at no additional charge, such Insertion, in whole or in part, and to resize, translate or in any other way modify the said Insertion for:

- (i) display and publication on any other publications of SPH or on SPH Sites, or
- (ii) for SPH's marketing and promotional purposes.

12. Box Service

- 12.1 SPH, may, upon written request of the Advertiser or the Agency, provide a Box Service in relation to any Recruitment, Notices or Classified Insertion. The Advertiser shall pay the specified rate for the Box Service provided in relation to any Recruitment, Notices or Classified Insertion.
- 12.2 The Box Service in relation to any Recruitment, Notices or Classified Insertion shall be provided on the following terms:
- (a) SPH shall collect the letters, documents and correspondence received in the post office box in response to that Recruitment, Notices or Classified Insertion at such intervals as SPH may determine;
 - (b) all letters, documents and correspondence so collected by SPH shall be posted to the Advertiser unless otherwise agreed in writing;
 - (c) in the event that the Advertiser agrees or arranges with SPH to collect all or any letters, documents or correspondence from the SPH directly:
 - (i) the Advertiser shall furnish letter of authority confirming that the person collecting the same on its behalf is duly authorised to do so; and
 - (ii) SPH shall be entitled to post all such letters, documents or correspondence by ordinary mail to the Advertiser in the event that any such letter, document or correspondence remains in the custody of SPH for more than fourteen (14) days after notice has been given by SPH to the Advertiser to collect the same from SPH; and
 - (d) the Box Service shall be available:
 - (i) in the case where one Recruitment, Notices or Classified Insertion is published, for fourteen (14) days after publication of that Insertion; and
 - (ii) in the case where more than one Recruitment, Notices or Classified Insertion is published or a series of like Insertions are published, for fourteen (14) days after publication of the last of such Insertion or the last in such series.
- 12.3 Electronic Box Service is a Box Service available through the internet via electronic mail. By subscribing to the Electronic Box Service, the Advertiser acknowledges and agrees that:
- (a) SPH does not warrant the accuracy, adequacy or completeness of the Electronic Box Service and expressly disclaims liability for errors or omissions in the Electronic Box Service. No warranty of any kind, implied, express or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, satisfactory quality and / or fitness for a particular purpose, is given in conjunction with the Electronic Box Service;
 - (b) SPH does not warrant that the Electronic Box Service or any of the information will be provided uninterrupted or free from errors or that any identified defect will be corrected; further, no warranty is given that the Electronic Box Service and the information transmitted are free from any virus or other malicious, destructive or corrupting code, program or macro; and
 - (c) SPH does not warrant that any part of the information and / or particulars sent or submitted to the Advertiser via the Electronic Box Service would be kept confidential and further does not warrant that any information and / or other materials submitted to the Advertiser via the Electronic Box Service would not be offensive, illegal or unlawfully disseminated under the laws of Singapore or any other relevant county.
- 12.4 With respect to the Electronic Box Service, SPH, its officers, employees and agents shall in no event be liable for any damages, loss, costs, expenses, claims or demands of any nature including without limitation, direct, indirect, special or consequential damage, or economic loss (which shall include but not be limited to the loss of profit, data, business, goodwill or revenue) arising from or in connection with:
- (a) any access, use or the inability to access or use the Electronic Box Service, or reliance on any information transmitted or submitted via the Electronic Box Service;
 - (b) any system, server or connection failure, error, omission, interruption, delay in transmission, or computer virus; and
 - (c) the acts or omissions of any third party; even if SPH, its officers, agents or employees are advised of the possibility of such damages, losses and / or expenses. This exclusion clause shall take effect to the fullest extent permitted by law.

- 12.5 SPH reserves the right to deny or suspend or terminate an Advertiser's access and / or subscription to the Electronic Box Service for any reason whatsoever without notice.

13. Termination

- 13.1 SPH may terminate any Advertising Contract at any time by giving the Advertiser not less than fourteen (14) days' advance written notice thereof.
- 13.2 Either party shall be entitled to terminate any Advertising Contract forthwith upon the occurrence of one or more of the events in relation to the other:
- (a) the other party enters into any composition or arrangement with its creditors or has a receiver appointed over any of its assets or is the subject of any resolution or petition for winding up or judicial management (other than for the purpose of amalgamation or reconstruction);
 - (b) the other party ceases or threatens to cease carrying on business;
 - (c) the other party fails to pay any sum due under any Advertising Contract to the party seeking to terminate any Advertising Contract after the expiry of thirty (30) days after notice requiring payment thereof has been served on the other party; or
 - (d) the other party commits a breach of any Condition and fails to fully rectify and remedy the effects of such breach (if capable of rectification) within fourteen (14) days of service of a notice in writing requiring the other party to rectify and remedy such breach.
- 13.3 Any termination of any Advertising Contract shall be without prejudice to any rights (whether accrued or otherwise) which either party may have against the other arising out of or connected with any Advertising Contract and shall not affect the obligations of the parties with respect to Reservations received and accepted by SPH prior to the termination and the provisions of any Advertising Contract shall continue to apply with respect to those Reservations provided that SPH may in such event by written notice to the Advertiser or any Agency treat all subsisting Reservations as having been cancelled by the Advertiser upon termination.

14. Notices

- 14.1 All notices, demands or other communications required or permitted to be given or made hereunder to the Advertiser may be delivered personally or sent by prepaid registered post or despatched by facsimile transmission to the Advertiser or any Agency to the address or facsimile transmission number stated in any Advertising Contract or to such other address or number as may be notified to SPH by the Advertiser or Agency. Any notice, demand or communication so addressed and despatched shall be deemed to have been duly served forty-eight (48) hours after posting if given or made by letter to or from an address within the country of despatch, seven (7) days after posting if given or made by letter to or from an address outside the country of despatch, and immediately if despatched by facsimile transmission.
- 14.2 In proving service it shall be sufficient to prove that personal delivery was made, or that such notice, demand or other communication was properly addressed, stamped or posted or in the case of a facsimile message that an activity or other report from the SPH's facsimile machine can be produced in respect of the notice, demand or other communication showing the recipient's facsimile number and the number of pages transmitted.
- 14.3 Notwithstanding any other term in this Agreement, SPH may from time to time at its discretion send to the Advertiser or Agency invoices and statements by electronic means, at the transmission address notified to SPH by the Advertiser or Agency, whether in addition to or in lieu of any other mode of transmission, and the Advertiser and the Agency shall accept such electronic transmission as valid and binding.

15. Classified Contracts

- 15.1 Period Contracts relate only to Classified advertisements.
- (a) A Period Contract is a contract of commitment for a three-month period and relates only to the Publication referred to. Contract discounts do not apply to joint edition advertisements which are charged at a lower "Joint Rate". Advertisements committed under a Period Contract must fall under the same classification group. For example, a contract for property advertisements will only cover advertisements within the property classifications.

- (b) Unless otherwise provided, a Classifieds contract will not terminate unless either party to the contract gives prior written notice. A Classifieds contract will comprise Period Contracts and the number of Insertions committed under each Period Contract (i.e. for each 3-month period) must be fulfilled accordingly, failing which a surcharge will be levied for the affected Period Contract. [In this provision, "Contract" shall mean a Period Contract or a Classifieds contract, as the case may be.]
- (c) For the avoidance of doubt, all Classifieds contracts and Period Contracts and Annual Contracts are not retroactive. Insertions placed before a Contract start date shall not qualify for Contract discounts or form part of the Contract commitment.
- (d) A Period Contract is only for the benefit of the Advertiser who is a party to the Contract and third parties shall not benefit from the Contract. Only the name of the Advertiser who is a party to the Contract may appear on the advertisement.
- 15.2 Colour surcharges for Classified Advertisements Contract discounts apply to base rates only. Contract discounts do not apply to colour surcharges unless expressly stated in the contracts.
- 16. General**
- 16.1 Whilst SPH shall use reasonable care in processing every Reservation, Insertion and Amendment, it shall not in any circumstance whatsoever be liable in any way for any loss or expense incurred or suffered by the Advertiser by reason of any error in an advertisement published or for any omission in publishing.
- 16.2 It is the responsibility of the Advertiser to verify the accuracy of its published advertisement and where, for whatever reason, an advertisement is published with an error in it, the Advertiser is responsible for informing SPH of the error prior to the advertisement being repeated. SPH must be notified of errors in published advertisements on the day of publication or the following working day at the latest, failing which no complaint will be entertained.
- 16.3 SPH shall not be liable to the Advertiser or any Agency for any delay or default in performance of its obligations under this Advertising Contract caused by any event or occurrence beyond SPH's reasonable control including but not limited to acts of God, natural disasters, war, civil unrests, labour disputes or other similar situations.
- 16.4 Notwithstanding any statements which may be made by SPH or any of its employees or agents to the contrary, SPH makes no representation or warranty that:
- (a) any of its firmware, bios, data, computer systems, printing systems, communication systems or other automated systems, or its operations or services as a whole or any part thereof; or
- (b) any firmware, bios, data, computer hardware or software, computer systems, printing systems, communication systems or other automated systems whether provided, supplied or licensed by or to SPH, its agents or subcontractors, will continue to function without error or interruption prior to, or after 1 January 2000, and any implied warranties to such effect are hereby excluded to the fullest extent permitted by law.
- 16.5 To the fullest extent permitted by law, under no circumstances whatsoever shall SPH be liable to the Advertiser for any liability, damages, losses, costs or expense incurred by the Advertiser arising from or in connection with any electronic, electric, electrical, mechanical or other failure, error, omission, interruption or delay howsoever caused with respect to such firmware, bios, data, computer hardware or software, computer systems, printing systems, communication systems or other automated systems aforesaid in Condition 16.4 of this Advertising Contract prior to, on, or beyond 1 January 2000, notwithstanding that SPH or its agents or employees are advised of the possibility of such liability, damages, losses, costs and/or expenses.
- 16.6 The obligations of the Advertiser under this Advertising Contract shall be separate and independent from the obligation(s) assumed by any Agency to SPH under any agreement with SPH, whether with respect to Insertions or the payment of any sums due to SPH in respect of Insertions published in the Publications.
- 16.7 This Advertising Contract constitutes the entire agreement between the parties with respect to the subject matter herein, and supersedes and cancels any prior oral or written agreements, representation, understanding, arrangement, communication or expression of intent relating to the subject matter of this Advertising Contract.
- 16.8 The Advertiser shall not, without the written consent of SPH, assign, mortgage, charge, or dispose of any of its rights, sub-license or sub-contract or otherwise delegate any of its obligations, under this Advertising Contract.
- 16.9 SPH may amend the terms and conditions of this Advertising Contract at any time by varying supplementing and/or deleting any one or more of the terms and conditions of this Advertising Contract by giving written notice thereof to the Advertiser. Any such amendment by SPH in the notice thereof, shall be effective from the date specified therein, or in the absence of any such date, as from the date of the said notice.
- 16.10 A failure by either party hereto to exercise or enforce any rights conferred upon it by this Advertising Contract shall not be deemed to be a waiver of any such rights or operate so as to bar the exercise or enforcement thereof at any subsequent time or times.
- 16.11 This Advertising Contract shall be construed in accordance with the laws of the Republic of Singapore and both parties agree to submit to the non-exclusive jurisdiction of the Courts of the Republic of Singapore.
- 16.12 Unless otherwise agreed in writing, SPH shall be entitled but not obliged to publish any Insertion in the internet editions of the Publication or other publications of SPH, or on any SPH Sites (each an "Additional Insertion") and SPH may insert, repeat or remove any such Additional Insertion at any time, without assigning any reason whatsoever. The Advertiser may also request for the removal of any such Additional Insertion, if desired, and SPH will remove such Additional Insertion within a reasonable time frame. Under no circumstances whatsoever shall SPH be liable to the Advertiser for any liability, damages, losses, costs or expenses incurred by the Advertiser arising from or in connection with SPH's publication of any Insertion or Additional Insertion on the internet editions of the Publication or other publications of SPH its related entities, affiliates and subsidiaries or on any SPH Sites, or from any omission to do so. Additionally, SPH does not warrant that the publication on the internet editions of any Publication or other publication, or on any SPH Sites would be uninterrupted or free from error or omission, or that any identified defect will be corrected; nor does SPH give any warranty that the internet edition of any Publication or other publications of SPH, its related entities, affiliates and subsidiaries or the website on which it is hosted, or any SPH Site, would be free from any virus or other malicious, destructive or corrupting code, programme or macro.
- 16.13 Save for Clause 10, the Contracts (Rights of Third Parties) Act (Cap. 53B) shall not apply to the Advertising Contract entered between the Advertiser and SPH whether or not a benefit is or purported to be conferred on anyone else directly or indirectly.
- 16.14 The Advertiser must ensure the accuracy, authenticity and integrity of the personal information it furnishes to SPH. The Advertiser consents to the use of such information by SPH and its related companies, designated representatives and/or business partners for;
- (a) Verification and processing of payments;
- (b) Verification and record of the Advertiser's personal particulars including comparing it with information from other sources;
- (c) Conducting statistical analysis of customers for purposes of its business plans, the enhancement of products and services and targeted advertisements, including conveying such information in broad terms to third parties whom it has or proposes to have business dealings;
- (d) Sending information, promotions and updates including marketing and advertising materials in relation to its goods and services and those of selected third party organizations; and
- (e) Complying with any order of court or directive from authorities investigating any alleged offence, misdeeds and/or abuse or for the purposes of taking legal action against any Advertiser.

MISCELLANEOUS CHARGES

* Handling Fee (Clause 11.4 (c))

A handling fee of \$500.00 for all non-ET materials sent to SPH.

* Box Service Charges – Classified/Recruit/Notices

Box Service

\$100.00 – For collected / posted replies
 \$200.00 – For replies posted to a foreign address

Ebox Service

\$100.00 – For local address
 \$200.00 – For foreign address

Box Service Plus Ebox Service

\$150.00 – For local address
 \$300.00 – For foreign address

Late Booking Premium

Advertisement bookings that are made outside operating hours* for publication on or before the next working day, if accepted**, will be subject to the following late booking premium on the total ad cost:

Classified/Recruit/Notices Ads (late bookings are applicable to Display styled ads only)

Advertisement size that is 1/8 of a page or below – 50% additional premium on total ad cost

Advertisement size that is more than 1/8 of a page – 35% additional premium on total ad cost

Display Ads - 10% additional premium on total ad cost

* Operating Hours - Monday to Friday (exclude public holidays) : 8.30am to 6.00pm

** Acceptance of ads is subject to space availability, operational feasibility and copy vetting.

Note: The usual late copy surcharge will also be applicable.

CONDITIONS FOR JOINT RATE AND INTERNATIONAL EDITION BOOKINGS

1. The Advertiser intending to insert advertisements in more than one publication in order to qualify for special rates ("Joint Rate Insertions" where all of the advertisements are to be inserted in local publications and "International Joint Rate Insertions" where at least one of the advertisements is to be inserted in an external publication) must give his instructions when booking is made.
2. Products featured in joint rate or international joint rate advertisements should be of the same brand and product. However, different models are acceptable.
3. The size of the advertisements for joint rate insertions must be identical. However, for international joint rate insertions, a variance of up to two columns is acceptable.
4. All joint rate or international joint rate insertions must be within 7 days of (either before or after) the date of publication of the advertisement in the main publication (namely, The Straits Times, The Sunday Times or Lianhe Zaobao).
 For Classified insertions, all instructions for joint rates must be submitted simultaneously. Also, insertions involving international joint rates must be on the same publication day.
5. To qualify for local joint rate, the minimum size of the advertisement is 30 col cm for Display, Recruitment & Notices. For Classified, Advertisement content must be identical.

For international joint rate, the minimum size of the advertisement is :-

Display	60 col cm
Classified	60 col cm
Recruitment & Notices (Black & White)	60 col cm
Recruitment (Colour)	135 col cm
Notices (Colour)	108 col cm

6. For joint rate enquiries with The New Straits Times Group please call Customer Service Ad Booking Team.

DEADLINES FOR ELECTRONIC COPY

Display

Publications	Positions	Copy Deadline
The Straits Times / The Sunday Times	News, Money, Sports	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
	Life! , Sunday Life! ROP, Cinema	12 noon on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
	IN / Little Red Dot Digital Life Mind Your Body Urban	5:00pm on Fridays 5:00pm on Mondays 5:00pm on Tuesdays 5:00pm on Wednesdays
The Business Times	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Mondays
Berita Harian / Berita Minggu / Tamil Murasu	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
The New Paper / My Paper	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
Lianhe ZaoBao	News, Econ, Sports Now, Cinema ROP, ZB Weekly ZB Comma	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays 12 noon on eve of publications for Tuesdays to Saturdays 5:00pm on Fridays for Sundays 5:00pm on Fridays for Mondays 12 noon on Tuesdays for Wednesdays
Lianhe WanBao / Shin Min Daily	All positions	5:00pm on eve of publications for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
Thumbs Up	All positions	7 clear working days from publication date
Tabla!	All positions	5:00pm on Thursdays for Fridays
All Publications	Supplements	2 clear days (from date of supplement) by 5:00pm Eg Monday 5:00pm for Thursday

For advertisement materials that are not electronically transmitted to us, a handling fee of \$500 per advertisement material will be charged. These advertisement materials must be submitted two clear working days before publication dates.

Copy Vetting Deadlines

Please ensure all copy reach SPH one day before publication date.

Late Copy Surcharge

Minimum \$100 or 10% of advertisement cost (maximum \$800).

COPY DEADLINES – OTHERS

Display – Overseas Clients / Agencies

Types of Materials	Copy Deadline
Black and White Artworks	7 clear working days prior to the insertion date.
Spot Colour Artworks	7 clear working days prior to the insertion date.
Black and White Negatives	6 clear working days prior to the insertion date.
Spot Colour Negatives	6 clear working days prior to the insertion date.
Colour Negatives	6 clear working days prior to the insertion date. (1 set colour negatives, 1 set progressive proofs and 5 final proofs)
Centrespread Black and White Negatives	6 clear working days prior to the insertion date. (Black and White negatives – 4 sets) For NST/NSUT, 4 sets of negatives & BH/BM, 6 sets of negatives
Electronic Transmission	7 clear working days.

Copy vetting Deadlines

All copies to be received for copy vetting 14 clear working days before copy deadline

Late Copy Surcharge

Minimum \$100 or 10% of advertisement cost (maximum \$800).

Handling Fee

A handling fee of S\$500 will be imposed for all non-ET materials sent to SPH.

Creative Buys

Types of Materials	Copy Deadline
Special Ink Outside Colour Guide	7 clear working days prior to the insertion date
Inserts	3 clear working days prior to the insertion date.
Plastic Bags	3 clear working days prior to the insertion date.
Belly-Band	3 clear working days prior to the insertion date.
Front Page Flags / Stick-Ons	3 clear working days prior to the insertion date.

Copy vetting Deadlines

14 clear working days before publication deadline

Late Copy Surcharge

Minimum \$100 or 10% of advertisement cost (maximum \$800).

Classified

BOOKING & COPY DEADLINES		
Publications	Copy Deadline (Electronic Copies Only)	
	Run-on / Semi-Display*	Display**
The Straits Times/ The Sunday Times	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm on eve for Tuesday to Saturday (eg 1.30pm Monday for Tuesday) 4.00pm Friday for Sunday 5.00pm Friday for Monday
The New Paper	– NA –	1.30pm on eve for Tuesday to Saturday 5.00pm Friday for Monday
Berita Harian/ Berita Minggu	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm for Tuesday to Saturday (eg 1.30pm Monday for Tuesday) 4.00pm Friday for Sunday 5.00pm Friday for Monday
Lianhe Zaobao/ Lianhe Wanbao/ Shin Min Daily News	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm on eve for Tuesday to Saturday 4.00pm Friday for Sunday 5.00pm Friday for Monday

* Booking deadlines is the same as copy deadlines for run-ons/semi-display advertisements

** Booking deadlines (Display Ads) – 1½ hour earlier than copy deadline

Feature: Booking: 5 days Copy: 3 days before publications

Creative buy – Booking: 3 days Copy: 1 clear day before publication

Late Copy Surcharge

Minimum \$50 or 5% of advertisement cost (maximum \$800)

The surcharge will be doubled for materials submitted 2 hours after the stipulated copy deadlines.

Handling Fee

A handling fee of \$500 will be imposed for all non-ET materials sent to SPH.

Recruitment / Notices

BOOKING & COPY DEADLINES	
Publications	Copy Deadline (Electronic Copies Only)
The Straits Times/ The Sunday Times	1.30pm on eve for Tuesdays to Fridays 6.00pm Thursdays for Saturdays (Executive Appointment) 1.30pm Fridays for Saturdays (Notices) 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
The Business Times/ Shipping Times	1.30pm on eve for Tuesdays to Fridays 5.00pm Fridays for Mondays
Berita Harian/ Berita Minggu#/ The New Paper	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
Lianhe Zaobao/ Lianhe Wanbao/ Shin Min Daily News#	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays

* Booking deadline is 1½ hour before copy deadline for The Straits Times, The Sunday Times and Chinese publications.

For The Straits Times (Executive Appointments) Saturday's issue, booking deadline is 4pm on Thursdays.

For all other publications, booking deadline is the same as display.

3 full working days if translation is required

Late Copy Surcharge

Minimum \$50 or 5% of advertisement cost (maximum \$800)

The surcharge will be doubled for materials submitted 2 hours after the stipulated copy deadlines and 1 hour after deadline for Saturday's issue of Executive Appointments.

Handling Fee

A handling fee of \$500 will be imposed for all non-ET materials sent to SPH.

Obituary Advertisements

BOOKING & COPY DEADLINES	
Publications	Copy Deadline (Electronic Copies Only)
The Straits Times/ The Sunday Times	4.00pm on eve of publication (e.g. 4 pm Monday for Tuesday) 5.00pm Friday for Sunday and Monday
Berita Harian/ Berita Minggu	4.00pm on eve of publication (e.g. 4 pm Monday for Tuesday) 5.00pm Friday for Sunday and Monday
Lianhe Zaobao	4.00pm on eve of publication (e.g. 4 pm Monday for Tuesday) 5.00pm Friday for Sunday and Monday
Lianhe Wanbao/Shin Min Daily News	10.30am on the day of publication Shin Min Daily News 5.00pm Friday for Saturday and Sunday

* Booking deadlines (Obituary Ads) – 1 hour earlier than copy deadline.

Late Copy Surcharge

Minimum \$50 or 5% of advertisement cost (maximum \$800).

The surcharge will be doubled for materials submitted 1 hour after the stipulated copy deadlines.

Tamil Murasu

BOOKING & COPY DEADLINES		
Positions	Booking Deadline	Copy Deadline
ROP & Notice Ads	12 noon on eve of publication for Tuesdays to Saturdays. 12 noon on Fridays for Sundays and Mondays.	5.00pm on eve of publication for Tuesdays to Saturdays. 5.00 pm on Fridays for Sundays and Mondays.
Classified	4.00pm on eve of publications for Tuesdays to Saturdays. 4.00pm on Fridays for Sundays and Mondays.	5.00pm on eve of publications for Tuesdays to Saturdays. 5.00pm on Fridays for Sundays and Mondays.

All classified advertisements will be semi-display formats.

Advertisements that requires translations & artwork must be booked at least 3 days in advance with respect to translation and typesetting.

CANCELLATION DEADLINES

Display Advertisements

- (1) **Non-cancellable Premium Positions***
 - (i) The Straits Times
 - a) Front page
 - b) Pages 2 & 3
 - c) Money Pg 1
 - d) Front page Sport (Saturday)
 - (ii) The Sunday Times
 - a) Front page
 - b) Pages 2 & 3
 - (iii) The Business Times
 - a) Front page
 - b) Island/strip advertisement spaces in Stock Prices pages
 - (iv) Lianhe Zaobao
 - a) Front page
 - (v) Lianhe Wanbao/Shin Min Daily News
 - a) Front page
 - b) Front page ear spaces
 - (vi) My Paper/Berita Harian/Berita Minggu/The New Paper/
The New Paper on Sunday
 - a) Front page

* All these positions 100% cancellation surcharge applicable.

- (2) **Front page** of parts of The Straits Times/The Sunday Times
45 working days
- (3) **Page 4** of The Straits Times/The Sunday Times
One month
- (4) **Other Positions**
14 working days for full and spot colour advertisements
10 working days for black and white advertisements
- (5) **Supplements**
14 working days
- (6) **Inserts/Frontpage Flags/Plastic Bags/Belly Bands**
One month

Deadlines also applicable to Recruitment & Notices advertisements in Display Section.

* CANCELLATION SURCHARGE FOR ALL EXCEPT NON-CANCELLABLE PREMIUM POSITIONS

- 1) More than 2 clear days before cancellation deadlines: 25% of advertisement cost or **\$500**, whichever is higher (excluding premium positions/special/creative buys)
- 2) Less than 2 clear days before cancellation deadlines, non-cancellable premium positions or after copy deadlines for all other positions: **100%** on advertisement cost.

Classified, Recruitment & Notices Advertisements

For advertisements on front covers and premium positions in Classified advertisement section, the cancellation deadline is **45** working days; i.e. cancellation (including re-scheduling & re-positioning) within 45 working days period from the insertion date will attract a cancellation surcharge of 25% of advertisement cost or \$500 (whichever is higher). In the event that the advertisement is cancelled within **7** business days from insertion date for colour advertisements and **4** business days from insertion date for B/W advertisements, **100%** of the advertisement cost will be surcharged.

For other Display type ads, the cancellation deadline is **2** working days from printing date - any cancellation after the deadline will attract a **100%** surcharge.

For colour ads, the cancellation deadline is 7 working days from insertion date. Any downgrade in colour is also deemed as cancellation – any cancellation after the deadline will attract a **100%** surcharge.

Surcharge amount shall be equivalent to the total sum which would have been payable by the advertiser to SPH under any Advertising Contract for the publication of the insertion to which cancellation relates.



Magazines

SPHmagazines

CATEGORY	TITLE	FREQUENCY	FULL PAGE FULL COLOUR (*ROB)
Fashion & Beauty	Her World	Monthly	\$4,290
	Female	Monthly	\$4,200
	Simply Her	Monthly	\$3,500
	Shape	Monthly	\$3,500
	Her World Brides	Quarterly	\$3,000
	Female Brides	Bi-annually	\$4,000
	Seventeen	Monthly	\$3,800
	Nuyou	Monthly	\$2,600
	Nuyou Time	Annually	\$3,200
	24:7	Annually	\$4,000
Men & Special Interests	Men's Health	Monthly	\$3,800
	Torque	Monthly	\$4,500
	Golf Digest Singapore	Monthly	\$4,500
	Home & Decor	Monthly	\$3,000
	Young Parents	Monthly	\$2,500
	Young Parents PreSchool Guide	Annually	\$1,500
	HWM	Monthly	\$3,800
	GAMEAXIS@UNWIRED/ L33T	Monthly	\$3,000
Luxury	The Peak	Monthly	\$5,600
	The Peak Selection Timepieces	Annually	\$4,000
	The Peak Selection Domain	Annually	\$4,000
	Icon	Monthly	\$4,500
	Icon Moments	Annually	\$4,000
Others Magazines	U-Weekly	Weekly	\$3,900
	Pulses	Monthly	\$3,800

Deadlines

Booking & Cancellation: 8 weeks prior to issue date

Material : 6 weeks prior to issue date

* Run Of Book

SPHM Colour Standard

The SPHM Colour Standard is our initiative to raise the standard for quality magazine publications in Singapore. Aimed at bringing about improvements in print quality of magazines, as well as increasing efficiency in the running of advertisements, we launched a Colour Standard for all our magazines. It was developed by customising the ISO colour space to our requirements, with the inclusion of Coated FOGRA 39 (12647-2:2004) and re-naming it the SPH Magazines Colour Standard for easy reference.

Since March 2008, SPHM has been using this standard as a pre-requisite for all advertisement materials submitted to be published in all our titles. To have a better understanding of the standards and procedures, please download the users guide kit from our website at <http://www.sphmagazines.com.sg>

Material Submission

SPHM's preferred mode of transmission is Quickcut. It ensures advertising materials match our technical specifications with preflight checks. We encourage you to use Quickcut for all your file validation and transmissions to SPHM. For enquiries on Quickcut, please call:

Tel : +65 6327 7255

Email : singapore@quickcutasia.com

Website : www.quickcutasia.com



Online Display



Advertising Rates - General

Note : Advertising rates below exclude ad creatives. Separate charges apply for creative development – see Part II.

FORMATS	SIZE (PIXEL)	RATE (\$)	REMARKS
Leaderboard	728 x 90	\$50 cpm	File formats: jpg / gif / swf
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm	Inclusive of 50% loading
MREC	350 x 200	\$40 cpm	AsiaOne & ST homepages
Expandable MREC	350 x 200 expandable to 800 x 400	\$70 cpm	
Skyscraper	160 x 600	\$30 cpm	File formats: jpg / gif / swf
Expandable Skyscraper	160 x 600 expandable to 480 x 600	\$45 cpm	Inclusive of 50% loading
Interactive Message Unit (IMU)	300 x 250	\$40 cpm	News article pages in AsiaOne and BT
Expandable IMU	300 x 250 expandable to 500 x 250	\$60 cpm	Inclusive of 50% loading
Catfish	1000 x 60	\$5,000 / week	File size not more than 30kb
Expandable Catfish	1000 x 60 expandable to 1000 x 120	\$7,500 / week	File size not more than 40kb. Animate only once.
Transition Ad	420 x 350	\$5,000 / day	AsiaOne, ST, BT, Stomp and Omy
Mini Rotator*	165 x 140	\$2,500 / week	AsiaOne homepage
Banner Tile**	120 x 90	\$4,000 / week	AsiaOne, BT, AsiaOne Lifestyle Channels
Advertorial	-	\$2,000 per article / week	AsiaOne Lifestyle Channels eg AsiaOne Motoring, Soshiok, Plush etc
Microsite	-	To be advised upon request for quotation	Dependent on client requirements and complexity
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi	Required formats : MPEG, AVI
Electronic Direct Mail (EDM)	-	From 20cts per member	Additional 5cts for every target profile (eg. Gender, income, age, area of interest, etc)

Premium ad units and Creative Ad Buys are also available.

For more details, please contact our Account Managers at 6319 2333 or visit <http://network.asiaone.com>

* Mini rotator space will be automatically rotated with 4 other advertisers, if any.

** Banner tile position will be rotated with one other advertiser, if any.

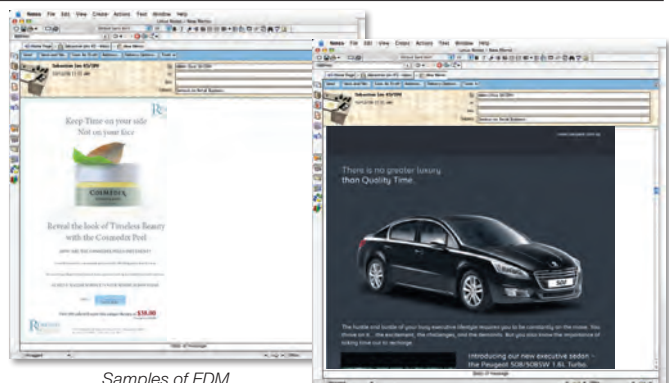
Charges for Creative Development

Animated GIF Banner : from \$600 onwards

Flash Banner : from \$800 onwards

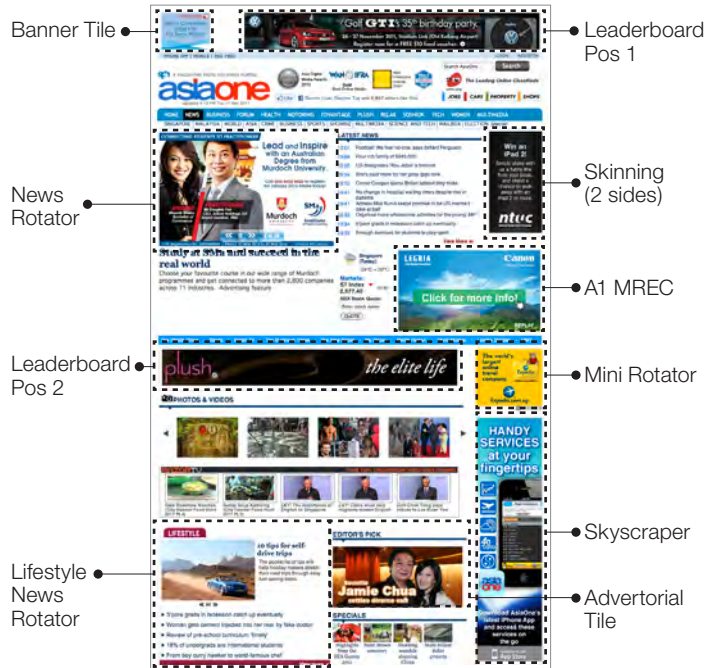
EDM creation : from \$1,000 onwards

Rates are correct at time of printing and subject to changes.



Samples of EDM

FORMATS	SIZE (PIXEL)	RATE (\$\$)
Banner Tile	120 x 90	\$4,000 / week*
Leaderboard Pos 1 & 2	728 x 90	\$50 cpm
Expandable Leaderboard Pos 1 & 2	expandable to 728 x 270	\$75 cpm
News Rotator	430 x 280 Headline text: Max 45 char (including space) Body Text: Max 180 char (including space)	\$3,500 / day [^]
A1 MREC	350 x 200	\$40 cpm
Expandable A1 MREC	350 x 200 expandable to 800 x 400	\$70 cpm
Mini Rotator	165 x 140	\$2,500 / week**
Lifestyle News Rotator	230 x 150	\$2,000 / day [^]
Advertorial Tile	320 x 150	\$5,000 / week
Skyscraper	160 x 600	\$30 cpm
Expandable Skyscraper	160 x 600 expandable to 480 x 600	\$45 cpm
Twin Towers (2 sides)	150 x 800	\$10,000 / day
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi



* Fixed position banner will be rotated with one other advertiser, if any.
** Mini Rotator space will be automatically rotated with 4 other advertisers, if any.
[^] To rotate with other advertiser(s), if any.

FORMATS	SIZE (PIXEL)	RATE (\$\$)
Leaderboard	728 x 90	\$50 cpm
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm
News Rotator	330 x 220 Headline text: max 70 char (including space) Body Text: max 200 char (including space)	\$4,000 / day
ST MREC	350 x 200	\$40 cpm
Expandable ST MREC	350 x 200 expandable to 800 x 400	\$70 cpm
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi



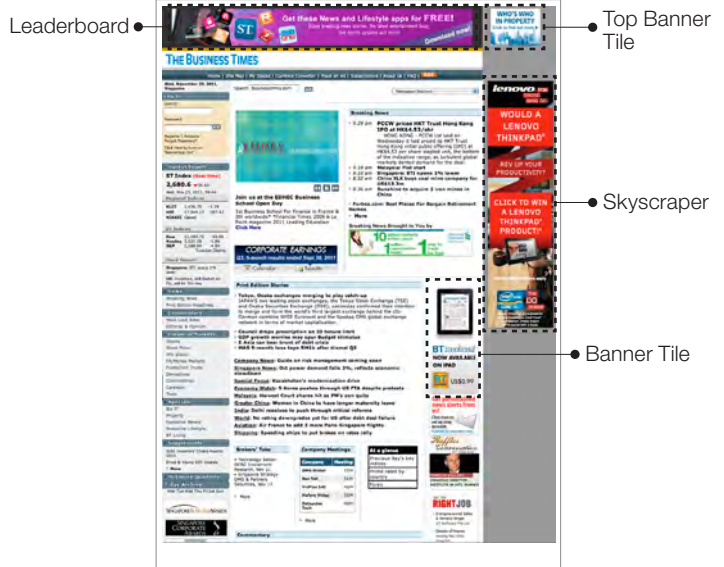
FORMATS	SIZE (PIXEL)	RATE (S\$)
News Rotator	300 x 165	\$3,500 / day
Leaderboard - Top	650 x 90	\$50 cpm
Prime Tile - Top	150 x 90	\$3,000 / week
Rectangular - Side	300 x 250	\$5,000 / week
Rectangular - Side	300 x 250	\$3,000 / week
Rectangular - Side	300 x 250	\$3,000 / week
Leaderboard - Opinion	970 x 100	\$50 cpm
Leaderboard - Forum	970 x 100	\$50 cpm
Leaderboard - Lifestyle	650 x 90	\$40 cpm



FORMATS	SIZE (PIXEL)	RATE (RMB)
News Rotator	300 x 165	¥90,000 / day
Leaderboard - Top	650 x 90	¥45,000 / day
Prime Tile - Top	150 x 90	¥20,000 / day
Rectangular - Side	300 x 250	¥45,000 / day
Rectangular - Side	300 x 250	¥40,000 / day
Rectangular - Side	300 x 250	¥20,000 / day
Prime Tile - Middle	150 x 60	¥11,000 / day
Leaderboard - Opinion	970 x 100	¥40,000 / day
Leaderboard - Forum	970 x 100	¥30,000 / day
Leaderboard - Lifestyle	650 x 90	¥20,000 / day
Bottom Banner	650 x 90	¥15,000 / day
Prime Tile - Right	150 x 60	¥10,000 / day
Prime Tile - Right	150 x 60	¥8,000 / day
Prime Tile - Left	150 x 60	¥6,000 / day



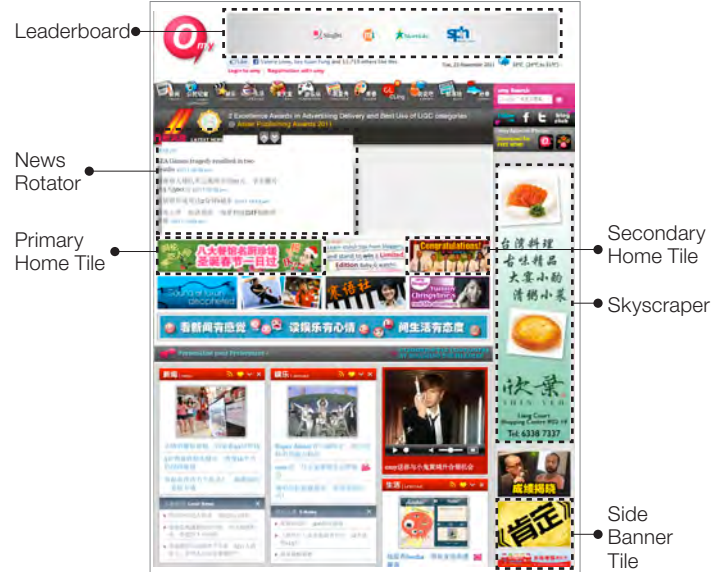
FORMATS	SIZE (PIXEL)	RATE (S\$)
Leaderboard	728 x 90	\$50 cpm
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm
Top Banner Tile	120 x 90	\$2,000 / week
Skyscraper	160 x 600	\$30 cpm
Expandable Skyscraper	160 x 600 expandable to 480 x 600	\$45 cpm
Text Link	1 line, 25 characters/line	\$1,000 / week
Banner Tile*	120 x 90	\$4,000 / week
News Rotator	250 x 175 Headline Text: max 45 char (including space) Body Text: max 220 char (including space)	\$3,500 / day
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi



* To rotate with one other advertiser, if any



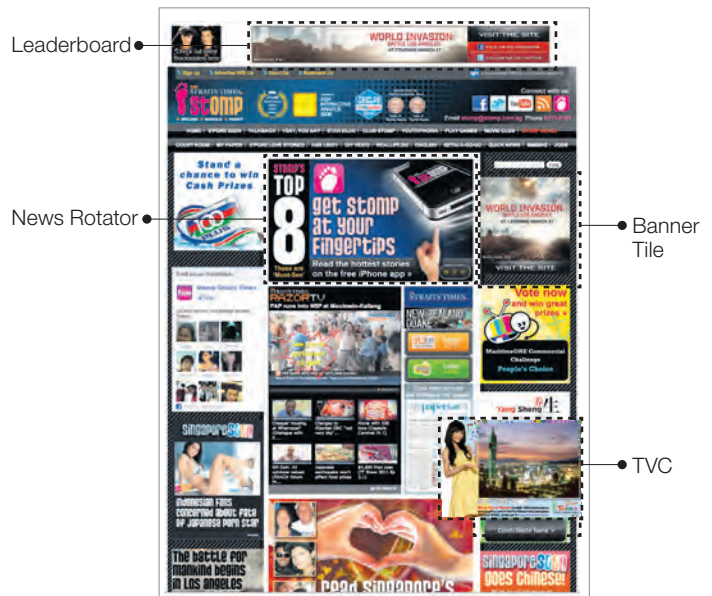
FORMATS	SIZE (PIXEL)	RATE (S\$)
Leaderboard	728 x 90	\$50 cpm
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm
Skyscraper	160 x 600	\$30 cpm
Expandable Skyscraper	160 x 600 expandable to 480 x 600	\$45 cpm
News Rotator	420 x 220	\$2,000 / day*
Side Banner Tile	160 x 200	\$4,000 / week
Primary Home Tile	360 x 70	\$3,000 / week
Secondary Home Tile	175 x 70	\$500 / week
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi



* To rotate with one other advertiser, if any

FORMATS	SIZE (PIXEL)	RATE
Leaderboard	728 x 90	\$50 cpm
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm
News Rotator	400 x 300	\$2,000 / day*
Banner Tile*	220 x 240	\$3,000 / week
Targeted Video Commercial (TVC)	500 x 350 (Player Size) 480 x 270 (Video Size)	\$100 cpi

* To rotate with one other advertiser, if any



FORMATS	SIZE (PIXEL)	RATE (S\$)
Leaderboard	728 x 90	\$50 cpm
Expandable Leaderboard	728 x 90 expandable to 728 x 270	\$75 cpm
IMU	300 x 250	\$40 cpm



TECHNICAL SPECIFICATIONS FOR ONLINE DISPLAY

- Rates quoted for EDM and Creative Development are subject to prevailing GST.
- Material deadline: 3 working days before commencement of campaign.
- Ad positions are offered on a non-exclusive basis and subject to availability upon confirmation.
- A signed contract must be delivered 3 working days before commencement of campaign.
- Cancellation of confirmed packages is not allowed.
- All other contract Terms & Conditions will apply.



Online Classified



st701.com

st701 gives you a powerful way to reach your targeted consumers via a suite of effective marketing solutions that ranges from listings to sophisticated interactive campaigns. For greater impact, choose our integrated ad packages. Whether you want to pitch your high-end products to the well-to-do or sell your budget wares to those looking for value buys, we have the right solution for you.

CLASSIFIED LISTINGS

Trust a quality, reputable platform to showcase your merchandise and services. One of the simplest ads to create, cost-effective and easiest to implement.

- Basic Plan – Upload up to 3 images and 1 video link per ad
- Premium Plan – Both the Silver and Gold Plans allow up to 12 images and 1 video link per ad

DISPLAY ADS ON VERTICAL HOMEPAGE

Up your exposure by placing ads on our site. Get maximum results for your buck with our broad range of ad sizing and placement options:

Ad unit	Dimension
Skyscraper	150 x 600
Leaderboard	728 x 90 pixels
Full rectangle	570 x 70 pixels
Square button	150 x 150 pixels
Button	150 x 60 pixels

* Prices range between \$15 to \$45 CPM; special bundling rates are available to advertisers who have existing/new/other ad packages with ST701.

ELECTRONIC DIRECT MAILER (EDM)

Reach out to our broad base of subscribers from as low as 8 cents per user. Feature your company display ads in our bi-monthly e-newsletter or get a dedicated EDM of your own.

Ad Unit	Dimension
Full Rectangle	568 x 60 pixels
Half Rectangle	278 x 60 pixels

* Advertisers with new/existing ST701 ad packages stand to enjoy special bulk purchase rates.

* Refer to sales contract order form for terms & conditions that apply.

CREATIVE EXECUTIONS

Propel your marketing strategies to greater heights. Think content management system, database registration, contests, surveys, and you come pretty close to what we have to offer. With our wide array of interactive modules, we deliver according to your needs.

MICROSITES

Speak to your audience with a microsite that aggregates all the classified listings you have posted on ST701. Our premium grade microsites let you in on prime space such as the ST701 homepage and can incorporate interactive elements.

ADVERTORIALS

Weave your advertisement in the context of an editorial article to illustrate your products and services in greater detail and depth. Give us the brief and we will conceptualise and execute for you.

DIRECTORY

Don't let your website get lost in the sea of information on the Internet. Experience a better way of getting your company found by getting your dedicated company profile page on ST701 Directory.

- Standard – Company profile, keywords, category classification, shopfront image and map link
- Executive – Standard package + up to 40 keywords, 5 categories and 6 products & services images
- Premium – Executive package + guaranteed top 3 priority listing

SEARCH ENGINE MARKETING (SEM)

Send visitors packing to your site through paid advertisements and contextual advertising in search engines. Cost-effective, the pay per click (PPC) model only bills you when a visitor makes a conversion to your site. As campaign managers for this advertising channel, sit back and let us do the rest.

JOB LINKUP

Organise your company's hiring process with our plug-and-play solution. Have a customised career site that holds all your job vacancies and consolidate job applications from multiple resources from one common URL. What's more, it allows you to connect the entire HR department in the recruitment process.

* Our ad packages are customisable. Price upon application. Contact us to find out more.

Jobs : 6319 5968 / jobs@st701.com

Cars : 6319 6096 / cars@st701.com

Property : 6319 8929/property@st701.com

General : 6319 2791 / shops@st701.com



Mobile Marketing



Location based Advertising (LBA)

	M1	STARHUB
LBA SMS		
Tier (Cost per SMS)	*	*
10,000 – 49,999	\$0.200	\$0.250
50,000 – 99,999	\$0.175	\$0.220
100,000 – 299,999	\$0.155	\$0.190
300,000 – 499,999	\$0.130	\$0.160
500,000 – 799,999	\$0.120	\$0.150
800,000 – 999,999	\$0.105	\$0.150
1,000,000 & above	\$0.095	\$0.150
LBA MMS	\$0.50 (min 5000)	\$0.60
Standard Profiling Fee	\$0.05 per profile per SMS	\$0.05 per profile per SMS
Standard Setup Fee (one-time)	\$500	\$200 (up to 5 campaigns)
Change Request Fee	\$800	\$500
Minimum Booking Lead time	5 Working Days *Additional 3 working days for Request of Whitelist (Profiling)	5 working days (with complete booking form submitted before 12 noon to count day of booking as 1 working day)

* Promotional rates for LBA are available on selected periods. Please contact our Ad Sales Team at 6319 2333 or visit <http://network.asiaone.com> for details.

SMS-based services

SERVICE	DESCRIPTION	RATE
*SMS Setup Fees	Setup includes ONE-WAY Broadcast	\$2,500 per one-time-charge for setup
*SMS Keyword	SMS Keyword Maintenance	\$500 per month
*SMS	SMS-Blast or SMS-IN/ Receive	\$0.10 per SMS
Lucky Draw	Lucky Draw Programmed Application with Certified External Auditors	\$3,700 per draw

* Subject to change if customisation is required.

Terms & Conditions

- Rates quoted are correct at time of printing and subject to changes.
- Prevailing GST applies.
- All other contract Terms & Conditions will apply.



Mobile Marketing



MOBILE APP BANNERS*

The Straits Times App (Exposure in all 3 apps: The Straits Times, RazorTV# & STOMP)

ADVERTISEMENT TYPE	RATE CARD
Mobile Banners + Splash Ad[^] 1) Headline banner 2) In-page banner 3) Splash ad [^]	\$6,000 / week
Mobile Banners 1) Headline banner 2) In-page banner	\$4,000 / week

[^] Splash ad is currently supported on The Straits Times (ver 3.2.2) iPhone 3G, 3GS & 4 with iOS 4 & above. # RazorTV - Ad supported on iPhone iOS4 & above.

AsiaOne App

ADVERTISEMENT TYPE	RATE CARD
Mobile Banners + Splash Ad 1) Headline banner 2) In-page banner 3) Splash ad	\$4,200 / week
Mobile Banners 1) Headline banner 2) In-page banner	\$3,000 / week

* All ads are supported on iPhones with iOS 4 & above.



Splash banner ad

320 x 440 and 640 x 880
 Image file size: max 50kb
 File format: Static gif / jpeg / png



In-Page ads

320 x 50 and 640 x 100
 Image file size: max 15kb
 File format: Static gif / jpeg / png



Headline Ads

Headlines – 20 characters (space incl)
 Body copy – 25 characters x 2 lines
 Thumbnail – 70x70 and 140x140
 Image file size: max 15kb
 File format: Static gif / jpeg / png

CREATIVE ELEMENT

One-time charge of *\$2,000 for the creation of banner and click-thru microsite development

*Rates may vary. Subject to the complexity of requirements.

3 OPTIONS AVAILABLE (CHOOSE ONE)	
Banner + scrollable click-through page	Banners 320 x 50 and 640 x 100 Scrollable click-through page Page width – 640 Up to 3 HTML pages
Banner + non-scrollable page	Banners 320 x 50 and 640 x 100 Scrollable click-through page Page width – 640 Page height – 830 Up to 3 HTML pages
Banner + Customised mobi-site	Banners 320 x 50 and 640 x 100 Customised mobi-site (Required additional cost, min. \$1,500)

Note: Supported on iPhone iOS 4 & above



Out-Of-Home



LARGE OUTDOOR LED SCREEN	DIMENSION	RATES (PER 4 WEEKS)
313@Somerset	5.2m (L) x 3.8m (H)	\$18,000
Chevron House	4m (L) x 3m (H)	\$18,000
CityVibe@Clementi	7m (L) x 4m (H) 6m (L) x 4m (H)	\$ 3,000
HDB Hub Network	4m (L) x 3m (H)	\$10,000
OUB Centre – Digital Poster	4m (L) x 3m (H)	\$12,000
Woodlands Checkpoint	9m (L) x 6m (H)	\$ 8,000
Singapore Visitor’s Centre	4m (L) x 3m (H)	\$18,000

INDOOR DIGITAL SCREENS	DIMENSION	RATES (PER 4 WEEKS)
313@Somerset Video Wall	4m (L) x 2.3m (H)	\$12,000
HDB Hub	42” / 63”	\$ 6,000
OUB Centre	19” / 50”	\$ 6,000
POSB Bank Network	19” / 42”	\$12,000
Retail Malls Network – Video / Digital Posters*	42” – 103”	\$ 6,000 – \$18,000

* Kindly check with our sales department for details of each network



Event Management/Exhibitions



Quotations for events, road shows, product launches, exhibitions, and all other on-ground activations are available upon request. Give us a call on our hotlines.



Radio

Brand and tactical messages can be communicated on radio via the following formats:

- a. Commercials: Scripted and pre-recorded of varying lengths.
- b. Open Talks : Product features and brand messages are highlighted in a more relaxed, conversational style.
- c. Live Reads : Scripted and read live by the DJ.



COMMERCIALS	MORNING 6am – 10am	LUNCH 10am – 2pm	DAY 2pm – 5pm	EVENING 5pm – 8pm	NITE 8pm – 12am	EARLY MORNING 12am – 6am
30sec	240	210	200	220	180	50
45sec	312	273	260	286	234	65
60sec	360	315	300	330	270	75
90sec	576	504	480	528	432	120
120sec	720	630	600	660	540	150
Open Talks						
90sec	960	840	800	880	720	NA
Live Reads						
30sec	432	378	360	396	324	NA
45sec	560	490	468	510	420	NA
60sec	648	567	540	594	486	NA



COMMERCIALS	MORNING 6am – 10am	LUNCH 10am – 2pm	DAY 2pm – 5pm	EVENING 5pm – 8pm	NITE 8pm – 12am	EARLY MORNING 12am – 6am
30sec	320	260	240	280	210	50
45sec	416	338	312	364	273	65
60sec	480	390	360	420	315	75
90sec	768	624	576	672	504	120
120sec	960	780	720	840	630	150
Open Talks						
90sec	1280	1040	960	1120	840	NA
Live Reads						
30sec	576	468	432	501	378	NA
45sec	748.80	608.40	561.60	655.20	491.40	NA
60sec	864	702	648	756	567	NA

ROVING REPORTS

Rates

- 91.3FM – \$10,000
- Radio 100.3 – \$12,000

- 42 x 30-sec Event Trailers (6 spots/day over 1 week, inclusive of event day)
- 6 x 60-sec On-site Roving Reports within a 2-hour period
- 50 x 30-sec recorded Commercial Spots across all timebelts
- 1 DJ On-site to file the reports
- 1 x Production of Event Trailers (inclusive of 1 VO, 1 Script and 2 hours studio rental)
- 1 x Production of Commercial Spot (inclusive of 1 VO, 1 Script and 2 hours studio rental)
- Website Exposure on www.radio1003.com / www.radio913.com for 2 weeks
- Inclusive of \$2,300 non-broadcast fees

OUTDOOR BROADCAST

Rates

- 91.3FM – \$13,000
- Radio 100.3 – \$15,000

- 42 x 30-sec Event Trailers (6 spots/day over 1 week, inclusive of event day)
- Minimum of 10 x 120-sec recorded Commercial Spots across all timebelts
- 50 x 30-sec recorded Commercial Spots across all timebelts
- 1 DJ On-site to do the “Live” Broadcast
- 1 x Production of Event Trailers (inclusive of 1 VO, 1 Script and 2 hours studio rental)
- 1 x Production of Commercial Spot (inclusive of 1 VO, 1 Script and 2 hours studio rental)
- Website Exposure on www.radio1003.com / www.radio913.com for 2 weeks
- Inclusive of \$4,800 non-broadcast fees

CONTACT US



NEWSPAPER

Display	Sales	1800 822 6382
	Customer Service	8338 1688
Classified	English/Malay Classified	1800 289 9988
	Chinese Classified	1800 289 8833
	Customer Service	1800 319 8633
	Classified Jobs cats@sph.com.sg	1800 289 9988
	Executive Appointments recruit@sph.com.sg	1800 289 8822

MAGAZINES

SPH Magazines	Fashion & Beauty	6319 6281
	Men & Special Interests	6319 6326
	Luxury	6319 3022
	Custom Publishing Titles	6319 3022
	New Media	6319 3023
	clickTRUE	6571 7100
Other Magazines	Pulses	6319 5680
	Sutra	6319 6281
	U-Weekly	6319 6285
	ZbBz	6319 2074



ONLINE DISPLAY

The AsiaOne Network	6319 2333
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ONLINE CLASSIFIED

ST701	Shops	6319 5960
	Jobs	6319 5965
	Property	6319 8929
	Cars	6319 6096



MOBILE MARKETING

The AsiaOne Network	Location Based Advertising/ SMS Advertising	6319 2333
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OUT-OF-HOME

SPHMBO	Digital networks/ Static Sites	6319 5226
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EVENT MANAGEMENT/EXHIBITIONS

SPHMBO	Events Management	6319 1748
Sphere	Exhibitions	6319 4020



RADIO

Radio 100.3 / 91.3FM	6319 1900
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