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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 (wef 18 May 2012)

Main Paper

News	20%
Front Part *	+15%
Right Hand	+15%
Pages 2 (27cm x 4col or 27cm x 8col)	50%
Pages 3 (27cm x 4col or 27cm x 8col)	55%
Page 4 (27cm x 4col or 27cm x 8col)	40%
Pages 5, 7 and 9 (full colour)#	55%
Front Page (of Part**) 45%/50% (Front Part**)	
Back Page (of Part*) 40%/45% (Front Part*)	
Centrespread (main paper**)	25%
Centrespread (Front Part*) **	45%
Money Page 1, (Mon to Fri) / (27cm x 4col or 27cm x 8col)	30%
Money Page 2	30%
Money Page	20%
Money Right Hand	35%
SME (Wed)	30%
Sport Right Hand	15%
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!

Page 1 (27cm x 4col or 27cm x 8col)*	40%
Back Page**	20%
Page 3**	25%
Page 5 and 7**	20%
Right Hand	10%
Specified Feature	0%
Centrespread*	10%

* 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.

** Maximum 50% of full page ad volume

*** Applicable to colour advertisements only

Fixed Rates

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

Mon - Wed	Thur - Fri	Sat
\$ 20,000.00	\$ 22,000.00	\$ 23,000.00

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	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 (min 100col cm).....	30% premium
Specific positions with related classification (min 100col cm).....	10% premium
Out of Classification (min 60col cm for contract advertisers.	
Otherwise, min 100col cm).....	10% premium

* 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	\$ 45.00 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	+15%
Pages 2 (27cm x 4col or 27cm x 8col)	50%
Pages 3 (27cm x 4col or 27cm x 8col)	55%
Page 4 (27cm x 4col or 27cm x 8col)	40%
Pages 5, 7 and 9 (full colour) **	55%
Centrespread ***	25%
Back Page of main paper** (27cm x 8col or 54cm x 8col)****	45%
Invest	20%
Invest Right Hand	35%
Sports Right Hand	15%

* 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)*	40%
Back Page**	20%
Page 3**	25%
Pages 5 and 7**	20%
Right Hand	10%
Specified feature	0%
Centrespread	10%

* 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 the page cost**
Creative buys***	70% of the page cost**

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

** Maximum 50% of full page ad volume

*** Applicable to colour advertisements only

Fixed Rates

Front Page Space

(12cm x 8col, full colour) \$ 21,000.00

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

SPECIFIED POSITIONS*
Front Cover (27cm x 10col) **30%** premium
Centrespread (min 100col cm) **30%** premium
Specific positions with related Classification (min 100col cm) **10%** premium
Out of Classification (min 60col cm for contract advertisers. **10%** premium
Otherwise, min 100col cm)

* Priority to full colour

Obituaries

Minimum 3cm x 1col **\$ 45.00** 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 **\$14.50** p.c.cm
Joint Rate with The Straits Times/The Sunday Times **\$14.00** p.c.cm

Colour Surcharge (With effect 1 January 2013)

1 spot colour **\$ 800.00**
2 spot colour **\$ 2,400.00**
Full colour **\$ 3,200.00***

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

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

Premium Pages (With effect 1 January 2013)

Page 2 (maximum 27cm x 8col) **20%**
Company News, Property **20%**
News Right **25%**
News Left **10%**
Centrespread **15%**
Back Page, Pg 3#, Pg 5# **30%**
Panels on Stocks Exchange pages **45%**
IT Section (Monday) **20%**
Property (Tuesday/Thursday) **20%**
Executive Money (Wednesday) **20%**
Executive Lifestyle (Friday) **10%**
View from the top **20%**
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.

** Maximum 50% of full page ad volume

*** 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)	\$9,300.00	\$7,792.00

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



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.

** Maximum 50% of full page ad volume

*** 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

Fast Ads (Jobs)

Minimum size: 3cm x 1col	\$12.00 p.c.cm
(For multiple cols, minimum depth 4cm)	
Joint Rate with The Straits Times/The Sunday Times	\$ 9.00 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 (Subject to approval of Layout)	25% premium
Specified positions (within related classification)*	
Minimum 100 col cm	10% premium

* Priority to full colour

Recruitment / Notices**

ROP (10col format)	\$10.95 p.c.cm
(Minimum 90 col cm)	
Joint Rate with The Straits Times/The Sunday Times	\$ 8.20 p.c.cm

CLASSIFIED JOBS (Within Fast Ads)..... Refer to 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%
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.

** Maximum 50% of full page ad volume

*** 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	\$ 8.60 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
(For multi cols, minimum depth is 4cm)	

SPECIAL-SHAPED ADS

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

SPECIFIED POSITIONS*

Page 1 (27cm x 10col)	30% premium
(Position premium is applicable to space cost)	
Specific positions with related Classification (min 100col cm)	10% premium
Out of Classification (min 60col cm for contract advertisers.)	10% premium
Otherwise, min 100col 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	\$ 27.00 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.

** Maximum 50% of full page ad volume

*** 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	\$15.00 p.c.cm	\$15.00 p.c.cm
10col format.....	\$11.25 p.c.cm*	\$11.25 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.

** Maximum 50% of full page ad volume

*** 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	\$14.00 p.c.cm	\$14.00 p.c.cm
10col format	\$10.50 p.c.cm*	\$10.50 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 (wef 1 November 2012)

Base Rate	\$ 14.25 p.c.cm
Joint rate with Lianhe Zaobao/The Straits Times	\$ 9.26 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*

* Maximum 50% of full page ad volume
 ** Applicable to color advertisements only
 + In addition to the basic premiums

Fixed Rates

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

CLASSIFIED

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

ROP (8col format) (Minimum 68col cm)	\$ 14.25 p.c.cm
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* Notices subject to approval.
 • "Premium Pages": 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*

* Maximum 50% of full page ad volume
 ** Applicable to colour advertisements only

Fixed Rates

Front page space (8cm x 6col)	\$ 2,700.00
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SANTAPAN HARIAN ANDA
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.
** Maximum 50% of full page ad volume
*** 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%

Obituaries

	Mon – Sat
Minimum 3cm x 1col	\$13.00 p.c.cm
10col format	\$ 9.75 p.c.cm*

* Joint rate with The Straits Times/The Sunday Times

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

SANTAPAN HARIAN ANDA
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.
** Maximum 50% of full page and volume
*** 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	\$ 9.20 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 6.90 p.c.cm

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)

Minimum 3cm x 1col	\$ 12.08 p.c.cm
Joint Rate with The Straits Times/The Sunday Times	\$ 9.04 p.c.cm

Obituaries

	Sun
Minimum 3cm x 1col	\$ 13.00 p.c.cm
10col format	\$ 9.75 p.c.cm*

* Joint rate with The Straits Times/The Sunday Times

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

	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.

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

In-memoriam ads must be booked at least two days in advance.

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 delivery : \$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.*