

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*

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|--|-----------------|
| 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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