

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     |
| <b>CLASSIFIED JOBS</b> (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** |

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| News .....                                   | 10% |
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