

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%
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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-memorium ads must be booked at least two days in advance.