

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