

MEDIA RATE BOOK

**MEDIA
SOLUTIONS
DIVISION**



CONTENTS

4	The Straits Times
7	The Sunday Times
9	The Business Times / The Business Times Weekend
12	The New Paper
14	Lianhe Zaobao
16	Lianhe Wanbao
18	Shin Min Daily News
20	zbCOMMA / Thumbs Up / Thumbs Up Junior
21	Berita Harian
23	Berita Minggu
25	Tamil Murasu
27	Tabla!
28	AsiaOne / STOMP
29	Print Additions
30	Miscellaneous Charges
31	Her World
32	FEMALE
33	NUYOU
34	ICON
36	Harper's Bazaar
40	CLEO
42	Shape
43	NSMan
44	Hardwarezone.com
45	Young Parents
46	Young Parents Preschool Guide
47	Frontline
48	The Peak Singapore
50	Home & Decor
52	Singapore
53	The Singapore Women's Weekly
56	UWeekly
58	Digital Outdoor
60	Radio
61	Rate Calculator For Display
63	Special Position Request
65	Rate Calculator For Classifieds
67	Samples Of Digital Banner Ad Formats
71	Rate Of Common Ad Sizes
77	Specifications
82	Deadlines For Electronic Copy
85	Cancellation Deadline
86	Terms and Conditions
105	Contacts

THE STRAITS TIMES

DISPLAY

BASE RATE

Mon-Wed	\$55.00 p.c.cm
Thur-Fri	\$61.00 p.c.cm
Sat	\$62.00 p.c.cm

COLOUR SURCHARGE

1 spot colour	\$3,800.00
2 spot colour.....	\$9,900.00
Full colour	\$9,900.00

PREMIUM PAGES

Main Paper	
News	20%
Front Part*	+15%
Right Hand	+15%
Page 2 (27cm x 6col or 54cm x 6col)++ **	50%
Page 3 (27cm x 6col or 54cm x 6col)++ **	65%
Pages 5, 7 and 9**	55%
Front Page (of Part**) 45%/50% (Front Part**)	
Back Page (of Part**) 40%/45% (Front Part**)	
Centrespread**	25%
Centrespread (Front Part)**	45%
Business Page 2	30%
Business Page	20%
Business Right Hand	35%
SME	30%
Sports 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.
 ++ Subject to availability.

Life!

Page 1 (27cm x 3col or 27cm x 6col)*	40%
Back Page**	20%
Page 2	10%
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
or based on actual volume, whichever is greater.	

* 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 (Full Colour)

Mon – Wed

15cm x 6col	\$26,000.00
-------------------	-------------

Thur – Fri

15cm x 6col	\$28,000.00
-------------------	-------------

Sat

15cm x 6col	\$30,000.00
-------------------	-------------

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 Little Red Dot & IN is 33cm X 6col

CLASSIFIEDS

RUN-ON*

(8-point type size, with first three words in bold and caps. Text set continuously)

Minimum 3 lines **\$12.00** per line

* Advertisements booked after 12 noon on Wednesdays for the immediate Saturday's publication will be charged \$13.00 per line

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm

Mon – Wed **\$41.00** p.c.cm

Thur – Sat **\$44.00** p.c.cm

DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col

Mon – Wed **\$50.00** p.c.cm

Thur – Sat **\$54.00** p.c.cm

(For multi cols, minimum depth is 4cm)

JOB ADVERTISEMENTS – REFER TO JOBS SECTION

SPECIAL-SHAPED ADS

Minimum 80 col cm **25%** premium

(Subject to approval of layout)

SPECIFIED POSITIONS*

Front page (27cm x 8col) **30%** premium

Centrespread (min 80col cm) **30%** premium

Specific positions with related classification **10%** premium
(min 80col cm)

Out of Classification **10%** premium

(min 48col cm for contract advertisers.

Otherwise, min 80col cm)

* Priority to full colour.

3-MONTH CONTRACT DISCOUNT

26 – 51 ads **10%**

52 ads & above **15%**

Daily (including Sundays & Public Holidays) **20%**

NOTE: Not applicable for Front Page.

OBITUARIES (8col format) (wef 1 Aug 2018)

Minimum 3cm x 1col

Mon – Sat **\$63.00** p.c.cm

Digital Obituary Service **\$100.00***

* Bundle with Death Announcements

RECRUITMENT

EXECUTIVE APPOINTMENTS

Executive Appointments Section (6col format)

Mon – Sat **\$75.00** p.c.cm

Out-of- Executive Appointments Section (6col format)

Mon – Sat **\$78.00** p.c.cm

JOBS SECTION

RUN-ON*

(8-point type size, with first three words in bold and caps. Text set continuously)

Minimum 3 lines **\$13.00** per line

* Advertisements booked after 12 noon on Wednesdays for the immediate Saturday's publication will be charged \$14.00 per line

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm

Mon – Wed **\$43.00** p.c.cm

Thur – Sat **\$46.00** p.c.cm

DISPLAY (JOB ADVERTISEMENTS)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col

Mon – Wed **\$52.00** p.c.cm

Thur – Sat **\$56.00** p.c.cm

(For multi cols, minimum depth is 4cm)

PREMIUM PAGES IN RECRUITMENT SECTION*

Executive Appointments

Front Cover - 27cm x 6col (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 60 col cm

(eg 'Display' ads in Executive Appointments) **25%**

* Priority to full page full colour.

Jobs Section

Back Page **30%**

Specific position within related classification* **10%**

Creative (odd) shape* **25%** premium

* Minimum 80 col cm

NOTICES

Notices Section (6col format)

Mon – Sat **\$76.00** p.c.cm

Out-of-Notices Section (6col format)

Mon – Sat **\$78.00** p.c.cm

PREMIUM PAGES IN NOTICES (Fridays only)

Left hand page **20%**

Right hand page **30%**

Note: Minimum size for premium position for black & white ad in Executive Appointments & Notices Sections: 60 col cm. Minimum size for colour ad in Executive Appointments & Notices Sections: 10 col cm.

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps)

HOMEPAGE

Leaderboard	\$33.00 cpm
Billboard (Desktop web only)	\$50.00 cpm
IMU (300x250)	\$33.00 cpm
Half Page (300x600)	\$48.00 cpm
Skinning	\$74.00 cpm

SPECIFIED SECTION

Leaderboard	\$28.00 cpm
IMU (300x250)	\$28.00 cpm
Half Page (300x600)	\$34.00 cpm
Social Cards - Article page (mobile web only)	\$28.00 cpm
Skinning	\$74.00 cpm

RUN-OF-SITE

Leaderboard	\$15.00 cpm
IMU (300x250)	\$15.00 cpm
Half Page (300x600)	\$18.00 cpm
Social Cards - Article Page (mobile web only)	\$15.00 cpm
Skinning	\$74.00 cpm

HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$50.00 cpm
Skinning	\$72.00 cpm
Billboard (Desktop web only)	\$50.00 cpm
Skinning	\$74.00 cpm

ARTICLE PAGES

Mobile Scroller (mobile site only)	\$55.00 cpm
In-Article video (desktop web & mobile web only)	\$50.00 cpm
Motion Ads (mobile site only)	\$55.00 cpm
Social Cards (desktop web & mobile web only)	\$15.00 cpm

TABLET APPS

Straits Times iPad/Tablet	\$12,730 per week
---------------------------------	-------------------

eNewsletter

Straits Times Morning eNewsletter	
(Monday - Sunday)	\$8,320.00 per week
Straits Times Evening eNewsletter	
(Monday - Saturday)	\$8,320.00 per week
Street Smart eNewsletter	
(fortnightly - Thursdays)	\$2,080.00 per week

RUN-OF-NETWORK (within SPH, inclusive of Straits Times) ...

Audience Targeted IMU or Leaderboard	\$16.00 cpm
Audience Targeted or Half Page.....	\$18.00 cpm
Contextually Targeted IMU or Leaderboard	\$16.00 cpm
Contextually Targeted Half Page	\$18.00 cpm
Pre-Roll Video	\$25.00 cpm
Social Cards	\$10.00 cpm

THE SUNDAY TIMES

DISPLAY

BASE RATE \$61.00 p.c.cm

COLOUR SURCHARGE

1 spot colour \$3,800.00
2 spot colour \$9,900.00
Full colour \$9,900.00

PREMIUM PAGES

Main Paper

News 20%
Front Part* +15%
Right Hand +15%
Pages 2 (27cm x 6col or 54cm x 6col)++ ** 50%
Pages 3 (27cm x 6col or 54cm x 6col)++ ** 65%
Page 4 (27cm x 3col or 27cm x 6col) 40%
Pages 5, 7 and 9** 55%
Centrespread** 25%
Centrespread (Front Part)** 45%
Front Page (of Part**) 45%/50% (Front Part**)
Back Page (of Part**) 40%/45% (Front Part**)
Invest 20%
Invest Right Hand 35%
Sports Right Hand 15%
Front and Back Page of Supplements 20%

* 1st part of main paper.

+ In addition to the basic premium.

** Where applicable, priority to full colour.

++ Subject to availability.

LIFESTYLE

Front Page (27cm x 3col or 27cm x 6col)* 40%
Back Page** 20%
Page 2 10%
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
or based on actual volume, whichever is greater.

* 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 (Full Colour)
15cm x 6col \$28,000.00

CLASSIFIEDS

RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)

Minimum 3 lines \$12.00 per line

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm \$44.00 p.c.cm

DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col \$54.00 p.c.cm

(For multi cols, minimum depth is 4cm)

JOB ADVERTISEMENTS – REFER TO JOBS SECTION

SPECIAL-SHAPED ADS

Minimum 80col cm 25% premium
(Subject to approval of layout)

SPECIFIED POSITIONS*

Front Cover (27cm x 8col)	30% premium
Centrespread (min 80col cm)	30% premium
Specific positions with related	10% premium
Classification (min 80col cm)	
Out-of-Classification	10% premium
(min 48col cm for contract advertisers. Otherwise, min 80col cm)	

* Priority to full colour.

OBITUARIES (8col format) (wef 1 Aug 2018)

Minimum 3cm x 1col	\$63.00 p.c.cm
Digital Obituary Service	\$100.00*

* Bundled with Death Announcements.

RECRUITMENT

EXECUTIVE APPOINTMENTS

Executive Appointments Section (6col format)	\$75.00 p.c.cm
Out-of-Executive Appointments Section	\$78.00 p.c.cm

(6col format)

JOBS SECTION

RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)

Minimum 3 lines	\$ 13.00 per line
-----------------------	-------------------

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm	\$46.00 p.c.cm
-------------------	----------------

DISPLAY (JOB ADVERTISEMENTS)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col	\$56.00 p.c.cm
--------------------------	----------------

(For multi cols, minimum depth is 4cm)

NOTICES

Notices Section (6col format)	\$76.00 p.c.cm
-------------------------------------	----------------

Out-of-Notices Section (6col format)	\$78.00 p.c.cm
--	----------------

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

MASTER CONTRACT PRIVILEGES FOR THE STRAITS TIMES / THE SUNDAY TIMES — VOLUME DISCOUNT STRUCTURE

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Expenditure Commitment (\$)	Discount (%)	Discounting Mechanics (\$)	
250,000	5		
500,000	6	On the first 250,000	5%
		On the next 250,000	6%
1 million	8	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
2 million	10.5	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
		On the next 1 million	10.5%
>2 million	13	On the first 250,000	5%
		On the next 250,000	6%
		On the next 500,000	8%
		On the next 1 million	10.5%
		2 million onwards	13%

NOTE

- 1) The above terms and conditions are subject to revision.
- 2) If the specified budget is not fulfilled upon expiry of the contract, the discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A recovery based on the difference between the reduced rate and the applicable rate will be made.
- 3) Integrated Master Contracts are also available on a customised basis.

THE BUSINESS TIMES / THE BUSINESS TIMES WEEKEND MAGAZINE

DISPLAY

BASE RATE

Mon – Fri	\$20.00 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$19.00 p.c.cm
Sat	\$14.50 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$14.00 p.c.cm

COLOUR SURCHARGE

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 \$20.00 p.c.cm (Mon – Fri) / \$14.50 p.c.cm (Sat))

PREMIUM PAGES

Page 2 (maximum 27cm x 6col)	20%
Company News	20%
News Right	25%
News Left	10%
Centrespread	15%
Back Page, Pg 3#, Pg 5#	30%
Property	20%
Wealth & Investing/Leadership & Mgmt	20%
Life & Culture	10%
View from the top	20%
Other Features	10%
SME	20%

NOTE: News includes stock pages.
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 or based on actual volume, whichever is greater.

* 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

Mon – Fri	
12cm x 6col	\$8,000.00
24cm x 3col	\$8,000.00
18cm x 6co	\$9,300.00

Sat

8cm x 6 col	\$6,000.00
-------------------	------------

SHIPPING TIMES SCHEDULE RATE

Schedule Ad - Casual	\$19.00 p.c.cm
Schedule Ad - 3 time per week	\$10.00 p.c.cm
Schedule Ad - Daily	\$7.00 p.c.cm

RECRUITMENT

Executive Appointments Section (6col format)

Mon – Fri	\$24.00 p.c.cm
Sat	\$18.00 p.c.cm

Out-of-Executive Appointments Section (6col format)

Mon – Fri	\$24.00 p.c.cm
Sat	\$18.00 p.c.cm

NOTICES

Notices Section (6col format)

Mon – Fri	\$26.00 p.c.cm
Sat	\$19.50 p.c.cm

Out-of-Notices Section (6col format)

Mon – Fri	\$26.00 p.c.cm
Sat	\$19.50 p.c.cm

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

ADVERTISING RATES - BUSINESS TIMES WEEKEND MAGAZINE

Positions	Fixed Rates
ROP	\$7,400
First Double Page Spread (DPS)	\$16,500
Page 2	\$8,000
Page 3	\$8,300
Page Facing Content	\$8,000
Page Facing Editor's Note	\$8,000
Inside Back Page	\$7,800
Back Page	\$8,500
Centrespread	\$15,600
Double Page Spread (including gutter)	\$15,300
Specified Position	\$7,800
Advertorial (2pp & includes gutter)	\$19,500* / \$25,500**

* includes writing fee and client to provide images

** includes writing fee, conceptualisation, photography, styling, hair & make-up for 1 model

Note: Advertorial fee is not Agency Commissionable.

MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	S\$50K	S\$80K	S\$130K	S\$200K & Above
News Left	10	5	Waive	Waive	Waive
News Right	25	20	15	10	5
Companies / IT / Page 2 Property / SME / Executive Money	20	15	10	5	Waive
Back Page/ Page 3 / Page 5	30	25	20	15	10
Specified Section / Features	10	Waive	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

	PREMIUM (As Per Rate Book)
Centrespread – Mainpaper	15%
– Supplement	15%
Specified Position Within A Page	25%
Creative (Odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

4) Integrated Master Contracts are also available on a customised basis.

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps)

Homepage & Run-of-site

Leaderboard + IMU (300x250)	\$33.00 cpm
Billboard (Desktop web only)	\$50.00 cpm
Half Page (300x600)	\$48.00 cpm
Transitional Ad	\$50.00 cpm
Skinning	\$74.00 cpm

SPECIFIC SECTION

Leaderboard + IMU (300x250)	\$33.00 cpm
Halfpage (300x600)	\$34.00 cpm
Social Cards - Article page (desktop web & mobile web only)	\$33.00 cpm
Skinning	\$74.00 cpm

ARTICLE PAGES

Mobile Scroller (mobile web only)	\$55.00 cpm
In-Article video (desktop web & mobile web only)	\$50.00 cpm
Motion Ads (mobile web only)	\$55.00 cpm
Social Cards (desktop web & mobile web only)	\$33.00 cpm

Tablet Apps

Business Times iPad (50% SOV) \$8,400 per week

eNewsletter

Business Times eNewsletter (1-week) \$3,090 per week

RUN-OF-NETWORK (within SPH, inclusive of Business Times)

Audience Targeted IMU or Leaderboard	\$16.00 cpm
Audience Targeted Half Page	\$18.00 cpm
Contextually Targeted IMU or Leaderboard	\$16.00 cpm
Contextually Targeted Half Page	\$18.00 cpm
Pre-Roll Video	\$25.00 cpm
Social Cards	\$10.00 cpm

THE NEW PAPER

DISPLAY

BASE RATE	\$19.00p.c.cm
Joint rate with The Straits Times/The Sunday Times/ Lianhe Zaobao/Business Times/Business Times	
Weekend	\$12.35p.c.cm

COLOUR SURCHARGE

1 spot colour	\$1,200.00
2 spot colour	\$1,800.00
Full colour	\$4,000.00

PREMIUM PAGES

Pages 3 and Page 5*	30%
Pages 7 and Page 9*	20%
Centrespread**	20%
Odd-number Page	+10%

* 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%
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 or based on actual volume, whichever is greater.

* 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	
8cm x 6col (Bottom Strip)	\$6,000.00
8cm x 6col (Top Strip)	\$7,000.00
33cm x 3col	\$8,000.00
29cm x 6col	\$12,000.00
33cm x 6col with TNP Logo incorporated*	\$15,000.00

* Subject to approval.

Back Page Space	
16cm x 6col (Bottom Half)	\$5,000.00
16cm x 6col (Top Half)	\$6,000.00
33cm x 6col	\$8,000.00

CLASSIFIEDS

RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)	
Minimum size: 3 lines	\$5.30 per line
Joint rate with The Straits Times/ The Sunday Times/Lianhe Zaobao	
	\$4.00 per line

For eye catchers like sales logo, property and vehicle photos
screening and drop caps for run-on advertisements, please call
Classifieds Hotline at 1800-289-9988.

DISPLAY CLASSIFIEDS

Minimum size: 4cm x 1col	\$16.00p.c.cm
Joint Rate with The Straits Times/ The Sunday Times/Lianhe Zaobao	
	\$12.00p.c.cm

DISPLAY CLASSIFIEDS (JOBS)

Minimum size: 4cm x 1col	\$16.00p.c.cm
Joint Rate with The Straits Times/ The Sunday Times/Lianhe Zaobao	
	\$12.00p.c.cm

3-MONTH CONTRACT DISCOUNTS

13 – 25 ads	10%
26 – 51 ads	15%
52 ads & above	20%

Special – Shaped Ads

Minimum 80 col cm	
(Subject to approval of Layout)	25% premium
Specified positions (within related classification)*	
Minimum 80 col cm	10% premium

* Priority to full colour.

RECRUITMENT / NOTICES*

ROP (Minimum 51 col cm) \$19.00p.c.cm

* Notices: subject to approval

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

DISPLAY & RECRUITMENT / NOTICES MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Expenditure Commitment (\$)	Discount (%)
50,000	5
100,000	7.5
200,000	10
500,000	12.5
Above 500,000	15

NOTE

- 1) The above terms and conditions are subject to revision.
- 2) If the specified budget is not fulfilled upon expiry of the contract, the discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A recovery based on the difference between the reduced rate and the applicable rate will be made.
- 3) Integrated Master Contracts are also available on a customised basis.

DIGITAL

HOMEPAGE & SECTION

Mega Strip (desktop web only) \$30.00 cpm

HOMEPAGE, SECTION & RUN-OF-SITE

Leaderboard \$14.00 cpm
 Billboard (desktop web only) \$50.00 cpm
 IMU (300x250) \$14.00 cpm
 Half Page (300x600) \$17.00 cpm
 Transitional Ad \$50.00 cpm
 Skinning \$74.00 cpm

ARTICLE PAGES

Mobile Scroller (mobile web only) \$25.00 cpm
 In-Article video (desktop web & mobile web only) \$20.00 cpm
 Motion Ads (mobile web only) \$25.00 cpm
 Social Cards (desktop web & mobile web only) \$14.00 cpm

RUN-OF-NETWORK (within SPH, inclusive of The New Paper)

Audience Targeted IMU or Leaderboard \$16.00 cpm
 Audience Targeted Half Page \$18.00 cpm
 Contextually Targeted IMU or Leaderboard \$16.00 cpm
 Contextually Targeted Half Page \$18.00 cpm
 Pre-Roll Video \$25.00 cpm
 Social Cards \$10.00 cpm

DISPLAY

BASE RATE

Sun – Wed	\$37.00 p.c.cm
Thur – Sat	\$39.00 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 3col or 27cm x 6col)*	30%
Centrespread	0%
Back page*	20%
Right Hand	5%
Page 3*	10%

* Priority to full colour.

** Modular rates apply. Please contact our customer service officer for more details.

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
or based on actual volume, whichever is greater.	

* 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

Sun – Wed

12cm x 6col	\$13,280.00
18cm x 6col	\$15,550.00

Thur – Sat

12cm x 6col	\$13,480.00
18cm x 6col	\$15,800.00

CLASSIFIEDS

RUN-ON (EXCLUDING JOB ADVERTISEMENTS)

(10-point type size. Text set continuously)

Minimum 3 lines	\$9.50 per line
-----------------------	-----------------

RUN-ON (JOB ADVERTISEMENTS)

(10-point type size. Text set continuously)

Minimum 3 lines	\$10.50 per line
-----------------------	------------------

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(10 or 14-point type size, paragraphing, indentation. Single col only.)

Minimum 3cm & maximum 4cm	\$27.00 p.c.cm
---------------------------------	----------------

DISPLAY CLASSIFIEDS

(Use of logo, border, screening, reverse print, picture, type size exceeding 9-point reverse print 12-point.)

Minimum 3cm x 1col	\$31.00 p.c.cm
(For multi cols, minimum depth is 4cm)	

SPECIAL-SHAPED ADS

Minimum 80 col cm	25% premium
(Subject to approval of layout)	

SPECIFIED POSITIONS*

Front Cover (27cm x 8col)	30% premium
(Position premium is applicable to space cost)	
Specific positions with related Classification	10% premium
(min 80col cm)	

Out of Classification **10% premium**
(min 48col cm for contract advertisers. Otherwise, min 80col cm)

* Priority to full colour.

3-MONTH CONTRACT DISCOUNT

26 – 51 ads **10%**
52 ads & above **15%**
Daily (including Sundays & Public Holidays) **20%**

NOTE: Not applicable for Front Page.

GREETINGS (8col format in Classifieds pages) (wef 1 Dec 2015)

Minimum size: 5cm x 2col **\$28.00** p.c.cm
Specified positions (Minimum 80 col cm) **10% premium**
(copy must be written from left to right horizontally)

OBITUARIES (8col format) (wef 1 Dec 2015)

Minimum size: 5cm x 2col **\$ 40.00** p.c.cm

Specified positions (Minimum 80 col cm) **10% premium**
(copy must be written from left to right horizontally)

RECRUITMENT

Executive Appointments Section (6col format) **\$46.00** p.c.cm
Out-of-Executive Appointments Section **\$50.00** p.c.cm
(6col format)
Jobs (Classifieds Section) Refer to Classifieds

NOTICES

Notices Section (6col format) **\$46.00** p.c.cm
Out-of-Notices Section (6col format) **\$50.00** p.c.cm

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	\$100K & Above	\$300K & Above	\$500K & Above
Page 2, Page 5, Main Paper	30	20	15	10
Page 3, Main Paper	40	30	25	20
Back Page, (Main Paper, including Parts)	25	20	15	10
Front Page of Parts	30	20	15	10
News Pages: (Left)	15	10	5	Waive
(Right)	20	15	10	Waive
Economics	15	Waive	Waive	Waive
SME Forum	15	Waive	Waive	Waive
ZBNow:				
Page 1	30	20	10	Waive
Page 3	10	Waive	Waive	Waive
Back Page	20	10	5	Waive
Specified Pages/ Section	10	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

	PREMIUM (As Per Rate Book)
Centrespread – Main Paper	20%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

4) Integrated Master Contracts are also available on a customised basis.

DIGITAL

zaobao.sg

Cross-platforms (Desktop web, Mobile web, Mobile Apps)

Homepage

Leaderboard \$25.00 cpm
Billboard (desktop web only) \$50.00 cpm
IMU (300x250) \$25.00 cpm

Run-of-site

Leaderboard \$15.00 cpm
IMU (300x250) \$15.00 cpm
Half Page (300x600) \$18.00 cpm

Homepage & Run-of-site

Transitional Ad \$50.00 cpm
Skinning \$74.00 cpm

Tablet Apps

Zaobao.sg iPad (50% SOV) \$5,100 per week

Article Pages

Mobile Scroller (mobile site only) \$53.00 cpm
In-Article video (desktop web & mobile web only) \$48.00 cpm
Motion Ads (mobile site only) \$53.00 cpm
Social Cards (desktop web & mobile web only) \$15.00 cpm

eNewsletter

Zaobao.SG eNewsletter
(Basic Pack - 2 weeks) \$3,000 per package
Zaobao.SG eNewsletter
(Premium Pack - 2 weeks) \$4,000 per package

Run-of-network

(within SPH, inclusive of Zaobao.SG)
Audience Targeted IMU or Leaderboard \$16.00 cpm
Audience Targeted Half Page \$18.00 cpm
Contextually Targeted IMU or Leaderboard \$16.00 cpm
Contextually Targeted Half Page \$18.00 cpm
Pre-Roll Video \$25.00 cpm
Social Cards \$10.00 cpm

LIANHE WANBAO

DISPLAY

BASE RATE

Sat – Tue	\$21.00 p.c.cm
Wed – Fri	\$24.00 p.c.cm

Joint rate with Lianhe Zaobao*

Sat – Tue	\$15.75 p.c.cm
Wed – Fri	\$18.00 p.c.cm

Triple Joint rate with Lianhe Zaobao & Shin Min*

Sat – Tue	\$13.65 p.c.cm
Wed – Fri	\$15.60 p.c.cm

* Not applicable for front page.

COLOUR SURCHARGE

1 spot colour	
Sat – Tue	\$ 1,000
Wed – Fri	\$ 1,200

2 spot colour	
Sat – Tue	\$ 1,200
Wed – Fri	\$ 1,800

Full colour	
Sat – Tue	\$ 3,000
Wed – Fri	\$ 4,000

PREMIUM PAGES

Front Page (maximum 27cm x 6col)	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
or based on actual volume, whichever is greater.

* 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

Frontpage Ear space (2C/FC)	
Sat – Tue	\$300.00
Wed – Fri	\$400.00

Backpage Ear space (2C/FC)	
Sat – Tue	\$283.00
Wed – Fri	\$345.00

CLASSIFIEDS

RUN-ON (Excluding Job Advertisements)

Mon – Sun	\$ 6.50 per line	\$ 5.50 per line*
-----------------	-------------------------	--------------------------

RUN-ON (Job Advertisements)

Mon – Sun	\$ 7.50 per line	\$6.50 per line*
-----------------	-------------------------	-------------------------

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

Sat – Tue	\$ 16.00 p.c.m	\$ 12.00 p.c.m*
Wed – Fri	\$ 18.00 p.c.m	\$ 14.00 p.c.m*

DISPLAY CLASSIFIEDS

Sat – Tue	\$ 16.00 p.c.m	\$ 12.00 p.c.m*
Wed – Fri	\$ 18.00 p.c.m	\$ 14.00 p.c.m*

RUN-ON

Minimum 3 lines. 10-point type size. Text set continuously.

SEMI-DISPLAY

Minimum 3cm. 10 or 14 -point type size, paragraphing, indentation. Single col only.

DISPLAY CLASSIFIEDS

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 (8col format in Classifieds pages) (wef 1 Dec 2015)

Minimum 5cm x 2col

Sat – Tue	\$16.00 p.c.cm
Wed – Fri	\$18.00 p.c.cm

Sat – Tue	\$12.00 p.c.cm*
Wed – Fri	\$14.00 p.c.cm*

(Copy must be written from left to right horizontally)

OBITUARIES (8col format) (wef 1 Dec 2015)

Minimum 5cm x 2col

Mon – Sun	\$25.00 p.c.cm
-----------------	----------------

Mon – Sun	\$19.00 p.c.cm*
-----------------	-----------------

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao.

RECRUITMENT

Executive Appointments Section (6col format)

Mon – Sun	\$33.00 p.c.cm
-----------------	----------------

Out-of-Executive Appointments Section (6col format)

Mon – Sun	\$36.00 p.c.cm
-----------------	----------------

Jobs (Classifieds Section) Refer to Classifieds

NOTICES

Notices Section (6col format)

Mon – Sun	\$33.00 p.c.cm
-----------------	----------------

Out-of-Notices Section (6col format)

Mon – Sun	\$36.00 p.c.cm
-----------------	----------------

Only position loading for “Premium Pages” outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	\$10K & above	\$25K & above	\$50K & above	\$75K & above
News Pages	10	Waive	Waive	Waive	Waive
Back Page	20	15	10	5	Waive
Pages 2, 3, 5, Fukan, Specified Section	10	5	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Front Page	50%
Centrespread – Mainpaper	5%
– Supplement	5%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

4) Integrated Master Contracts are also available on a customised basis.

HEALTH NO. 1 (magazine)

Positions	Fix Rates
Horizontal Half Page	\$1,650.00
Inside Back Cover	\$4,000.00
Inside Front Cover	\$4,000.00
Outside Back Cover	\$5,000.00
Rob Full Page	\$2,800.00
Vertical Half Page	\$1,650.00

SHIN MIN DAILY NEWS

DISPLAY

BASE RATE

Sat – Tue	\$21.00 p.c.cm
Wed – Fri	\$24.00 p.c.cm

Joint rate with Lianhe Zaobao*

Sat – Tue	\$15.75 p.c.cm
Wed – Fri	\$18.00 p.c.cm

Triple Joint rate with Lianhe Zaobao & Lianhe WanBao*

Sat – Tue	\$13.65 p.c.cm
Wed – Fri	\$15.60 p.c.cm

*Not applicable for front page.

COLOUR SURCHARGE

1 spot colour	
Sat – Tue	\$1,000
Wed – Fri	\$1,200

2 spot colour	
Sat – Tue	\$1,200
Wed – Fri	\$1,800

Full colour	
Sat – Tue	\$ 3,000
Wed – Fri	\$ 4,000

PREMIUM PAGES

Front Page (maximum 27cm x 6col)	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 or based on actual volume, whichever is greater.

* 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

Frontpage Ear space (B/W / 2/C / F/C)	
Sat - Tue	\$ 300.00
Wed - Fri	\$ 400.00
Backpage Ear space (B/W / 2/C / F/C)	
Sat - Tue	\$ 283.00
Wed - Fri	\$ 345.00

CLASSIFIEDS

RUN-ON (Excluding Job Advertisements)	
Mon – Sun	\$ 6.50 per line \$ 5.50 per line*

RUN-ON (Job Advertisements)	
Mon – Sun	\$ 7.50 per line \$6.50 per line*

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY	
Sat – Tue	\$ 16.00 p.c.m \$ 12.00 p.c.m*
Wed – Fri	\$ 18.00 p.c.m \$ 14.00 p.c.m*

DISPLAY CLASSIFIEDS	
Sat – Tue	\$ 16.00 p.c.m \$ 12.00 p.c.m*
Wed – Fri	\$ 18.00 p.c.m \$ 14.00 p.c.m*

RUN-ON	
Minimum 3 lines. 10-point type size. Text set continuously.	

SEMI-DISPLAY	
Minimum 3cm. 10 or 14 -point type size, paragraphing, indentation. Single col only.	

DISPLAY CLASSIFIEDS

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 (8col format in Classifieds pages) (wef 1 Dec 2015)

Minimum 5cm x 2col

Sat – Tue	\$16.00 p.c.cm
Wed – Fri	\$18.00 p.c.cm

Sat – Tue	\$12.00 p.c.cm*
Wed – Fri	\$14.00 p.c.cm*

(Copy must be written from left to right horizontally)

OBITUARIES (8col format) (wef 1 Dec 2015)

Minimum 5cm x 2col

Mon – Sun	\$25.00 p.c.cm
-----------------	----------------

Mon – Sun	\$19.00 p.c.cm*
-----------------	-----------------

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao.

RECRUITMENT

Executive Appointments Section (6col format)

Mon – Sun	\$33.00 p.c.cm
-----------------	----------------

Out-of-Executive Appointments Section (6col format)

Mon – Sun	\$36.00 p.c.cm
-----------------	----------------

Jobs (Classifieds Section) Refer to Classifieds

NOTICES

Notices Section (6col format)

Mon – Sun	\$33.00 p.c.cm
-----------------	----------------

Out-of-Notices Section (6col format)

Mon – Sun	\$36.00 p.c.cm
-----------------	----------------

Only position loading for “Premium Pages” outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	\$10K & above	\$25K & above	\$50K & above	\$75K & above
News Pages	10	Waive	Waive	Waive	Waive
Back Page	20	15	10	5	Waive
Pages 2, 3, 5, Fukan, Specified Section	10	5	Waive	Waive	Waive

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Front Page	50%
Centrespread – Mainpaper	5%
– Supplement	5%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) In the event of non-fulfilment of the advertising contract, a surcharge based on the difference between the reduced premiums and the rates published in our rate book will apply.

3) The above terms and conditions are subject to revision.

4) Integrated Master Contracts are also available on a customised basis.

zbCOMMA / THUMBS UP / THUMBS UP JUNIOR

zbCOMMA / Thumbs Up / Thumbs Up Junior

	zbCOMMA/ Thumbs Up		Thumbs Up Junior	
	FPFC*	HPFC**	FPFC*	HPFC**
ROP	\$2,300	\$1,400	\$2,200	\$1,300
Page 2	\$2,645	-	\$2,530	-
Page 3	\$2,990	-	\$2,640	-
Between "Assessment" Pages	\$2,530	\$1,500	\$2,420	\$1,450
Inside Back Page	\$2,530	-	\$2,420	-
Back Page	\$3,450	-	\$2,750	-
Front Page (10cm x 21cm)	\$1,800		\$1,700	
Centrespread (2FPFC*/ 2HPFC**)	\$3,900	\$2,400	\$3,700	\$2,300

* Full Page Full Colour

** Half Page Full Colour

MASTER CONTRACT PRIVILEGES FOR zbCOMMA / THUMBS UP / THUMBS UP JUNIOR

Expenditure Commitment (\$)	Discount (%)
10,000	5
20,000	10
30,000	15

NOTE

- 1) If the amount published is below the contracted commitment within the specified period, then the next applicable tier on the series scale will apply. A recovery based on the difference between the reduced rate and the applicable rate will be made.
- 2) Integrated Master Contracts with other platforms or titles are also available on a customised basis.
- 3) Master Contract commitment may be fulfilled by combining the advertising spend in zbCOMMA, Thumbs Up and/or Thumbs Up Junior.

BERITA HARIAN

DISPLAY

BASE RATE	\$ 14.00 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$ 11.00 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 \$14.00 p.c.cm)

PREMIUM PAGES

Front page space (15cm x 6col, colour)	50%
Back Page	25%
News	10%
Centrespread	15%
News Right	20%
Page 2 (max 27cm x 6col)	10%
Page 3 (priority to FPFC)	25%
Gah	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
or based on actual volume, whichever is greater.	

* 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.

GEN G (Monday)

BASE RATE	\$ 6.00 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%
Centrespread	10%
Other specified pages	20%

SERIES RATE

13 insertions	\$5.50
26 insertions	\$5.00
52 insertions	\$4.50

CLASSIFIEDS

RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)
Minimum 3 lines (Excluding Job Advertisements) ... **\$ 5.00** per line
Minimum 3 lines (Job Advertisements)

\$ 6.00 per line
For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm (Excluding Job Advertisements)	\$ 10.00 p.c.cm
Joint Rate with The Straits Times/The Sunday	\$ 8.00 p.c.cm

Minimum 3cm (Job Advertisements)	\$ 11.00 p.c.cm
Joint Rate with The Straits Times/The Sunday Times ...	\$ 8.00 p.c.cm

DISPLAY CLASSIFIEDS

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col (Excluding Job Advertisements) ..	\$ 14.00 p.c.cm
(For multi cols, minimum depth is 4cm)	

Joint Rate with The Straits Times/The Sunday Times ...	\$ 10.00 p.c.cm
Minimum 3cm x 1col (Job Advertisements)	\$ 16.00 p.c.cm

(For multi cols, minimum depth is 4cm)

Joint Rate with The Straits Times/The Sunday Times ...	\$ 12.00 p.c.cm
--	------------------------

3-MONTH CONTRACT DISCOUNT

13 – 25 ads	10%
26 – 51 ads	15%
52 ads & above	20%

OBITUARIES (8col format) (wef 1 Dec 2015)

Minimum 3cm x 1col

Mon – Sat **\$20.00** p.c.cm

Mon – Sat **\$15.00** p.c.cm*

* Joint rate with The Straits Times/The Sunday Times.

RECRUITMENT

Executive Appointments Section (6col format) **\$ 28.00** p.c.cm

Out-of-Executive Appointments Section (6col format).. **\$ 28.00** p.c.cm

Jobs (Classifieds Section) Refer to Classifieds

NOTICES

Notices Section (6col format) **\$ 30.00** p.c.cm

Out-of-Notices Section (6col format) **\$ 30.00** p.c.cm

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps)

HOMEPAGE & RUN-OF-SITE

Leaderboard \$14.00 cpm

Billboard (Desktop web) \$50.00 cpm

IMU (300x250) \$14.00 cpm

Half Page (300x600) \$17.00 cpm

Transitional Ad \$50.00 cpm

ARTICLE PAGES

Mobile Scroller (mobile web only) \$25.00 cpm

In-Article video (desktop web & mobile web only) \$20.00 cpm

Motion Ads (mobile web only) \$25.00 cpm

Social Cards (desktop web & mobile web only) \$14.00 cpm

eNewsletter

Berita Harian eNewsletter (1 month) \$2,000 per package

RUN-OF-NETWORK (within SPH, inclusive of Berita Harian)

Audience Targeted IMU or Leaderboard \$16.00 cpm

Audience Targeted Half Page \$18.00 cpm

Contextually Targeted IMU or Leaderboard \$16.00 cpm

Contextually Targeted Half Page \$18.00 cpm

Pre-Roll Video \$25.00 cpm

Social Cards \$10.00 cpm

BERITA MINGGU

DISPLAY

BASE RATE	\$16.00 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$12.00 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 \$16.00 p.c.cm)

PREMIUM PAGES

Front page space (15cm x 6col, colour)	50%
Back Page	25%
Centrespread	15%
News	10%
News Right	20%
Page 2 (maximum 27cm x 6col)	10%
Page 3 (priority to FPFC)	25%

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 or based on actual volume, whichever is greater.

* 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.

CLASSIFIEDS

RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)	
Minimum 3 lines (Excluding Job Advertisements).....	\$ 5.00 per line
Minimum 3 lines (Job Advertisements).....	\$ 6.00 per line

For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classified Hotline at 1800-289-9988.

SEMI-DISPLAY

(8-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)

Minimum 3cm (Excluding Job Advertisements)	\$11.00 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$ 9.00 p.c.cm

Minimum 3cm (Job Advertisements)	\$12.00 p.c.cm
Joint Rate with The Straits Times/ The Sunday Times	\$ 9.00 p.c.cm

DISPLAY CLASSIFIEDS

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)

Minimum 3cm x 1col (For multi cols, minimum depth is 4cm)	\$15.00 p.c.cm
(Excluding Job Advertisements)	
Joint Rate with The Straits Times/The Sunday Times ..	\$11.00 p.c.cm
Minimum 3cm x 1col (For multi cols, minimum depth is 4cm)	\$17.00 p.c.cm
(Job Advertisements)	
Joint Rate with The Straits Times/ The Sunday Times	\$13.00 p.c.cm

OBITUARIES (8col format) (wef 1 Dec 2015)

Minimum 3cm x 1col	\$20.00 p.c.cm
.....	\$15.00 p.c.cm*

* Joint rate with The Straits Times/The Sunday Times.

RECRUITMENT

Executive Appointments Section (6col format)	\$ 29.00 p.c.cm
Out-of-Executive Appointments Section (6col format)	\$ 29.00 p.c.cm
Jobs (Classifieds Section)	Refer to Classifieds

NOTICES

Notices Section (6col format)	\$ 31.00 p.c.cm
Out-of-Notices Section (6col format)	\$ 31.00 p.c.cm

Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

MASTER CONTRACT PRIVILEGES FOR BERITA HARIAN / BERITA MINGGU

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	4 Insertions (within 1 month)	6 Insertions (within 3 months)	13 Insertions or S\$10K (within 12 months)	26 Insertions or S\$20K (within 12 months)	52 Insertions or S\$40K (within 12 months)
Front Page	50	50	50	50	50	50
Page 3	25	25	25	20	15	10
Back Page	25	25	25	20	15	10
News Right	20	20	20	15	10	5
News Pages / Specified Section	10	10	10	5	Waive	Waive
Rate pscm (\$\$):						
Berita Harian	14.00	12.60	11.20	10.50	9.80	9.10
Berita Minggu	16.00	14.40	12.80	12.00	11.20	10.40

NOTE

1) The above privileges do not apply to the following positions. Normal surcharges apply here.

PREMIUM (As Per Rate Book)

Centrespread – Main Paper	15%
– Supplement	15%
Specified Position Within A Page	25%
Creative (odd) Shape/Size	25%

2) Series Rate Discounts – If the number of advertisements published is below the number contracted within the specified period, then the next applicable rate on the series scale or the casual rate will apply.

3) Minimum size: 10 col cm.

4) The above terms and conditions are subject to revision.

5) Integrated Master Contracts are also available on a customised basis.

TAMIL MURASU

DISPLAY

BASE RATE

Mon – Fri	\$ 8.00 p.c.cm
Sat – Sun	\$10.00 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

11cm x 4col

Mon – Fri	\$1500.00 per Insertion
Sat – Sun	\$1875.00 per Insertion

10cm x 6col

Mon – Fri	\$2000.00 per Insertion
Sat – Sun	\$2500.00 per Insertion

BACK PAGE PACKAGE

Minimum 6 insertions within 3 months

11cm x 4col

Mon – Fri	\$1020.00 per Insertion
Sat – Sun	\$1320.00 per Insertion

10cm x 6col

Mon – Fri	\$1500.00 per Insertion
Sat – Sun	\$1875.00 per Insertion

CLASSIFIEDS MINMINI

BASE RATE Minimum 6cm/col

Mon – Fri	\$5.00
Sat – Sun	\$7.00

Colour surcharge +10% of the base rate

CLASSIFIEDS DISCOUNTS

12 Insertions (3 months)	7.5%
24 Insertions (6 months)	10%
48 Insertions (12 months)	15%

OBITUARIES

Mon – Fri	\$ 5.00 p.c.cm
Sat – Sun	\$ 6.00 p.c.cm

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

Colour surcharge +50% of the base rate.

GREETINGS

Mon – Fri	\$ 7.00 p.c.cm
Sat – Sun	\$ 8.00 p.c.cm

RECRUITMENT (minimum 8col cm)

Base Rate

Mon – Fri	\$14.00 p.c.cm
Sat – Sun	\$20.00 p.c.cm

PUBLIC NOTICES (minimum 8col cm)

Mon – Fri	\$14.00 p.c.cm
Sat – Sun	\$20.00 p.c.cm

Balance Sheet:

Mon – Fri	\$ 34.00 p.c.cm
Sat – Sun	\$ 54.00 p.c.cm

TRANSLATION CHARGES

Full Page	\$600.00
1/2 Page or Junior Page	\$400.00
1/4 Page	\$250.00
53cm to 80cm	\$150.00
Up to 52cm	\$15.00

Only position loading for "Premium Pages" outside Recruitment & Public Notices Sections: Follow that of Display ads. Rates for Recruitment and Public Notices Section still apply.

MASTER CONTRACT PRIVILEGES FOR TAMIL MURASU

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Position	Normal Premium (%)	6 Insertions (within 3 months)	12 Insertions \$5,000 (within 12 months)	24 Insertions \$10,000 (within 12 months)	48 Insertions \$20,000 (within 12 months)
Front Page	50	50	50	50	50
Back Page	25	25	25	25	25
Page 3	30	30	25	20	15
Centrespread	25	25	25	25	25
News Right	20	20	15	10	5
Sports / Preferred Page	10	10	10	10	10
Rate pscm (\$\$):					
Monday – Friday	8.00	7.20	6.80	6.40	6.00
Saturday & Sunday	10.00	9.00	8.50	8.00	7.50

NOTE

- 1) Series Rate Discounts – If the number of advertisements or amount published is below the number contracted within the specified period, then the next applicable rate on the series scale or the casual rate will apply. A recovery based on the difference between the reduced rate and the applicable rate will be made.
- 2) Minimum size: 8col cm.
- 3) The above terms and conditions are subject to revision.
- 4) Integrated Master Contracts are also available on a customised basis.

TABLA!

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 or based on actual volume, whichever is greater.

* Maximum 50% of full page ad volume.

** Applicable to colour advertisements only.

FIXED RATES

Front page space (8cm x 6col)	\$2,700.00
-------------------------------------	-------------------

MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

Expenditure Commitment (\$)	Discount (%)
30,000	5
60,000	7.5
100,000	10

NOTE

- 1) The above terms and conditions are subject to revision.
- 2) If the specified budget is not fulfilled upon expiry of the contract, the discount given earlier on the basis of specified budget shall be withdrawn and the discount based on the next lower tier (if any) will be given. A rate and the applicable rate will be made.
- 3) Integrated Master Contracts are also available on a customised basis.

ASIAONE

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps) HOMEPAGE

Leaderboard	\$25.00 cpm
Billboard (desktop web)	\$50.00 cpm
IMU (300x250)	\$25.00 cpm
Half Page (300x600)	\$30.00 cpm

RUN-OF-SITE

Leaderboard	\$15.00 cpm
IMU (300x250)	\$15.00 cpm
Half Page (300x600)	\$18.00 cpm
Social Cards	\$10.00 cpm

HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$50.00 cpm
-----------------------	-------------

ARTICLE PAGES

Mobile Scroller (mobile web only)	\$53.00 cpm
In-Article video (desktop web & mobile web only)	\$48.00 cpm
Motion Ads (mobile web only)	\$53.00 cpm
Social Cards (desktop web & mobile web only)	\$15.00 cpm

RUN-OF-NETWORK (within SPH, inclusive of AsiaOne)

Audience Targeted IMU or Leaderboard	\$16.00 cpm
Audience Targeted Half Page	\$18.00 cpm
Contextually Targeted IMU or Leaderboard	\$16.00 cpm
Contextually Targeted Half Page	\$18.00 cpm
Pre-Roll Video	\$25.00 cpm
Social Cards	\$10.00 cpm

STOMP

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps)

HOMEPAGE & RUN-OF-SITE

Leaderboard	\$14.00 cpm
Billboard (desktop web)	\$30.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm
Transitional Ad	\$50.00 cpm
Skimming	\$74.00 cpm

RUN-OF-SITE

Leaderboard	\$14.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm

ARTICLE PAGES

Mobile Scroller (mobile web only)	\$25.00 cpm
In-Article video (desktop web & mobile web only)	\$20.00 cpm
Motion Ads (mobile web only)	\$25.00 cpm
Social Cards (desktop web & mobile web only)	\$14.00 cpm

RUN-OF-NETWORK (within SPH, inclusive of STOMP)

Audience Targeted IMU or Leaderboard	\$16.00 cpm
Audience Targeted Half Page	\$18.00 cpm
Contextually Targeted IMU or Leaderboard	\$16.00 cpm
Contextually Targeted Half Page	\$18.00 cpm
Pre-Roll Video	\$25.00 cpm
Social Cards	\$10.00 cpm

PRINT ADDITIONS

SPECIAL 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, Tabla!	8pp	

For costing, please call Ad Operations Team.

INSERTS

		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	Leaflet	\$46,970	\$55,620	\$65,760	\$54,390	\$64,280	\$79,110
	Booklet	-	\$61,070	\$70,460	-	\$69,220	\$84,050
Lianhe Zaobao	Leaflet	\$26,090	\$31,280	\$36,590	\$31,410	\$37,080	\$45,740
	Booklet	-	\$34,000	\$39,200		\$38,730	\$48,580
Berita Harian	Leaflet	\$11,750	\$13,970	\$16,320	\$14,720	\$17,310	\$21,390
	Booklet	-	\$15,210	\$17,560	-	\$18,680	\$22,670
Tamil Murasu	Leaflet	\$2,670	\$3,200	\$3,740	\$5,120	\$6,040	\$7,420
	Booklet	-	\$3,470	\$4,000		\$6,500	\$7,900
The Business Times (Mon – Sat)	Leaflet	\$10,200	\$12,060	\$14,840			
	Booklet	-	\$12,990	\$15,830			
The New Paper	Leaflet	\$62,500	\$74,000	\$90,700			
	Booklet	-	\$79,400	\$96,500			

FREQUENCY RATE (FULL-RUN) 6 inserts - 5% • 12 inserts - 7.5% • 18 inserts - 10% • 24+ inserts - 13%

INSERT TYPE

Leaflet

- A4 & C4 (finished sizes)
- single sheet or folded (uncut),
- non-stitched or non-stapled max wt 40gm
- 2pp (min. paper wt 105gsm)

SIZES IN mm

A4	: 210 x 297mm
C4	: 229 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:

- a) name of newspaper
- b) publication date
- c) name of insert
- d) name, address & phone number of printer

Booklet

- A4, C4 (finished sizes)
- stitched or stapled
- max 32 pp
- max wt 80gm

Minimum size : 210 x 297mm
Maximum size : 250 x 324mm

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/BELLY-BANDS

42 cents per copy (below 100,000 copies) subject to minimum charge of \$10,000 – apply to Full Circulation

35 cents per copy (100,000 copies and above) – apply to Full Circulation

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/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 Ad Operations 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.*

CANCELLATION & POSTPONEMENT CHARGES (For all print additional except variable print & interactive print)

Within 7 calendar days: 25% of insert cost

Within 3 calendar days:100% of insert cost

VARIABLE PRINT

DISPLAY / NOTICES / RECRUITMENT / CLASSIFIEDS

Publication	1-Colour	Publication	1-Colour
The Straits Times / The Sunday Times	\$9,000	Shin Min Daily News / Lianhe Wanbao	\$3,000
Lianhe Zaobao	\$6,000	Berita Harian / Berita Minggu	\$3,000
The Business Times	\$3,000	Tamil Murasu	\$3,000
The New Paper	\$6,000	Tabla / IN / Little Red Dot / Thumbs Up	\$3,000

INTERACTIVE PRINT

Animation of print advertisement on ePaper.

Minimum \$2000 per advertisement. Please check with SPH Sales team for quotation.

MISCELLANEOUS CHARGES

Handling Fee* (Clause 11.4 (c))

A handling fee of \$500.00 for all non-ET materials sent to SPH.

Box Service Charges – Classifieds/Recruitment/Notices

Box Service

\$100.00 – For collected / posted replies

\$200.00 – For replies posted to a foreign address

Ebox Service

\$100.00 – For local address

\$200.00 – For foreign address

Box Service Plus Ebox Service

\$150.00 – For local address

\$300.00 – For foreign address

Late Booking Premium

Advertisement bookings that are made outside operating hours* for publication on or before the next working day, if accepted**, will be subject to the following late booking premium on the total ad cost:

Classifieds/Recruitment/Notices Ads (late bookings are applicable to Display styled ads only)

Advertisement size that is 1/8 of a page or below – 50% additional premium on total ad cost

Advertisement size that is more than 1/8 of a page – 35% additional premium on total ad cost

Display Ads - 10% additional premium on total ad cost

* Operating Hours - Monday to Friday (exclude public holidays): 8.30am to 6.00pm

** Acceptance of ads is subject to space availability, operational feasibility and copy vetting.

Note: The usual late copy surcharge will also be applicable.

HER WORLD

PRINT

(Frequency Monthly)
ROB Full-page ad (FP) \$4,900

ROB Double-page ad (DPS) \$9,800
Full-page Advertorial \$5,900

(Premium positions/Contracted 12X)
Inside Front Cover (IFCS) \$13,730

Outside Back Cover (OBC) \$6,955
Inside Back Cover (IBC) \$7,356
1st & 2nd Advertiser before contents \$12,739
DPS Advertiser before contents 20%
FP Facing Contents, Masthead, Editor Note 30%
Other Specific positions 15%

FREQUENCY DISCOUNTS

3 insertions 5%
6 insertions 10%
12 or more insertions 15%

TECHNICAL SPECIFICATIONS

Full Page

Trimmed size 275 x 205 mm
Text size 255 x 185 mm
Bleed size 281 x 211 mm

DPS

Trimmed size 275 x 410 mm
Text size 255 x 390 mm
Bleed size 281 x 416 mm

Copy and illustration must be kept at least 5mm from spine and trim lines.

For DPS ad, a gutter allowance of 5mm per page is recommended

WEBSITE

Homepage Takeover
(20% loading applies to March, April, May,
September and October) \$4,500 per week
Beauty Section Takeover \$7,000 per week
Fashion Section Takeover
(20% loading applies to March, April, May,
September and October) \$6,500 per week
Women Section Takeover \$5,000 per week
Life Section Takeover \$6,000 per week
Beauty/Fashion/Life Outstream Video (From) \$2,000
per week per section

HW Online Showcase/Featured

Post Package \$8,000 per 4 weeks
HW Online Advertorial Package \$6,500 per 4 weeks
HW Online Video Package (From) \$15,000 per 4 weeks
HW Online + SPH Magazines Database \$10,800 per EDM blast
HW Online Editorial E-newsletter (Weekly)
Sponsored Highlight \$1,500 per week

DIGITAL/TABLET

(Premium/Add-on Opportunities)

Advertisers can enhance their existing ads in the digital copy by embedding video content and/or a gallery

Digital Enhancement

(applicable for print advertisers)

1st enhancement on ad \$1,500
Additional enhancement onwards \$800 each

INTERSTITIAL AD

(Ad will appear in digital copy only)

Media cost \$2,000
Production cost to be quoted separately, subject to creative execution

MONTHLY INTEGRATED AD PACKAGES

(Print, Website & Tablet)

Integrated Package 1 Cost

FPFC Advertisement \$4,900
1 week roadblock in Life section \$6,000
Total investment \$10,990
Special bundle package \$9,500

Integrated Package 2 Cost

Full-page Advertorial \$5,900
4 Weeks Online Advertorial (Replicated) \$6,500
Total investment \$12,400
Special bundle package \$10,000

Terms

- Rates quoted are before prevailing GST
- Agency commission is applicable on media only
- Online advertorial: Replicated content from print advertorial into single page article
- Online ad unit (Interstitial Ad) to be utilised within two months of production

FEMALE

PRINT

Full Colour Ad

ROB full-page ad	\$4,500
Outside Back Cover (OBC)	\$7,650
Inside Front Cover (IFC)	\$12,600
Inside Back Cover (IBC)	\$5,400
Double Page Spread	\$9,000

PREMIUM POSITIONING

Front half	20%
Facing editorial	20%
Right-hand page	20%

Frequency Discount

3 insertions	5%
6 insertions	10%
12 or more insertions	15%

Technical Specifications

Full Page

Trimmed Size	275 x 205
Text Size	255 x 185
Bleed Size	281 x 211

Double-Page Spread

Trimmed Size	275 x 410
Text Size	255 x 390
Bleed Size	281 x 416

Full Page: Upsized (Mar/Apr/Sep/Oct)

Trimmed Size	300 x 230
Text Size	280 x 210
Bleed Size	306 x 236

Double-Page Spread: Upsized (Mar/Apr/Sep/Oct)

Trimmed Size	300 x 460
Text Size	280 x 440
Bleed Size	306 x 466

* For DPS ad, gutter allowance of 5mm per page is recommended (not applicable for front cover reverse gatefold position).

DIGITAL TABLET

Premium /add -on opportunities

Advertisers can enhance their existing ads in the digital copy by embedding video content and/or a gallery.

Digital Enhancement (applicable for print advertisers)

1st enhancement on ad	\$1,800
2nd enhancement onwards	\$800

Interstitial Insert (ad will appear in digital copy only)

Media cost	\$2,800
Production cost	(to be quoted separately, subjected to creative execution)

WEBSITE

Home page + Lifestyle Section Takeover	\$10,000 per 4 weeks
Fashion Section Takeover	\$10,000 per 4 weeks
Beauty Section Takeover	\$10,000 per 4 weeks
Watches + Jewellery Section Takeover	\$8,000 per 4 weeks
Female Presents	\$5,500 per 4 weeks
Original Online Advertorial	from \$4,500 per 4 weeks
Video Advertorial Package	from \$20,000 per 4 weeks
EDM (SPH Magazine Database)	\$4,000 per EDM blast

* 20% loading applies to March, April, May, September, October for Homepage and Fashion Takeovers

Material Specification

Kindly refer to <http://advertising.femalemag.com.sg/spec-tools/>

INTEGRATED PACKAGE

Option 1

Full-page print ad + 2-week roadblock in any section S\$8,700 (except home page)

Option 2

Full-page print advertorial + replicated advertorial online S\$8,000

PRINT

FULL COLOUR SINGAPORE

ROB Full Page	\$3,800
Outside Back Cover (OBC)	\$6,482
Inside Front Cover Spread (IFCS)	\$10,716
Inside Back Cover (IBC)	\$4,580
Double Page Spread	\$7,600

PREMIUM POSITIONING

Front half	20%
Facing editorial	20%
Right-hand page	20%
Front half right-hand, facing editorial	20%

FREQUENCY DISCOUNT

(Within 12 months; subject to a signed master contract)

3 insertions	5%
6 insertions	10%
12 or more insertions	15%

TECHNICAL SPECIFICATIONS (SINGAPORE)

Item	Trimmed Size	Bleed Size	Text Size
Full Page	275 x 205	281 x 211	255 x 185
Double Page Spread	275 x 410	281 x 416	255 x 390

Copy and illustration must be at least 5mm away from spine and trim lines.

For DPS ad, a gutter allowance of 5mm is recommended.

WEBSITE

Item	Recommended Rates
Homepage + Lifestyle Takeover	\$5,000 per 4 weeks
Beauty + Celebs Takeover	\$8,000 per 4 weeks
Fashion + Time and Jewellery Takeover	\$7,000 per 4 weeks
NÜYOU Presents	\$4,500 per 4 Weeks
Original Online Advertorial	\$3,500 per 4 Weeks
Video Advertorial Package	from \$18,000 per 4 weeks
EDM (SPH Magazines database)	\$4,000 per blast

*20% loading applies to March, April, May, September, October for Homepage and Fashion Takeovers

DIGITAL TABLET

NUYOU INTEGRATED PACKAGE \$4,700

- Full-Page, Full-Colour Advertisement
- 1-week standard media roadblock in any section except the Home page.
- Production cost: Quoted separately, according to creative execution.

NUYOU INTEGRATED ADVERTORIAL PACKAGE* \$6,220

- Print: Full-Page, Full-Colour Advertorial
- Online: Advertorial Package: Content replicated from print advertorial into a single article and published with 'Brand Special'.

* Rate includes 1 FPFC advertorial production cost with images and material supplied.

PREMIUM/ADD-ON OPPORTUNITIES

You can enhance existing ads in the digital copy by embedding video content or by adding a gallery.

Digital Enhancement (applicable for print advertisers)

- 1st enhancement on ad \$900
- 2nd enhancement onwards Additional \$400

HTML interstitial insert (Ad will appear in digital copy only)

- Media cost \$1,200
- Production cost: Quoted separately, according to creative execution.

ICON

PRINT

ICON SINGAPORE

Frequency Monthly

ROB Full Page Full Color Advertisement	\$4,900
ROB Double Page Spread Advertisement	\$9,800

Prime upfront Advertisement Positions

(Subjected to Availability)

Inside Front Cover Spread	\$12,196
Outside Back Cover.....	\$6,969
Inside Back Cover	\$5,662
Double Page Spread before Contents pages.....	\$11,869

Frequency Discounts

3 insertions in 1 Year	5%
6 insertions in 1 Year	10%
12 insertions in 1 Year.....	15%

ICON MOMENTS

Frequency Annual

ROB Full Page Full Color Advertisement	\$4,000
ROB Double Page Spread Advertisement	\$7,000

Prime upfront Advertisement Positions

(Subjected to Availability)

Inside Front Cover Spread	\$9,800
Outside Back Cover.....	\$7,800
Inside Back Cover	\$5,500

Specified Advertisement Position

Additional loading of 15% (Subjected to Availability)
Rates subjected to prevailing G.S.T

Technical Specifications

FULL PAGE

Trimmed Size	297 x 220
Bleed Size	303 x 226
Text Size	277 x 200

DOUBLE PAGE SPREAD

Trimmed Size	297 x 440
Bleed Size	303 x 446
Text Size	277 x 400

DISPLAY AD UNITS

SECTION TAKEOVER	AD UNITS (DESKTOP)	AD UNITS (MOBILE)	SOV/IMP	4 WEEKS		2 WEEKS	
				RATES	KPI (IMPNS)	RATES	KPI (IMPNS)
Homepage + Events	- Skinning	- Mobile Leaderboard (Top) - Medium Rectangle x2 (Top & Bottom)	100%	\$10,000	24,000	\$5,000	12,000
Fashion & Beauty	- Leaderboard/Super Leaderboard (Top)			\$10,000	24,000	\$5,000	12,000
People + Videos + Lifestyle	- Half Page (Top)			\$18,000	44,000	\$9,000	22,000
Watches & Jewellery	- Medium Rectangle (Bottom)			\$5,000	8,000	\$2,500	4,000

CONTENT SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES		KPI (PVS)
Replicated Advertorial* <i>Optimised replicated content from print or other platform</i>	- Native Inline - Sponsored Highlight - Newsletter Highlight - Social post - Digital Interstitial in ICON digital magazine	4	Production:	\$500	3,000
Original Advertorial			Media:	\$3,500	
			Total:	\$4,000	
			Production:	\$1,500	
			Media:	\$3,500	
			Total:	\$5,000	

* Replicated = replicated from Print or other titles

VIDEO SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES		KPI (PVS)
Customised Video Advertorial <i>Video to be hosted on an online article</i>	- Native Inline - Sponsored Highlight - Featured Video - Newsletter Highlight - Social posts (1 Video, 1 Advertorial) - Digital Interstitial in ICON digital magazine	4	Production:	\$10,000	3,000 Page Views
			Media:	\$8,000	
			Total:	\$18,000	20,000 Video Views

DIGITAL MAGAZINE SOLUTIONS

TABLET SOLUTIONS	ENTITLEMENTS	DURATIONS (ISSUES)	RATES	KPI
Digital Enhancements	- Gallery or Video button on replicated print ad - For Gallery: up to 10 images, total file size 5mb - For video: video file of max 5mb	1 Issue	\$2,000	NA
Digital Interstitial Ad	- HTML Page insert in digital magazine - RO B position	1 Issue	\$2,500	NA
Digital Newstand	- Min 6 PP to required to be hosted Newstand	4 Weeks	\$10,000	NA

EDM PACKAGES

The Peak & ICON Database#	15,000 emails	1 blast	\$3,000
---------------------------	---------------	---------	---------

Filters not available and strictly 2 slots/week each title.

* eNewsletter is sent out every FORTNIGHTLY, subject to change

Series Discount:

✓ 5% for 3x blast

✓ 10% for 6x blast

HARPER'S BAZAAR

ADVERTISING RATES

PRINT

COLOUR	Casual S\$
Full Page	4,900
Double Page Spread	9,800
SPECIAL POSITIONS	
2nd Double Page Spread	11,300
3rd Double Page Spread	10,760
Facing Contents	5,652
Facing Masthead	5,845
Facing Regular Features	5,845

COVER POSITIONS

Inside Front Cover Spread	S\$12,230
Inside Back Cover	S\$5,385
Outside Back Cover	S\$7,835

FREQUENCY DISCOUNTS

3 insertions - 5%

6 insertions - 10%

12 or more insertions - 15%

SPECIAL POSITION RATES

Where preferred positions and guaranteed consecutive right-hand pages are required, a 10% loading of applicable rate will be charged

SPOT COLOUR RATES

Where spot colour is required, loading at prevailing rates is applicable

CANCELLATION CLAUSE

Advertisements withdrawn after cancellation date will be charged at full rate

DIGITAL

WEBSITE PACKAGE	Coverage	SOV	Duration	Rates	Duration	Rates	Remarks
HOME SKIN PACKAGE 1. HOME + BAZAAR Exclusives category and sub-category* and landing pages 2. BAZAAR Exclusives article pages: 1 Skin, Leaderboard (top), Medium Rectangle (1x) * Does not include NewGen unless otherwise stated 20% loading applies to March, April, May, September, October	Desktop: Skin, Leaderboard (top+bottom), Medium Rectangle (MPU1) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$11,800	2 weeks	\$8,000	1. Rates do not include production cost. 2. Full AC applicable. GST applicable on production only. 3. Campaign starts from 1st or 3rd Monday of the month, and ends on a Sunday.
FASHION SKIN PACKAGE Applicable on category and sub-category landing and article pages 20% loading applies to March, April, May, September, October	Desktop: Skin, Leaderboard (top+bottom), Medium Rectangle (MPU1) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$10,000	2 weeks	\$6,500	4. Mobile Splash unit replaces the Desktop Skin unit. Please submit a mobile splash ad for the mobile ad unit. 1 UV every 6 hours.
BEAUTY SKIN PACKAGE Applicable on category and sub-category landing and article pages	Desktop: Skin, Leaderboard (top*+bottom), Medium Rectangle (1x) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$8,000	2 weeks	\$5,200	5. Rich media ad options available with 20% loading per unit. • Rich media ad units available: Expandable Leaderboard/billboard, Expandable Medium Rectangle/Half-Page, Videos on ad unit.
JEWELS & WATCHES SKIN PACKAGE Applicable on category and sub-category landing and article pages	Desktop: Skin, Leaderboard (top*+bottom), Medium Rectangle (1x) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$8,000	2 weeks	\$5,200	• Only 1x rich media banner applicable for each campaign
BAZAAR LIFE Applicable on category and sub-category landing and article pages	Desktop: Skin, Leaderboard (top*+bottom), Medium Rectangle (1x) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$6,500	2 weeks	\$4,500	6. Billboard/Half-Page Ad Unit: • Option to upgrade Desktop Leaderboard to a Billboard
BAZAAR JUNIOR Applicable on category and sub-category landing and article pages	Desktop: Skin, Leaderboard (top*+bottom), Medium Rectangle (1x) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$6,500	2 weeks	\$4,500	OR MPU to a HPU with a 10% loading of skin campaign cost per unit: a) Leaderboard to a billboard b) MPU with a Half-page unit
BAZAAR ART Applicable on category and sub-category landing and article pages	Desktop: Skin, Leaderboard (top*+bottom), Medium Rectangle (1x) Mobile: Splash, Medium Rectangle (1x), Mobile Leaderboard (2x - Top and Bottom)	100%	4 weeks	\$4,500	NA	NA	7. Frequency discount - 10% for 8 weeks

HARPER'S BAZAAR

DIGITAL

WEBSITE PACKAGE	SOV	Duration	Rates	Duration	Rates	Remark
REPLICATED ADVERTORIAL Optimised replicated content from print <ul style="list-style-type: none"> • Native Inline • Sponsored Highlights • eNewsletter Highlights • 1 Facebook Article Post • Digital Interstitial in Harpers Bazaar SG digital magazine 	NA	4 weeks	\$4,000	NA		<ul style="list-style-type: none"> • AC applicable on media, GST applicable on production only. • Content to be produced by Editorial team. *does not apply for awards/templated print advertorials. • Social media posts subject to Editorial discretion and not shared to advertiser for approval. • Production cost quoted is not inclusive of traffic drivers. • For traffic drivers cost, please refer to production cost sheet under the 'useful links' part of ratecard.
ORIGINAL ADVERTORIAL* <ul style="list-style-type: none"> • Native Inline • Sponsored Highlights • eNewsletter Highlights • 1 Facebook Article Post • Digital Interstitial in Harpers Bazaar SG digital magazine 	NA	4 weeks	\$5,000	NA		
EDITORIAL SHOWCASE: "IN-DEPTH FEATURE" (REPLICATED FROM PRINT) Original article (max 600 words) by BAZAAR editorial team, includes: <ul style="list-style-type: none"> • A1 insertion in Harper's BAZAAR digital magazine • Option to include Gallery • MPU/Mobile MPU @ ROS • Anchor Slider on category landing page for 4 weeks • Anchor Slider on home page for a minimum of 3 days • Includes Facebook post x 1 • Post live on site for 12 months 	NA	4 weeks	\$3,500	NA		<ul style="list-style-type: none"> • AC applicable on \$800 • GST applicable on production only • \$500 loading for additional pictures/gallery (up to 15 images) • Option to include a video (embed video provided by client) at \$500

DIGITAL

WEBSITE PACKAGE	SOV	Duration	Rates	Duration	Rates	Remark
EDITORIAL SHOWCASE: "IN-DEPTH FEATURE" (WEB ORIGINAL) Original article (max 600 words) by BAZAAR editorial team, includes: A1 insertion in Harper's BAZAAR digital magazine <ul style="list-style-type: none"> • Option to include Gallery • MPU/Mobile MPU @ ROS • Anchor Slider on category landing page for 4 weeks • Anchor Slider on home page for a minimum of 3 days • Includes Facebook post x 1 • Post live on site for 12 months 	NA	4 weeks	\$6,500	NA		<ul style="list-style-type: none"> • By invitation, subjected to editorial approval • Content to be produced by Harper's BAZAAR Singapore • AC applicable on \$1,600. GST application on production only • Option to include a video (embed video provided by client) at \$500
ENHANCEMENT (DIGITAL TABLET) <ul style="list-style-type: none"> • Gallery or Video button on replicated print ad • Video file of max 5MB • Up to 10 images, total file size of 5MB 	NA	1 issue	\$2,000	NA		<ul style="list-style-type: none"> • Full AC applicable
A1 INSERTION (DIGITAL TABLET) HTML page insert in Harper's BAZAAR digital magazine; ROB position	NA	1 issue	\$2,200	NA		<ul style="list-style-type: none"> • Position: ROS - premium positions subjected to availability and 10% or 20% Position loading • Full AC applicable
DIGITAL NEWSSTAND (DIGITAL TABLET) On Harper's BAZAAR digital newsstand	NA	4 weeks	\$8,800	NA		<ul style="list-style-type: none"> • Min. of 6pp content • Conversion fee \$1,000 applies if booklet is not bundled with Harper's BAZAAR print magazine • Full AC applicable

DISPLAY AD UNITS

SECTION TAKEOVER	AD UNITS (DESKTOP)	AD UNITS (MOBILE)	SOV/IMP	4 WEEKS		2 WEEKS	
				RATES	KPI (IMPNS)	RATES	KPI (IMPNS)
Homepage Takeover (also includes Home Page + Win & Events + "Adulting" section)	<ul style="list-style-type: none"> - Skinning - Leaderboard/Super Leaderboard (Top) - Half Page (Top) - Medium Rectangle (Bottom) 	<ul style="list-style-type: none"> - Mobile Leaderboard (Top) - Medium Rectangle x2 (Top and Bottom) 	100%	\$10,000	180,000	\$5,000	9,000
Fashion Takeover				\$8,000	80,000	\$5,000	40,000
Beauty Takeover				\$8,000	140,000	\$9,000	70,000
Guys Skin				\$7,000	120,000	\$3,500	60,000
Entertain Me				\$7,000	120,000	\$3,500	60,000
CLEO Eligible Bachelors or CLEO Changemakers				\$6,000	NA	\$3,000	NA

Remarks

- Rates do not include production cost.
 - Full AC applicable. 7% GST applicable on production only.
 - Campaign starts from Monday to Sunday, no launch on weekends or PH.
 - Rich media ad options available with 20% loading per unit.
 - Rich media ad units available (Desktop): Prestitial, Billboard, Expandable Half Page, Expandable Medium Rectangle
 - Rich media ad units available (Mobile): Catfish
 - Only 1 set of rich media banner applicable for each campaign
 - Billboard/Half-Page Ad Unit: Option to upgrade Desktop Leaderboard to a Billboard OR MPU to a HPU with a 10% loading of skin campaign cost per unit:
 - a) Leaderboard to a billboard
 - b) MPU with a Half-page unit
 - Series discount - 10% for 8 weeks
- KPI Performance is an estimation based on average performance of past campaigns of packaged ad units, actual impressions could be

CONTENT SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES	KPI (PVS)
Replicated Advertorial* <i>Optimised replicated content from print or other platform</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlights - Newsletter Highlights - Social post - Digital Interstitial in CLEO digital magazine** <i>*CLEO digital magazine will only be produced bi-monthly</i>	4	Production: \$500 Media: \$2,500 Total: \$3,000	2,500
Original Advertorial			Production: \$1,500 Media: \$2,500 Total: \$4,000	

* Replicated = replicated from Print or other titles

VIDEO SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES	KPI (PVS)
Templated Video Advertorial <i>Video to be hosted on an online article</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlights - Newsletter Highlights - Featured Video - Social posts (1 Video, 1 Advertorial) - Digital Interstitial in CLEO digital magazine <i>*CLEO digital magazine will only be produced bi-monthly</i>	4	Production: \$10,000 Media: \$4,500 Total: \$14,500	2,500 Page Views 20,000 Video Views
Customised Video Advertorial <i>Video to be hosted on an online article</i>			Production: \$12,000 Media: \$4,500 Total: \$16,500	2,500 Page Views 20,000 Video Views

* Replicated = replicated from Print or other titles

Remarks

- AC applicable on media, 7% GST on production
- All production undertaken by CLEO Magazine
- Cost includes video conceptualisation, excludes talent
- Social media post is subject to Editorial discretion and not shared to advertiser for approval

DIGITAL MAGAZINE SOLUTIONS

TABLET SOLUTIONS	ENTITLEMENTS	DURATIONS (ISSUES)	RATES	KPI
Digital Enhancements	<ul style="list-style-type: none"> - Gallery or Video button on replicated print ad - For Gallery: up to 10 images, total file size 5mb - For video: video file of max 5mb 	1 Issue	\$1,500	NA
Digital Interstitial Ad	<ul style="list-style-type: none"> - HTML Page insert in digital magazine - ROB position 	1 Issue	\$1,900	NA
Digital Newstand	<ul style="list-style-type: none"> - Min 6 PP to required to be hosted Newstand 	4 Weeks	\$10,000	NA

Remarks

For Digital Enhancements / Digital Interstitial Ad

- Full AC applicable. 7% GST applicable on production only.

For Digital Newstand

- Min 6 pp content
- Conversion fee required if booklet is not bundled with CLEO SG print magazine
- Full AC applicable

SHAPE

WEBSITE

Ad Units	Section	SOV	Rates per 4 weeks
Leaderboard	Home page	100%	\$2,000
	Others	25%	\$1,000
Medium Rec	Home page	100%	\$1,000/\$800
	Others	25%	\$750
Half Page	Home page	100%	\$800
	Others	25%	\$750
Page Takeover	Home page	100%	\$3,500 per 2 weeks
	Others	25%	\$3,000 per 2 weeks
Dedicated Edm (20K)		100%	\$3,800 per blast
Advertorial		100%	\$3,500
Shape Presents (Customised page)		100%	\$4,500
Templated Video Advertorial		100%	\$10,000

For materials specifications, please visit <http://advertising.shape.com.sg/tools-specs/>

Additional loading of 20% for rich media is subject to availability.

- All rates quoted are before deduction of 15% agency commission.
- All rates quoted are subjected to prevailing Goods & Services Tax.
- Client must provide all necessary materials in required specifications.

ADVERTISING RATES (PRINT + TABLET)

FULL COLOUR	RATES
Full Page	\$4,500
Outside Back Cover	\$7,150
Inside Front Cover	\$5,650
Inside Back Cover	\$4,950
1/2 Page Vertical	\$3,550
1/2 Page Horizontal	\$3,050

- 3 insertions - 10% series discount
- 6 insertions - 15% series discount

TECHNICAL SPECIFICATIONS (HEIGHT X WIDTH)

SIZE	TRIMMED	TYPE AREA	BLEED
Full Page	248 x 168 mm	228 x 148 mm	254 x 174 mm
Half-page (Vertical)	248 x 79 mm	233 x 65 mm	254 x 85 mm
Half-page (Horizontal)	121 x 168 mm	107 x 153 mm	127 x 174 mm

Copy and illustrations must be kept at least 5mm from spine and trim lines

MANDATORY ADVERTISEMENT MATERIAL REQUIREMENTS

FORMAT:

Print-optimised PDF file with embedded fonts.
File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut, EADS or Adsend electronic file transmission applications.

RESOLUTION & COLOUR:

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS:

If a colour proof is supplied, it should contain Ugra / Fogra Media Wedge V3 complete with standard trim and bleed marks.

FOGRA STANDARD:

All advertisement materials must adhere to the Fogra Standard; a PDF file with all details on file preparation and proofing guidelines can be downloaded from <http://www.sphmagazines.com.sg/advertising-specs>.

HARDWAREZONE.com

Ad unit	Placement	Est. SOV (%)	Est. Impressions	Cost(SGD)	CPM
Dynamic Skinning with Leaderboard	SG Homepage	30%	36,800	S\$8,832	S\$240
	SG Forum Homepage	30%	58,200	S\$10,476	S\$180
	SG ROS	20%	50,000	S\$7,000	S\$140
	SG Forum ROS	10%	530,000	S\$53,000	S\$100
Skyscraper	SG Forum Homepage	50%	41,500	S\$2,490	S\$60
	SG Forum ROS	10%	300,000	S\$6,000	S\$20
MPU	SG Homepage	50%	37,000	S\$3,700	S\$100
	SG ROS	30%	41,250	S\$1,650	S\$40
Notification Alert	SG Entire	100%	24,000	S\$3,500/burst	-

Placement	Placement	Filters/Frequency	No. of names	Cost(SGD)	CPM
eDM	HWZ Singapore	-	60,000	S\$12,000 per blast	-
Tech Show Great Deals Newsletter	HWZ Singapore	1st day of Tech Show	50,000	S\$800 per slot	-

YOUNG PARENTS

WEBSITE

Online Advertorial Package \$4,500
- Advertorial production and traffic drivers

Display Advertising Package..... \$3,000
1 week exclusive roadblock on section of choice
(Leaderboard, MPU and Skinning)
(Click-on ad unit leads to client’s website)

Video Advertising Package \$6,000
- Outstream video and dynamic video interstitial (desktop, mobile and tablet)

Templated videos from \$8,800
(Price includes production of video hosted on both advertorial and social media)

Dedicated Edm (20,000 Names)..... \$3,200
Listings (1 Year)..... \$6,000

YOUNG PARENTS PRESCHOOL GUIDE

MEDIA RATES

AD PLACEMENT:

Full Page ad S\$3,000

Includes

- 1x column listing with logo
- Button enhancement in e- magazine for photo gallery of 5 to 10 images

Additional branch listing S\$100

SPECIAL BUNDLES:

2PP (DPS) Bundle S\$3,500

4PP Bundle S\$4,800

- Above bundle rates include only column listing + button enhancement in e-magazine

Premium Position Loading 15%

Outside Back Cover S\$4,500

FRONTLINE

ADVERTISING RATES (PRINT+TABLET)

FULL COLOUR RATES	S\$
Full Page	3,000
Outside Back Cover.....	5,100
Inside Front Cover	4,200
Inside Back Cover.....	3,600

- 3 insertions – 10% series discount • 6 insertions – 15% series discount
- 15% loading fee applies for front half, specified positions, and advertorials

Mandatory Advertisement Material Requirements

FORMAT

Print-optimized PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut, EADS or Adsend electronic file transmission applications.

RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS

If a colour proof is supplied, it should contain Ugra / Fogra Media Wedge V3 complete with standard trim and bleed marks.

FOGRA STANDARD

All advertisement materials must adhere to the Fogra Standard.

Mechanical Specifications (Height x Width)

SIZE	TRIMMED	TYPE AREA	BLEED
Full Page	247 x 168 mm	227 x 148 mm	253 x 174 mm
DPS	247 x 336 mm	227 x 316 mm	253 x 342 mm

THE PEAK SINGAPORE

SECTION

PRINT

THE PEAK SINGAPORE (ROB)

Full Page Full Colour	\$5,900
Double Page Spread	\$11,800

THE PEAK SINGAPORE (Before Contents)

Inside Front Cover	\$15,930
Outside Back Cover	\$9,798
Inside Back Cover	\$7,480
Reverse Gatefold	\$18,320
Double Page Spread	\$13,802

Frequency Discount (within 12 months)

• 3 Insertion	5%
• 6 Insertions	10%
• 12 Insertions	15%

MONTHLY RATES (SGD)

Specified Position

- Additional loading of 15% (subject to availability)
- Rates are subjected to prevailing Goods & Services Tax

Technical Specifications

The Peak Singapore

Full Page

- Trimmed Size..... 297 x 220 mm
- Bleed Size..... 303 x 226 mm
- Text Size 277 x 200 mm

Double Page Spread

- Trimmed Size..... 297 x 440 mm
- Bleed Size..... 303 x 446 mm
- Text Size 277 x 400 mm

All rates quoted are before deducting 15% Agency Commissionable
All rates quoted are inclusive of production. Client must provide all necessary materials in required specifications.

DISPLAY AD UNITS

SECTION TAKEOVER	AD UNITS (DESKTOP)	AD UNITS (MOBILE)	SOV/IMP	4 WEEKS		2 WEEKS	
				RATES	KPI (IMPNS)	RATES	KPI (IMPNS)
Homepage + Signatures	- Skinning - Leaderboard/Super Leaderboard (Top) - Half Page (Top) - Medium Rectangle (Bottom)	- Mobile Leaderboard (Top) - Medium Rectangle x2 (Top & Bottom)	100%	\$10,000	30,000	\$5,500	15,000
Interviews + Events				\$10,000	20,000	\$5,000	8,000
Fashion & Watches + Lifestyle				\$18,000	60,000	\$10,000	30,000
Gourmet & Travel				\$15,000	50,000	\$8,000	25,000

CONTENT SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES	KPI (PVS)
Replicated Advertorial* <i>Optimised replicated content from print or other platform</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlight - Newsletter Highlight - Social post 	4	Production: \$500 Media: \$3,500 Total: \$4,000	3,000
Original Advertorial			Production: \$1,500 Media: \$3,500 Total: \$5,000	

VIDEO SOLUTIONS

	TRAFFIC DRIVERS	DURATIONS (WEEKS)	RATES	KPI (PVS)
Customised Video Advertorial <i>Video to be hosted on an online article</i> <i>(Original article of 600 words + video)</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlight - Newsletter Highlight - Social post - Digital Interstitial in The Peak SG digital magazine - Anchorblock <i>*Option to include Gallery</i> <i>*Post live on site for 12 months</i>	4	Production: \$10,000 Media: \$8,000 Total: \$18,000	3,000 Page Views 20,000 Video Views

DIGITAL MAGAZINE SOLUTIONS

	ENTITLEMENTS	DURATIONS (ISSUES)	RATES	KPI
Digital Enhancements	<ul style="list-style-type: none"> - Gallery or Video button on replicated print ad - For Gallery: up to 10 images, total file size 5mb - For video: video file of max 5mb 	1 Issue	\$2,000	NA
Digital Interstitial Ad	<ul style="list-style-type: none"> - HTML Page insert in digital magazine - RO B position 	1 Issue	\$2,000	NA
Digital Newstand	<ul style="list-style-type: none"> - Min 6 PP to required to be hosted Newstand 	4 Weeks	\$10,000	NA

EDM PACKAGES

The Peak & ICON Database#	15,000 emails	1 blast	\$3,000
---------------------------	---------------	---------	---------

Filters not available and strictly 2 slots/week each title.

* eNewsletter is sent out every FORTNIGHTLY, subject to change

Series Discount:

✓ 5% for 3x blast

✓ 10% for 6x blast

HOME & DECOR

PRINT

FULL COLOUR	(S\$)
ROB Full Page.....	3,600
Outside Back Cover (OBC).....	5,450
Inside Front Cover (IFC)	4,905
Inside Back Cover (IBC)	4,360

PREMIUM POSITIONING

Front half.....	15%
Facing editorial.....	15%
Right-hand page.....	15%
Front half right-hand, facing editorial	25%

FREQUENCY DISCOUNT

3 insertions	5%
6 insertions	10%
12 or more insertions	15%
(Within 12 months, subject to a signed master contract)	

TECHNICAL SPECIFICATIONS

SIZE (in mm)	TRIMMED SIZE	BLEED SIZE	TEXT SIZE
Full page	275 x 220	281 x 226	255 x 200

DPS (A gutter allowance of 5mm per page is recommended)
275 x 440 281 x 446 255 x 420

Copy and illustration must be kept at least 5mm from spine and trim lines.

MANDATORY MATERIAL REQUIREMENTS FORMAT

Print-optimised PDF file with embedded fonts.
File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO15930-1. It should be submitted via Quickcut or EADS electronic file transmission applications.

RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS

A colour digital proof with the Ugra/Fogra Media Wedge V3, complete with standard trim and bleed marks, should be supplied for colour guidance on press.

SPH MAGAZINES COLOUR STANDARD

All advertisement materials must adhere to the Fogra Standard. A PDF file with all details on file preparation and proofing guidelines can be downloaded from www.sphmagazines.com.sg/advertising-specs.

WEBSITE

ONLINE ADVERTORIAL PACKAGE 4 weeks (S\$)

Traffic Drivers include: 4,500
Advertorial production, Native inline, Notification alert, Sponsored newsletter, Social media post.

VIDEO

HD TIP OFF VIDEO 4 weeks (S\$)

Production of a Templated 60-90 sec video to be hosted 8,800
within a Home & Decor advertorial

TRAFFIC DRIVERS INCLUDE:

Anchorblock, Native inline, Featured Video, Social Media post on HOME & DECOR Singapore (to direct to video article page), Video to be uploaded to Home & Decor Facebook.

CUSTOMISED VIDEO PACKAGE 4 weeks From 12,000

Production of a customised video of up to 120 sec to be hosted within a Home & Decor advertorial

TRAFFIC DRIVERS INCLUDE:

Anchorblock, Native Inline, Featured Video, Social Media post on HOME & DECOR Singapore (to direct to video article page), Video to be uploaded to Home & Decor Facebook.

EDM (S\$)

HOME & DECOR DATABASE (18,000 EMAILS)	1 blast	3,600
SPH MAGAZINE DATABASE (31,000 EMAILS)	1 blast	4,000
HOME & DECOR NEWSLETTER (18,000 EMAILS)	1 slot /blast	

TABLET (APP) PACKAGES (S\$)

DIGITAL ENHANCEMENTS 1 ISSUE 750

Gallery or Video button on replicated print ad:

- For Gallery: up to 10 images, total file size of 5mb
- For Video: video file of max 5 mb

DIGITAL INTERSTITIAL AD 1 ISSUE 1,500

- HTML page insert in HOME & DECOR digital magazine ROB position

DIGITAL NEWSSTAND 4 WEEKS 6,000

Min 6pp required to be hosted on HOME & DECOR digital magazine newsstand

GALLERY SPECIFICATIONS

- 5 images (JPEG)
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

VIDEO SPECIFICATIONS

- File size maximum of 5MB (video file only)
- Format MOV, MPEG-1,-2,-4, WMV, AVI, Quicktime, FLV
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

HTML SPECIFICATIONS

- Sites should be HTML-based. Flash sites are not allowed, as Flash will not work on iPads.
- HTML sites must be designed to given specifications to fit 4:3 (iPad/other) and 16:9 (Android) tablets, as well as both landscape and portrait orientations.
- When designing HTML sites, ensure that they display correctly within tablet browser frames.
Note that the site may look slightly different on different devices.
- HTML sites can be viewed without Internet connection, so ensure that it works offline
(for example, Javascript, Ajax, etc).
- For material submission, asset file is capped at 5MB (for example, images, video, etc) excluding video and audio files. Each video is capped at 5MB (maximum 6 clips).
- Lead time is 15 to 25 working days upon receipt of files.

INTEGRATED PACKAGES

HOME NETWORK (DIGITAL) PACKAGE (\$\$)

Home & Decor6,000
Young Parents
Singapore Women's Weekly

Concept:
100,000 ad impressions to be
served across these websites and
digital magazines within 1 week

Ad Unit includes:
Dynamic skinning
(Desktop and Mobile
and Digital Interstitial)

SINGAPORE

ADVERTISING RATES

ADVERTISEMENT (FULL COLOUR)	RATES (\$\$)
R.O.P Full Page	3,500
Inside Back Cover	4,200
Outside Back Cover.....	6,000
Double Page Spread	6,300
½ (Vertical/Horizontal).....	2,100

PREMIUM POSITION

Front Half	15%
Specific Position	15%

FREQUENCY DISCOUNT

2 insertions	10%
4 insertions	15%

TECHNICAL SPECIFICATIONS (height x width, mm)

SIZE	TRIMMED	BLEED	TYPE AREA
*Full page	257 x 180	263 x 186	237 x 160
Double Page Spread	257 x 360	263 x 366	237 x 340
½ Page (Vertical)	257x 90	263 x 96	237 x 70
½ Page (Horizontal)	128 x 180	134 x 186	108 x 160

* R.O.P., IBC, OBC.

All advertisement with or without colour background is recommended to have key line around the advertisement. Copy and illustration must be kept at least 5mm away from spine and trim line. For double page spread ads, a gutter allowance of 5mm per page is recommended.

MANDATORY MATERIAL REQUIREMENTS

FORMAT: Print-optimized PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut, EADS or Adsend electronic file transmission applications.

RESOLUTION & COLOUR: All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS: If a colour proof is supplied, it should contain Ugra / Fogra Media Wedge V3 complete with standard trim and bleed marks.

FOGRA standard: All advertisement materials must adhere to the Fogra standard.

THE SINGAPORE WOMEN'S WEEKLY

ADVERTISING RATES

PRINT

COVER POSITIONS	CASUAL
Inside Front Cover Spread	S\$11,220
Inside Back Cover	S\$4,974
Outside Back Cover	S\$5,865
FULL COLOUR	CASUAL
Full Page	\$4,500
Double Page Spread (DPS)	\$9,000

SPECIAL POSITIONS	CASUAL
Second DPS	\$10,057
Third DPS	\$9,894
Facing Contents	\$5,171
Facing Masthead	\$5,033
Facing Editor's Letter	\$5,033

FREQUENCY DISCOUNT

3 insertions - 5%

6 insertions - 10%

12 or more insertions - 15%

(within 12 months, subject to a signed master contract)

SPECIAL POSITION RATES

Where preferred positions and guaranteed consecutive right-hand pages are required, a 10% loading of applicable rate will be charged

CANCELLATION CLAUSE

Advertisements withdrawn after cancellation date will be charged at full rate

MECHANICAL SPECIFICATIONS

ADVERTISING SIZE	TRIM	TYPE	BLEED
Full Page	275mm (H) x 205mm (W)	250mm (H) x 185mm (W)	281mm (H) x 211mm (W)
Double Page Spread	275mm (H) x 410mm (W)	250mm (H) x 390mm (W)	281mm x 416mm (W)

For DPS ad, a gentler allowance of 5mm per page is recommended (not applicable for front cover reverse gatefold position)

DIGITAL

PAGE TAKEOVER PACKAGES		SOV	Duration	Rates	Duration	Rates	Remarks
"HOMEPAGE" SKIN PACKAGE 1) HOMEPAGE + MAGAZINE + WIN & EVENTS 2) Article pages (Magazine + WIN & EVENTS) 3) INSPIRE Category Landing Page + Articles 4) Log In + Sign Up Pages (Note, there is no Medium rectangle served in this section)	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$13,000	2 weeks	\$6,500	1. Rates do not include production cost. 2. Full AC applicable. GST applicable on production only. 3. Campaign starts from 1st or 3rd Monday of the month, and ends on a Sunday.
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"RECIPES" SKIN PACKAGE Applicable on all category/sub category landing and article pages: RECIPES + HOW-TO	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$8,450	2 weeks	\$4,225	4. Mobile Splash unit replaces the Desktop Skin unit. Please submit a mobile splash ad for the mobile ad unit. 1 UV every 6 hours. 5. Rich media ad options available with 20% loading per unit.
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"COOKCARDS" SKIN PACKAGE Applicable on all category/sub category landing and article pages: COOKCARDS	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$2,000	NA	NA	<ul style="list-style-type: none"> Rich media ad units available: Expandable Leaderboard/billboard, Expandable Medium Rectangle/Half-Page, Videos on ad unit. Only 1x rich media banner applicable for each campaign
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"AT HOME" SKIN PACKAGE Applicable on category/sub category landing and article pages: AT HOME	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$8,450	2 weeks	\$4,225	6. Billboard/Half-Page Ad Unit: <ul style="list-style-type: none"> Option to upgrade Desktop Leaderboard to a Billboard OR MPU to a HPU with a 10% loading of skin campaign cost per unit:
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"HEALTH" SKIN PACKAGE Applicable on category/sub category landing and article pages: HEALTH & WELLNESS	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$8,450	2 weeks	\$4,225	a) Leaderboard to a billboard b) MPU with a Half-page unit 7. Rates do not include production cost of ad material.
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"BEAUTY & STYLE" SKIN PACKAGE Applicable on category/sub category landing and article pages: BEAUTY & STYLE	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$11,700	2 weeks	\$5,850	8. Frequency discount - 15% (of 4 weeks rate x 2) for consecutive 8 weeks.
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						
"FAMILY & KIDS" SKIN PACKAGE Applicable on category/sub category landing and article pages: FAMILY & KIDS	Desktop: Skin, Leaderboard (Top + Bottom), Medium Rectangle (MPU1)	100%	4 weeks	\$9,750	2 weeks	\$4,875	
	Mobile: Splash, Mobile leaderboard (Top + Bottom), Medium Rectangle (MPU1)						

DIGITAL

OTHER SPONSORSHIP PACKAGES		SOV	Duration	Rates	Duration	Rates	Remarks
ROS	Outstream Video + Dynamic Video Interstitial	50,000	4 weeks	\$6,500	NA	NA	<ul style="list-style-type: none"> – Full AC applicable. – Materials to be submitted by Advertiser.
	Native Sponsorship	100%	4 weeks	\$12,000			<ul style="list-style-type: none"> – Based on Template layout Copy to be produced by Editorial. – Full AC applicable.

CONTENT PACKAGES	SOV	Duration	Rates	Remarks
ADVERTORIAL PACKAGE (Replicated content from Print Advertorial) Traffic Drivers includes: <ul style="list-style-type: none"> – Sponsored Highlights on Homepage x 1 week – Sponsored Highlights on Relevant Section x 4 weeks – Native inline in Homepage x 3 days – Facebook post (x1) to article* 	NA	4 weeks	\$3,200	<ul style="list-style-type: none"> – AC applicable on \$1,000. – GST applicable on production only. – *does not apply for awards/templated print advertorials. – \$500 Loading for additional pictures/ gallery (up to 15 images). – Embed Video On Post (provided by client) at \$500
ADVERTORIAL PACKAGE (NEW) Original article (max 400 words) by SWW editorial team. Traffic Drivers includes: <ul style="list-style-type: none"> – Sponsored Highlights on Homepage x 1 week – Sponsored Highlights on Relevant Section x 4 weeks – Facebook post (x1) to article – Native inline in Homepage x 3 days – Digital interstitial ad in SWW Digital Magazine 	NA	4 weeks	\$4,200	<ul style="list-style-type: none"> – Content to be produced by SWW. – AC applicable on \$1,500. GST applicable on production only. – Embed Video On Post (provided by client) at \$500
VIDEO SPONSORED POST (CUSTOMISED) Video content produced by SWW - subjected to additional video production costs Traffic Drivers includes: <ul style="list-style-type: none"> – 1 x Website Sponsored Post with Video embed – Video showcase on 'Featured Video' (Watch Now) Sidebar Player (5 days) – Sponsored Highlights on Homepage x 1 week – Sponsored Highlights on Relevant Section x 4 weeks – Digital interstitial ad of website article in SWW Digital Magazine – Facebook post (x2) (1 for video, 1 for advertorial) – Instagram post (x1) – Upload Video on SWW's Facebook – Upload Video on SWW's YouTube – Upload Video on SWW's Instagram 	NA	4 weeks	From \$12,000	<ul style="list-style-type: none"> – Content to be produced by SWW. – AC applicable on \$1,500. – \$500 Loading for additional pictures/ gallery (up to 15 images).

TABLET (APP) PACKAGES	SOV	Duration	Rates	Remarks
DIGITAL ENHANCEMENTS <ul style="list-style-type: none"> – Gallery or Video button on replicated print ad – For Gallery: Up to 10 images, total file size of 5 MB – For Video: Video file of max 5 MB 	NA	1 issue	\$1,500	<ul style="list-style-type: none"> – Full AC applicable
DIGITAL INTERSTITIAL AD <ul style="list-style-type: none"> – HTML page insert in The Singapore Women's Weekly digital magazine. – ROB position 	NA	1 issue	\$1,900	<ul style="list-style-type: none"> – Position ROS: Premium positions subjected to availability and 10% or 20% position loading. – Full AC applicable
DIGITAL NEWSSTAND <ul style="list-style-type: none"> – On The Singapore Women's Weekly magazine digital newsstand. 	NA	4 weeks	\$7,600	<ul style="list-style-type: none"> – Minimum of 6pp content. – Conversion fee applies if booklet is not bundled with The Singapore Women's Weekly's print magazine – Full AC applicable

ADVERTISING RATES

PRINT

Full Col	Ad Hoc (\$ per ad)	3-5X 20% less	6-11X 30% less	12-18X 35% less	19-26X 40% less
Full Page	3900	3120	2730	2535	2340
Half Page	2300	1840	1610	1495	1380
One Third	1500	1200	1050	975	900
Banner	1200	960	840	780	720
Quarter Page	1100	880	770	715	660
Double Page	7000	5600	4900	4550	4200
Inside Front	4500	3600	3150	2925	2700
Inside Back	4000	3200	2800	2600	2400
Outside Back	5000	4000	3500	3250	3000

DIGITAL

Ad Unit	Duration	Page Impressions	Cost (SGD)	Desktop View	Mobile View	Dimensions (W x H) in Pixels	Max. File Size	File Type
Leaderboard (Homepage)	1 week (7 days)	50% SOV	\$600/week	•	•	879 x 183	50KB	GIF/JPG/PNG
Leaderboard (Homepage)	1 week (7 days)	50% SOV	\$500/week	•	•	879 x 183	50KB	GIF/JPG/PNG
IMU	1 week (7 days)	Fixed	\$250/week	•		250 x 250	50KB	GIF/JPG/PNG
Side banner	1 week (7 days)	Fixed	\$800/week	•		250 x 100	50KB	GIF/JPG/PNG
Splash	1 week (7 days)	100% SOV	\$600/week		•	640 x 880	50KB	GIF/JPG/PNG
Splash	1 week (7 days)	50% SOV	\$600/week		•	640 x 880	100KB	GIF/JPG/PNG
TV Spot with skinning (Homepage)	1 week (7 days)	Fixed	\$1500/week	•	•	800 x 450 (Desktop) 640 x 880 (Mobile)	TVC - 30-60sec Skin - 100KB	TVC - mp4 Skin - JPG/PNG
Theme (includes Tower ads)	1 week (7 days)	Fixed	\$2500/week	•	•			JPG/PNG

NEW Ad Measurements - 270mm (H) x 215mm (W) - Portrait

Full Col	Actual Size (H x W) mm	Text Area (H x W) mm	With Bleed (H x W) mm
Full Page	270 x 215	240 x 240	280 x 225
Half Page Vertical	270 x 105	240 x 80	280 x 115
Half Page Horizontal	135 x 215	105 x 190	145 x 225
One Third	270 x 70	240 x 45	280 x 80
One Third Horizontal	90 x 215	60 x 190	100 x 225
Banner	45 x 215	35 x 190	55 x 225
Quarter	-	110 x 90	-
Double Page	270 x 430	240 x 240	280 x 440

MATERIALS REQUIREMENTS

PDF files with digital Epson colour proof for colour reference.

REQUIREMENTS FOR EPSON COLOUR DIGITAL PROOFS:

- A copy of Epson colour digital proof is to be supplied for colour guidance on press, complete with standard trim and bleed marks. We will not be held responsible for any colour discrepancies or inconsistency if a colour digital proof is not supplied.
- For Ads on IFC, IBC & OBC, please supply the Epson Digital proofs under ISO 39L profile.
- For Ads on inside pages, please supply the Epson Digital proofs under ISO 46L profile.

MANDATORY REQUIREMENTS FOR PDF FILES

- Print-optimized with embedded fonts.
- All images must be converted to CMYK, uncompressed, with minimum 300 dpi.
- Total CMYK print density not to exceed 300%.
- Remove all profile when saving into a PDF format, e.g ICC profile.
- No 4 colour black text on white background.
- Overprint fine black text (100k).
- Trim marks offset 5mm.

DIGITAL OUTDOOR ADVERTISING

Location	Description	No. of screens	Media Rates Dimension	Production & License Fee (per 4 weeks)	Ad Duration	Ad Frequency per screen
313@somerset	Outdoor LED	1	\$20,000	-	30 sec	6 spots / hr
	Indoor LED	1	\$20,000	-	30 sec	6 spots / hr
	Indoor LED Wrap	1	\$36,000	LED Wrap: \$3,000	30 sec	6 spots / hr
Bedok Town Plaza	Outdoor LED	1	\$12,000	-	30 sec	6 spots / hr
	Outdoor LED Wrap	1	\$25,000	LED Wrap: \$3,900	30 sec	6 spots / hr
	Outdoor LED Branding	1	\$50,000	LED Branding: \$1,800 onwards	30 sec	6 spots / hr
Buzz Network	In-Store Screen	30	\$2,950	-	30 sec	6 spots / hr
Downtown East	Outdoor LED	1	\$12,000	-	30 sec	6 spots / hr
	Indoor Shopping Network	10	\$8,000	-	30 sec	6 spots / hr
HDB Hub	Outdoor LED	1	\$18,000	-	30 sec	6 spots / hr
	Outdoor LED & Top Mount Branding	1	\$15,000	Top Mount Branding: \$6,000 onwards	30 sec	3 spots / hr
	Indoor Digital Network	4	\$7,800	-	30 sec	6 spots / hr
One Raffles Place	Outdoor LED	1	\$50,000	-	30 sec	6 spots / hr
Paragon	Indoor Shopping Network	11	\$10,000	-	30 sec	6 spots / hr
POSB	Banking Network	130	\$24,000	-	30 sec	6 spots / hr
SingHealth Institutions	Wellness TV Network	250	\$15,000	-	30 sec	2 spots / hr
South Beach Network	Podium LED	1	\$20,000	-	30 sec	6 spots / hr
	Event Plaza Dual LEDs	2			30 sec	6 spots / hr
	In-Lift Screen	26			30 sec	6 spots / hr
Tiong Bahru Plaza	Outdoor LED	1	\$10,000	-	30 sec	6 spots / hr
VivoCity	Mega Screen	1	\$16,000	-	30 sec	10 spots / hr
	Link Bridge 1	1	\$18,000		30 sec	25 spots / hr
	Link Bridge 2	1	\$18,000		30 sec	25 spots / hr
	Link Bridge 3	1	\$18,000		30 sec	25 spots / hr
	Lifestyle Pillars A1	2	\$12,000		10 sec	120 spots / hr
	Lifestyle Pillars B1	2	\$12,000		10 sec	120 spots / hr
	Lifestyle Pillars B2	2	\$12,000		10 sec	120 spots / hr
	Lifestyle Pillars C1	2	\$12,000		10 sec	120 spots / hr
	Lifestyle Pillars C2	2	\$12,000		10 sec	120 spots / hr
	Lifestyle Pillars A2+S	3	\$14,000		10 sec	120 spots / hr
	Ultra Wide Screen @ B2	1	\$10,000		10 sec	60 spots / hr
	Taxi Stand	2	\$6,000		30 sec	6 spots / hr

Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost, BCA fees and other non-media related costs • Other terms and conditions on media contract for outdoor bookings shall apply.

Operation Hours	Screen / Wrap (per 4 weeks)	File Format TVC/Digital Poster/Wrap	Display Resolution (px) (W) x (H)
08:00 - 00:00 (Mon - Sun)	5.12m (W) x 4.16m (H) 4.1m (W) x 2.3m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
	6.6m (W) x 2.9m (H)	Adobe Illustrator CC (Save in layers)	300 dpi
08:00 - 21:30 (Mon - Sun)	4.6m (W) x 2.6m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
08:00 - 21:30 (Mon - Sun)	6.6m (W) x 3.6m (H)	Adobe Illustrator CC (Save in layers)	300 dpi
08:30 - 22:00 (Mon - Sun)	1m (H) x 0.26m (H)		
07:00 - 23:00 (Mon - Sun)	32 inches	TVC: MPEG4 (25 FPS) / Digital Poster: JPEG, SWF	1920 x 1080
07:00 - 22:00 (Mon - Sun)	6m (W) x 4m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
00:00 - 23:59 (Mon - Sun)	55 inches		1080 x 1760
08:00 - 22:00 (Mon - Sun)	5.28m (W) x 3.2m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
	5.72m (W) x 1.05m (H)	Adobe Illustrator CC (Save in layers)	300 dpi
	55 inches	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	TVC: 1920 x 1080 Digital Poster: 1080 x 1920
07:00 - 21:00 (Mon - Sun)	13.6m (W) x 7.2m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
07:00 - 22:00 (Mon - Sun)	42 inches	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	TVC: 1920 x 1080 Digital Poster: 1080 x 1920
POSB Banking Hours	42 - 55 inches	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080
08:00 - 18:00 (Mon - Fri) 08:00 - 13:00 (Sat)	32 - 42 inches	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1024 X 576
07:00 - 23:00 (Mon - Sun)	7.68m (W) x 6.24m (H) 5.12m (W) x 4.8m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG	1920 x 1080
00:00 - 23:59 (Mon - Sun)	13.3 inches		768 x 432
10:00 - 22:00 (Mon - Sun)	12.8m (W) x 3.84m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	TVC: 1280 x 360 Digital Poster: 1920 x 1080
10:00 - 22:00 (Mon - Sun)	14.6m (W) x 2.1m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	7680 x 990
	7.3m (W) x 1.4m (H) 7.3m (W) x 1.4m (H) 7.3m (W) x 1.4m (H)	TVC: MPEG4 (25 FPS) / Digital Poster: JPEG, SWF	5760 x 1080
	1.2m (W) x 2.74m (H) 1.2m (W) x 2.74m (H) 1.2m (W) x 2.74m (H) 1.2m (W) x 2.74m (H) 1.2m (W) x 2.74m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 4320
08:00 - 00:00 (Mon - Sun)	6.1m (W) x 0.5m (H)	TVC: MPEG4 (25 FPS) / Digital Poster: JPEG, SWF	8000 x 750
10:00 - 22:00 (Mon - Sun)	1.2m (W) x 0.7m (H)	TVC: MPEG4 (25 FPS, Audio 192kbps) / Digital Poster: JPEG, SWF	1920 x 1080

Note: • All ad visuals are subject to premise owners' approval • Digital ad material must reach SPHMBO 2 weeks before commencement of campaign • LED / Wrap final artwork (FA) for production must reach SPHMBO 4 weeks before commencement of campaign.

RADIO

Rates								
Placement	Product	Format	Duration	MORNING 6am - 10am	LUNCH 10am - 1pm	DAY 1pm - 4pm	EVENING 4pm - 8pm	NITE 8pm - 12am
Radio Rates	Kiss92	Commercial	30 sec 45 sec (1.3x) 60 sec (1.5x)	S\$550 S\$715 S\$825	S\$430 S\$559 S\$645	S\$430 S\$559 S\$645	S\$480 S\$624 S\$720	S\$230 S\$299 S\$345
	Money FM 89.3/ ONE FM 91.3/ UFM100.3/ 96.3 好 FM/		30 sec 45 sec (1.3x) 60 sec (1.5x)	S\$320 S\$416 S\$480	S\$260 S\$338 S\$390	S\$240 S\$312 S\$360	S\$280 S\$364 S\$420	S\$210 S\$273 S\$315
	Kiss92	'Live' Reads	30 sec (2x)	S\$1100	S\$860	S\$860	S\$960	S\$460
	ONE FM 91.3/ UFM100.3/ 96.3 好 FM/ Money FM 89.3		30 sec (2x)	S\$640	S\$520	S\$480	S\$560	S\$420
	Money FM 89.3 ONE FM 91.3 Kiss92 96.3 好 FM UFM100.3	Open Talk (One week)	60 sec 60 sec 60 sec 60 sec 60 sec	S\$6,000 S\$7,000 S\$15,000 S\$7,000 S\$8,000	S\$3,500 S\$3,700 S\$10,000 S\$5,500 S\$6,500	S\$3,500 S\$3,700 S\$9,000 - S\$6,000	S\$5,000 S\$6,000 S\$12,000 S\$6,000 S\$7,000	- S\$3,000 S\$5,000 - S\$5,500
	MONEY FM 89.3 ONE FM 91.3 Kiss92 96.3 好 FM UFM100.3	Open Talk (Two week)	60 sec 60 sec 60 sec 60 sec 60 sec	S\$10,800 S\$12,600 S\$27,000 S\$12,600 S\$14,400	S\$6,300 S\$6,600 S\$18,000 S\$9,900 S\$11,700	S\$6,300 S\$6,600 S\$16,200 - S\$10,800	S\$9,000 S\$10,800 S\$21,600 S\$10,800 S\$12,600	- S\$5,400 S\$9,000 - S\$9,900
	SPLASH ADSPACE	Image	6 secs	S\$1,500 per week				
		Video	15 secs	S\$2,500 per week (excl. production)				
	META ADSPACE	Image	6 secs	S\$1,000 per week				
	AUDIO PREROLL	Image	15 secs	S\$15 per CPM				
Mobile Rates	WEBSITE	Leaderboard (728 x 90px)	6 secs	S\$1,500				
		Right Banners (289 x 95px)	Static	S\$500				

RATE CALCULATOR FOR DISPLAY

This page provides an easy reference for calculating cost of advertisements in our newspapers.
(eg: To calculate an advertisement cost in The Straits Times)

FULL PAGE (54cm x 6col)



Enjoy Full BSD and ABSD Reimbursement

Alana

A step closer to your garden home
New release of 3-bedroom-study and 4-bedroom units

Alana at Sunrise Terrace offers 3-storey cluster landed homes with roof terrace and basement, set within four Hawaiian-inspired landscape themes. Excellent connectivity to Seletar Aerospace Park and Jalan Kayu. Complimentary shuttle bus services to Greenwich V, Yio Chu Kang and Ang Mo Kio MRT stations provided.

Call 65348000 www.fareast.com.sg
Visit our sales gallery at Sunrise Terrace from 10am to 7pm
Artistic impression • Terms & conditions apply
©2019 Far East Organization. All rights reserved. Reproduction in whole or in part without written permission is prohibited.
Far East Organization is the only developer in the world to win **IFABCI Prix d'Excellence** awards, the highest honour in international real estate.

Far East Organization
ENGINEERING BETTER LIVES
Celebrating 50 years in Singapore

FULL PAGE – RUN-ON-PAGE (ROP)

Black & White advertisement

54cm X 6col X **Base Rate**

1-Spot Colour advertisement

54cm X 6col X **Base Rate + 1 Spot Colour surcharge**

2-Spot Colour/Full Colour advertisement

54cm X 6col X **Base Rate + Full Colour surcharge**

FULL PAGE – NEWS (NL)

Black & White advertisement

54cm X 6col X **Base Rate + 20% (News Premium Loading)**

1-Spot Colour advertisement

54cm X 6col X **Base Rate + 20% (News Premium Loading)**
+ **1 Spot Colour surcharge**

2-Spot Colour/Full Colour advertisement

54cm X 6col X **Base Rate + 20% (News Premium Loading)**
+ **Full Colour surcharge**

FULL PAGE – NEWS RIGHT HAND (NR)

Black & White advertisement

54cm X 6col X **Base Rate + 35% (News + Right Hand Page Premium Loading)**

1-Spot Colour advertisement

54cm X 6col X **Base Rate + 35% (News + Right Hand Page Premium Loading)** + **1 Spot Colour surcharge**

2-Spot Colour/Full Colour advertisement

54cm X 6col X **Base Rate + 35% (News + Right Hand Page Premium Loading)** + **Full Colour surcharge**

SAMPLES OF PAGE FORMATS

HALF PAGE (27cm x 6col)



QUARTER PAGE (27cm x 3col)



JUNIOR PAGE (37cm x 5col)



ONESTOP
business made easy

Singtel
Let's manage everyday better

It's just Sharon and her five colleagues.
But they manage orders across
seven countries.

Singtel makes moving to Office 365 seamless, so SMEs can keep doing the extraordinary.

We make sure nothing slows down Office 365 entries like Singtel. By providing the easiest way to move their business to Office 365, We offer:

- Exclusive hands-on training
- Dedicated help desk
- Single bill from Singtel

What's more, our robust high-speed broadband and 4G networks provide a reliable platform for all the benefits of Office 365:

- Work on the go
- Collaborate in real time
- 1TB secure cloud storage

Connect on IP Phones, plus 3 make and 5 receive lines
Host web conferences and share documents seamlessly
Back up files and archive them anywhere

When it all comes together, even doing the extraordinary can feel seamless and effortless. Call 1800-763-1111 to sign up or visit www.singtel.com/singteloffice365 to learn more.

Office 365
\$16.90/mth

Business Premium Package

Connect with these Microsoft Office Tools

W U E Y

• 5GB up (extra \$16.90 for the first 200 sign-ups)*

• Exclusive hands-on training

Price

Starting for PC software when OMS can drop 40% to desktop software and OMS web pay-as-you-go.

For prices and details, please visit www.singtel.com/singteloffice365

*Term and conditions apply. Offer available for a limited time only. Business registered members will sign up for a plan with a minimum contract of 1 year and must have a minimum of 5 users. © 2014 Singtel. All rights reserved.

1800-763-1111 | Singtel Shop Connect | business.singtel.com

SPECIAL POSITION REQUEST

LEFT HAND

EXTREME RIGHT REQUEST

54cm x 3col x **Base Rate** + 20% (**News**) +
15% (**Front Part**) + 25% (**Extreme Right Hand Must**) +
Colour Surcharge

Launching in Singapore on **11 Oct**

Looks wow. Priced how?

Struöcfurniture will launch a whole new furniture concept in Singapore.

At Struöcfurniture, we believe well designed, well built furniture should be priced well too. To prove that, we would like you to guess the price of these stylish pieces. The closest answers will get the items for free with more than 100 prizes to be won!

Make your guess at www.struoc.com by 10 October.

TOMORROW
Eye catching design with meticulous attention to detail



BUTTON
Perfect for a modern living room or as a funky side table in your bedroom



CURIOUS
Stylish like industrial style's garage storage cabinets



Like us on [struocfurniture](#) for latest updates on store locations and to win lucky prizes
Get your guess on with music from the **struocfurniture** playlist

Be rewarded by what [struocfurniture](#) can achieve
Be inspired by our collection of "oh-vogue" at [struoc](#)

Struöcfurniture
Good Looks • Great Price

Vorsprung durch Technik Audi



Take the city on.

The new Audi Q3. The urban SUV.

The city throws up its own set of challenges. Which is why the outgoing and adventurous need a car that measures up. The new Audi Q3 comes equipped with state-of-the-art technology like striking LED headlights, dynamic rear indicators and electric tailgate. The progressive, powerful design and standard off-road kit handle the city with ease, while groundbreaking quattro[®] technology prepares you for what's ahead.

Drive off with the new Audi Q3 from \$178,999, or lease it from \$1,788 per month. Call 6838 2223 or visit the Audi Centre Singapore for a test drive today.

Leader in sportiness.



Audi Q3 fuel consumption: 6.0 - 6.7l/100km | combined CO₂ emissions: 139 - 155g/km
Terms & conditions apply. Actual specifications may vary from model shown.

AudiSingapore

RIGHT HAND

54cm x 6col x **Base Rate** + 35% (20% [News] + 15% [Right Hand] + 15% (Front Part) + Colour Surcharge

RATE CALCULATOR FOR CLASSIFIEDS

This page provides an easy reference for calculating cost of advertisements in our newspapers.

FULL PAGE (54cm x 8col)

ST Classifieds
BUY IT, SELL IT, FIND IT
CALL NOW, TOLL FREE
1800-289-9988
www.sphclass.com.sg

Personal CLASS 3-830
Vehicles CLASS 302-393
Properties CLASS 402-569
Travel CLASS 573-588
Business CLASS 201-266
Education CLASS 603-694
Jobs CLASS 706-795

Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine.
- Jack Ma

Car Grooming Services
Check out services from car polishing to interior cleaning.
Class 108

Sports & Recreations
The hottest fitness craze and more!
Class 108

Elegant Home
Creative designs hit home.
Class 108

Travel Insurance
Don't leave home without the best coverage.
Class 108

Treat Yourself
There are so many refreshing ways to recharge yourself without breaking the bank. Enjoy spa on a shoestring. Go on a getaway without your budget getting in the way. Or pamper your palate at pocket-friendly prices.
Turn to C3

DasWeltAuto
Used cars you can trust. Guaranteed.

Cars@Expo Promotion
- Get \$13,000 off your purchase
- First 30 customers only
- Limited units available

Visit us at Singapore Expo Hall 4, Booth A3 today.

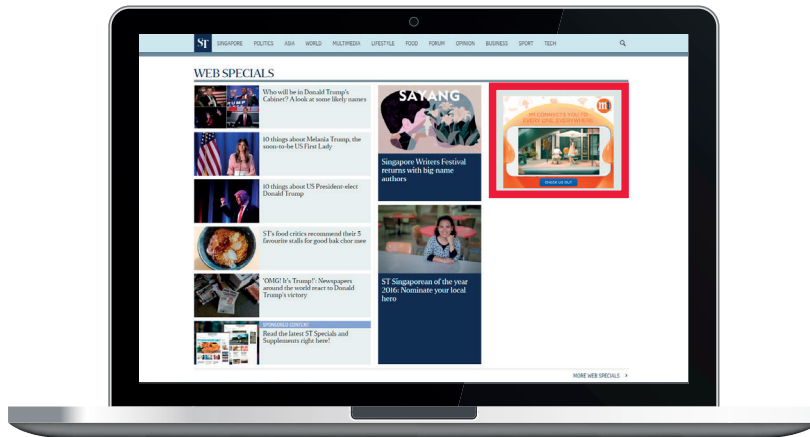
DasWeltAuto
The Volkswagen, DC Building, 1 Chang Cham Road, #02-02, Singapore 219637 (along Hey Fun Road, Tel: 6496 6488) Volkswagen Exclusive Singapore, 2 Ronggang Airport, Singapore 348354

Contracted financing only. Singaporean citizens only. Terms: 24 to 36 months. 24 months: 2.99% p.a. (2.99% p.a. for 24 months, 3.99% p.a. for 36 months). 36 months: 3.99% p.a. (3.99% p.a. for 36 months, 4.99% p.a. for 48 months). 48 months: 4.99% p.a. (4.99% p.a. for 48 months, 5.99% p.a. for 60 months). 60 months: 5.99% p.a. (5.99% p.a. for 60 months, 6.99% p.a. for 72 months). 72 months: 6.99% p.a. (6.99% p.a. for 72 months, 7.99% p.a. for 84 months). 84 months: 7.99% p.a. (7.99% p.a. for 84 months, 8.99% p.a. for 96 months). 96 months: 8.99% p.a. (8.99% p.a. for 96 months, 9.99% p.a. for 108 months). 108 months: 9.99% p.a. (9.99% p.a. for 108 months, 10.99% p.a. for 120 months). 120 months: 10.99% p.a. (10.99% p.a. for 120 months, 11.99% p.a. for 132 months). 132 months: 11.99% p.a. (11.99% p.a. for 132 months, 12.99% p.a. for 144 months). 144 months: 12.99% p.a. (12.99% p.a. for 144 months, 13.99% p.a. for 156 months). 156 months: 13.99% p.a. (13.99% p.a. for 156 months, 14.99% p.a. for 168 months). 168 months: 14.99% p.a. (14.99% p.a. for 168 months, 15.99% p.a. for 180 months). 180 months: 15.99% p.a. (15.99% p.a. for 180 months, 16.99% p.a. for 192 months). 192 months: 16.99% p.a. (16.99% p.a. for 192 months, 17.99% p.a. for 204 months). 204 months: 17.99% p.a. (17.99% p.a. for 204 months, 18.99% p.a. for 216 months). 216 months: 18.99% p.a. (18.99% p.a. for 216 months, 19.99% p.a. for 228 months). 228 months: 19.99% p.a. (19.99% p.a. for 228 months, 20.99% p.a. for 240 months). 240 months: 20.99% p.a. (20.99% p.a. for 240 months, 21.99% p.a. for 252 months). 252 months: 21.99% p.a. (21.99% p.a. for 252 months, 22.99% p.a. for 264 months). 264 months: 22.99% p.a. (22.99% p.a. for 264 months, 23.99% p.a. for 276 months). 276 months: 23.99% p.a. (23.99% p.a. for 276 months, 24.99% p.a. for 288 months). 288 months: 24.99% p.a. (24.99% p.a. for 288 months, 25.99% p.a. for 300 months). 300 months: 25.99% p.a. (25.99% p.a. for 300 months, 26.99% p.a. for 312 months). 312 months: 26.99% p.a. (26.99% p.a. for 312 months, 27.99% p.a. for 324 months). 324 months: 27.99% p.a. (27.99% p.a. for 324 months, 28.99% p.a. for 336 months). 336 months: 28.99% p.a. (28.99% p.a. for 336 months, 29.99% p.a. for 348 months). 348 months: 29.99% p.a. (29.99% p.a. for 348 months, 30.99% p.a. for 360 months). 360 months: 30.99% p.a. (30.99% p.a. for 360 months, 31.99% p.a. for 372 months). 372 months: 31.99% p.a. (31.99% p.a. for 372 months, 32.99% p.a. for 384 months). 384 months: 32.99% p.a. (32.99% p.a. for 384 months, 33.99% p.a. for 396 months). 396 months: 33.99% p.a. (33.99% p.a. for 396 months, 34.99% p.a. for 408 months). 408 months: 34.99% p.a. (34.99% p.a. for 408 months, 35.99% p.a. for 420 months). 420 months: 35.99% p.a. (35.99% p.a. for 420 months, 36.99% p.a. for 432 months). 432 months: 36.99% p.a. (36.99% p.a. for 432 months, 37.99% p.a. for 444 months). 444 months: 37.99% p.a. (37.99% p.a. for 444 months, 38.99% p.a. for 456 months). 456 months: 38.99% p.a. (38.99% p.a. for 456 months, 39.99% p.a. for 468 months). 468 months: 39.99% p.a. (39.99% p.a. for 468 months, 40.99% p.a. for 480 months). 480 months: 40.99% p.a. (40.99% p.a. for 480 months, 41.99% p.a. for 492 months). 492 months: 41.99% p.a. (41.99% p.a. for 492 months, 42.99% p.a. for 504 months). 504 months: 42.99% p.a. (42.99% p.a. for 504 months, 43.99% p.a. for 516 months). 516 months: 43.99% p.a. (43.99% p.a. for 516 months, 44.99% p.a. for 528 months). 528 months: 44.99% p.a. (44.99% p.a. for 528 months, 45.99% p.a. for 540 months). 540 months: 45.99% p.a. (45.99% p.a. for 540 months, 46.99% p.a. for 552 months). 552 months: 46.99% p.a. (46.99% p.a. for 552 months, 47.99% p.a. for 564 months). 564 months: 47.99% p.a. (47.99% p.a. for 564 months, 48.99% p.a. for 576 months). 576 months: 48.99% p.a. (48.99% p.a. for 576 months, 49.99% p.a. for 588 months). 588 months: 49.99% p.a. (49.99% p.a. for 588 months, 50.99% p.a. for 600 months). 600 months: 50.99% p.a. (50.99% p.a. for 600 months, 51.99% p.a. for 612 months). 612 months: 51.99% p.a. (51.99% p.a. for 612 months, 52.99% p.a. for 624 months). 624 months: 52.99% p.a. (52.99% p.a. for 624 months, 53.99% p.a. for 636 months). 636 months: 53.99% p.a. (53.99% p.a. for 636 months, 54.99% p.a. for 648 months). 648 months: 54.99% p.a. (54.99% p.a. for 648 months, 55.99% p.a. for 660 months). 660 months: 55.99% p.a. (55.99% p.a. for 660 months, 56.99% p.a. for 672 months). 672 months: 56.99% p.a. (56.99% p.a. for 672 months, 57.99% p.a. for 684 months). 684 months: 57.99% p.a. (57.99% p.a. for 684 months, 58.99% p.a. for 696 months). 696 months: 58.99% p.a. (58.99% p.a. for 696 months, 59.99% p.a. for 708 months). 708 months: 59.99% p.a. (59.99% p.a. for 708 months, 60.99% p.a. for 720 months). 720 months: 60.99% p.a. (60.99% p.a. for 720 months, 61.99% p.a. for 732 months). 732 months: 61.99% p.a. (61.99% p.a. for 732 months, 62.99% p.a. for 744 months). 744 months: 62.99% p.a. (62.99% p.a. for 744 months, 63.99% p.a. for 756 months). 756 months: 63.99% p.a. (63.99% p.a. for 756 months, 64.99% p.a. for 768 months). 768 months: 64.99% p.a. (64.99% p.a. for 768 months, 65.99% p.a. for 780 months). 780 months: 65.99% p.a. (65.99% p.a. for 780 months, 66.99% p.a. for 792 months). 792 months: 66.99% p.a. (66.99% p.a. for 792 months, 67.99% p.a. for 804 months). 804 months: 67.99% p.a. (67.99% p.a. for 804 months, 68.99% p.a. for 816 months). 816 months: 68.99% p.a. (68.99% p.a. for 816 months, 69.99% p.a. for 828 months). 828 months: 69.99% p.a. (69.99% p.a. for 828 months, 70.99% p.a. for 840 months). 840 months: 70.99% p.a. (70.99% p.a. for 840 months, 71.99% p.a. for 852 months). 852 months: 71.99% p.a. (71.99% p.a. for 852 months, 72.99% p.a. for 864 months). 864 months: 72.99% p.a. (72.99% p.a. for 864 months, 73.99% p.a. for 876 months). 876 months: 73.99% p.a. (73.99% p.a. for 876 months, 74.99% p.a. for 888 months). 888 months: 74.99% p.a. (74.99% p.a. for 888 months, 75.99% p.a. for 900 months). 900 months: 75.99% p.a. (75.99% p.a. for 900 months, 76.99% p.a. for 912 months). 912 months: 76.99% p.a. (76.99% p.a. for 912 months, 77.99% p.a. for 924 months). 924 months: 77.99% p.a. (77.99% p.a. for 924 months, 78.99% p.a. for 936 months). 936 months: 78.99% p.a. (78.99% p.a. for 936 months, 79.99% p.a. for 948 months). 948 months: 79.99% p.a. (79.99% p.a. for 948 months, 80.99% p.a. for 960 months). 960 months: 80.99% p.a. (80.99% p.a. for 960 months, 81.99% p.a. for 972 months). 972 months: 81.99% p.a. (81.99% p.a. for 972 months, 82.99% p.a. for 984 months). 984 months: 82.99% p.a. (82.99% p.a. for 984 months, 83.99% p.a. for 996 months). 996 months: 83.99% p.a. (83.99% p.a. for 996 months, 84.99% p.a. for 1008 months). 1008 months: 84.99% p.a. (84.99% p.a. for 1008 months, 85.99% p.a. for 1020 months). 1020 months: 85.99% p.a. (85.99% p.a. for 1020 months, 86.99% p.a. for 1032 months). 1032 months: 86.99% p.a. (86.99% p.a. for 1032 months, 87.99% p.a. for 1044 months). 1044 months: 87.99% p.a. (87.99% p.a. for 1044 months, 88.99% p.a. for 1056 months). 1056 months: 88.99% p.a. (88.99% p.a. for 1056 months, 89.99% p.a. for 1068 months). 1068 months: 89.99% p.a. (89.99% p.a. for 1068 months, 90.99% p.a. for 1080 months). 1080 months: 90.99% p.a. (90.99% p.a. for 1080 months, 91.99% p.a. for 1092 months). 1092 months: 91.99% p.a. (91.99% p.a. for 1092 months, 92.99% p.a. for 1104 months). 1104 months: 92.99% p.a. (92.99% p.a. for 1104 months, 93.99% p.a. for 1116 months). 1116 months: 93.99% p.a. (93.99% p.a. for 1116 months, 94.99% p.a. for 1128 months). 1128 months: 94.99% p.a. (94.99% p.a. for 1128 months, 95.99% p.a. for 1140 months). 1140 months: 95.99% p.a. (95.99% p.a. for 1140 months, 96.99% p.a. for 1152 months). 1152 months: 96.99% p.a. (96.99% p.a. for 1152 months, 97.99% p.a. for 1164 months). 1164 months: 97.99% p.a. (97.99% p.a. for 1164 months, 98.99% p.a. for 1176 months). 1176 months: 98.99% p.a. (98.99% p.a. for 1176 months, 99.99% p.a. for 1188 months). 1188 months: 99.99% p.a. (99.99% p.a. for 1188 months, 100.99% p.a. for 1200 months). 1200 months: 100.99% p.a. (100.99% p.a. for 1200 months, 101.99% p.a. for 1212 months). 1212 months: 101.99% p.a. (101.99% p.a. for 1212 months, 102.99% p.a. for 1224 months). 1224 months: 102.99% p.a. (102.99% p.a. for 1224 months, 103.99% p.a. for 1236 months). 1236 months: 103.99% p.a. (103.99% p.a. for 1236 months, 104.99% p.a. for 1248 months). 1248 months: 104.99% p.a. (104.99% p.a. for 1248 months, 105.99% p.a. for 1260 months). 1260 months: 105.99% p.a. (105.99% p.a. for 1260 months, 106.99% p.a. for 1272 months). 1272 months: 106.99% p.a. (106.99% p.a. for 1272 months, 107.99% p.a. for 1284 months). 1284 months: 107.99% p.a. (107.99% p.a. for 1284 months, 108.99% p.a. for 1296 months). 1296 months: 108.99% p.a. (108.99% p.a. for 1296 months, 109.99% p.a. for 1308 months). 1308 months: 109.99% p.a. (109.99% p.a. for 1308 months, 110.99% p.a. for 1320 months). 1320 months: 110.99% p.a. (110.99% p.a. for 1320 months, 111.99% p.a. for 1332 months). 1332 months: 111.99% p.a. (111.99% p.a. for 1332 months, 112.99% p.a. for 1344 months). 1344 months: 112.99% p.a. (112.99% p.a. for 1344 months, 113.99% p.a. for 1356 months). 1356 months: 113.99% p.a. (113.99% p.a. for 1356 months, 114.99% p.a. for 1368 months). 1368 months: 114.99% p.a. (114.99% p.a. for 1368 months, 115.99% p.a. for 1380 months). 1380 months: 115.99% p.a. (115.99% p.a. for 1380 months, 116.99% p.a. for 1392 months). 1392 months: 116.99% p.a. (116.99% p.a. for 1392 months, 117.99% p.a. for 1404 months). 1404 months: 117.99% p.a. (117.99% p.a. for 1404 months, 118.99% p.a. for 1416 months). 1416 months: 118.99% p.a. (118.99% p.a. for 1416 months, 119.99% p.a. for 1428 months). 1428 months: 119.99% p.a. (119.99% p.a. for 1428 months, 120.99% p.a. for 1440 months). 1440 months: 120.99% p.a. (120.99% p.a. for 1440 months, 121.99% p.a. for 1452 months). 1452 months: 121.99% p.a. (121.99% p.a. for 1452 months, 122.99% p.a. for 1464 months). 1464 months: 122.99% p.a. (122.99% p.a. for 1464 months, 123.99% p.a. for 1476 months). 1476 months: 123.99% p.a. (123.99% p.a. for 1476 months, 124.99% p.a. for 1488 months). 1488 months: 124.99% p.a. (124.99% p.a. for 1488 months, 125.99% p.a. for 1500 months). 1500 months: 125.99% p.a. (125.99% p.a. for 1500 months, 126.99% p.a. for 1512 months). 1512 months: 126.99% p.a. (126.99% p.a. for 1512 months, 127.99% p.a. for 1524 months). 1524 months: 127.99% p.a. (127.99% p.a. for 1524 months, 128.99% p.a. for 1536 months). 1536 months: 128.99% p.a. (128.99% p.a. for 1536 months, 129.99% p.a. for 1548 months). 1548 months: 129.99% p.a. (129.99% p.a. for 1548 months, 130.99% p.a. for 1560 months). 1560 months: 130.99% p.a. (130.99% p.a. for 1560 months, 131.99% p.a. for 1572 months). 1572 months: 131.99% p.a. (131.99% p.a. for 1572 months, 132.99% p.a. for 1584 months). 1584 months: 132.99% p.a. (132.99% p.a. for 1584 months, 133.99% p.a. for 1596 months). 1596 months: 133.99% p.a. (133.99% p.a. for 1596 months, 134.99% p.a. for 1608 months). 1608 months: 134.99% p.a. (134.99% p.a. for 1608 months, 135.99% p.a. for 1620 months). 1620 months: 135.99% p.a. (135.99% p.a. for 1620 months, 136.99% p.a. for 1632 months). 1632 months: 136.99% p.a. (136.99% p.a. for 1632 months, 137.99% p.a. for 1644 months). 1644 months: 137.99% p.a. (137.99% p.a. for 1644 months, 138.99% p.a. for 1656 months). 1656 months: 138.99% p.a. (138.99% p.a. for 1656 months, 139.99% p.a. for 1668 months). 1668 months: 139.99% p.a. (139.99% p.a. for 1668 months, 140.99% p.a. for 1680 months). 1680 months: 140.99% p.a. (140.99% p.a. for 1680 months, 141.99% p.a. for 1692 months). 1692 months: 141.99% p.a. (141.99% p.a. for 1692 months, 142.99% p.a. for 1704 months). 1704 months: 142.99% p.a. (142.99% p.a. for 1704 months, 143.99% p.a. for 1716 months). 1716 months: 143.99% p.a. (143.99% p.a. for 1716 months, 144.99% p.a. for 1728 months). 1728 months: 144.99% p.a. (144.99% p.a. for 1728 months, 145.99% p.a. for 1740 months). 1740 months: 145.99% p.a. (145.99% p.a. for 1740 months, 146.99% p.a. for 1752 months). 1752 months: 146.99% p.a. (146.99% p.a. for 1752 months, 147.99% p.a. for 1764 months). 1764 months: 147.99% p.a. (147.99% p.a. for 1764 months, 148.99% p.a. for 1776 months). 1776 months: 148.99% p.a. (148.99% p.a. for 1776 months, 149.99% p.a. for 1788 months). 1788 months: 149.99% p.a. (149.99% p.a. for 1788 months, 150.99% p.a. for 1800 months). 1800 months: 150.99% p.a. (150.99% p.a. for 1800 months, 151.99% p.a. for 1812 months). 1812 months: 151.99% p.a. (151.99% p.a. for 1812 months, 152.99% p.a. for 1824 months). 1824 months: 152.99% p.a. (152.99% p.a. for 1824 months, 153.99% p.a. for 1836 months). 1836 months: 153.99% p.a. (153.99% p.a. for 1836 months, 154.99% p.a. for 1848 months). 1848 months: 154.99% p.a. (154.99% p.a. for 1848 months, 155.99% p.a. for 1860 months). 1860 months: 155.99% p.a. (155.99% p.a. for 1860 months, 156.99% p.a. for 1872 months). 1872 months: 156.99% p.a. (156.99% p.a. for 1872 months, 157.99% p.a. for 1884 months). 1884 months: 157.99% p.a. (157.99% p.a. for 1884 months, 158.99% p.a. for 1896 months). 1896 months: 158.99% p.a. (158.99% p.a. for 1896 months, 159.99% p.a. for 1908 months). 1908 months: 159.99% p.a. (159.99% p.a. for 1908 months, 160.99% p.a. for 1920 months). 1920 months: 160.99% p.a. (160.99% p.a. for 1920 months, 161.99% p.a. for 1932 months). 1932 months: 161.99% p.a. (161.99% p.a. for 1932 months, 162.99% p.a. for 1944 months). 1944 months: 162.99% p.a. (162.99% p.a. for 1944 months, 163.99% p.a. for 1956 months). 1956 months: 163.99% p.a. (163.99% p.a. for 1956 months, 164.99% p.a. for 1968 months). 1968 months: 164.99% p.a. (164.99% p.a. for 1968 months, 165.99% p.a. for 1980 months). 1980 months: 165.99% p.a. (165.99% p.a. for 1980 months, 166.99% p.a. for 1992 months). 1992 months: 166.99% p.a. (166.99% p.a. for 1992 months, 167.99% p.a. for 2004 months). 2004 months: 167.99% p.a. (167.99% p.a. for 2004 months, 168.99% p.a. for 2016 months). 2016 months: 168.99% p.a. (168.99% p.a. for 2016 months, 169.99% p.a. for 2028 months). 2028 months: 169.99% p.a. (169.99% p.a. for 2028 months, 170.99% p.a. for 2040 months). 2040 months: 170.99% p.a. (170.99% p.a. for 2040 months, 171.99% p.a. for 2052 months). 2052 months: 171.99% p.a. (171.99% p.a. for 2052 months, 172.99% p.a. for 2064 months). 2064 months: 172.99% p.a. (172.99% p.a. for 2064 months, 173.99% p.a. for 2076 months). 2076 months: 173.99% p.a. (173.99% p.a. for 2076 months, 174.99% p.a. for 2088 months). 2088 months: 174.99% p.a. (174.99% p.a. for 2088 months, 175.99% p.a. for 2100 months). 2100 months: 175.99% p.a. (175.99% p.a. for 2100 months, 176.99% p.a. for 2112 months). 2112 months: 176.99% p.a. (176.99% p.a. for 2112 months, 177.99% p.a. for 2124 months). 2124 months: 177.99% p.a. (177.99% p.a. for 2124 months, 178.99% p.a. for 2136 months). 2136 months: 178.99% p.a. (178.99% p.a. for 2136 months, 179.99% p.a. for 2148 months). 2148 months: 179.99% p.a. (179.99% p.a. for 2148 months, 180.99% p.a. for 2160 months). 2160 months: 180.99% p.a. (180.99% p.a. for 2160 months, 181.99% p.a. for 2172 months). 2172 months: 181.99% p.a. (181.99% p.a. for 2172 months, 182.99% p.a. for 2184 months). 2184 months: 182.99% p.a. (182.99% p.a. for 2184 months, 183.99% p.a. for 2196 months). 2196 months: 183.99% p.a. (183.99% p.a. for 2196 months, 184.99% p.a. for 2208 months). 2208 months: 184.99% p.a. (184.99% p.a. for 2208 months, 185.99% p.a. for 2220 months). 2220 months: 185.99% p.a. (185.99% p.a. for 2220 months, 186.99% p.a. for 2232 months). 2232 months: 186.99% p.a. (186.99% p.a. for 2232 months, 187.99% p.a. for 2244 months). 2244 months: 187.99% p.a. (187.99% p.a. for 2244 months, 188.99% p.a. for 2256 months). 2256 months: 188.99% p.a. (188.99% p.a. for 2256 months, 189.99% p.a. for 2268 months). 2268 months: 189.99% p.a. (189.99% p.a. for 2268 months, 190.99% p.a. for 2280 months). 2280 months: 190.99% p.a. (190.99% p.a. for 2280 months, 191.99% p.a. for 2292 months). 2292 months: 191.99% p.a. (191.99% p.a. for 2292 months, 192.99% p.a. for 2304 months). 2304 months: 192.99% p.a. (192.99% p.a. for 2304 months, 193.99% p.a. for 2316 months). 2316 months: 193.99% p.a. (193.99% p.a. for 2316 months, 194.99% p.a. for 2328 months). 2328 months: 194.99% p.a. (194.99% p.a. for 2328 months, 195.99% p.a. for 2340 months). 2340 months: 195.99% p.a. (195.99% p.a. for 2340 months, 196.99% p.a. for 2352 months). 2352 months: 196.99% p.a. (196.99% p.a. for 2352 months, 197.99% p.a. for 2364 months). 2364 months: 197.99% p.a. (197.99% p.a. for 2364 months, 198.99% p.a. for 2376 months). 2376 months: 198.99% p.a. (198.99% p.a. for 2376 months, 199.99% p.a. for 2388 months). 2388 months: 199.99% p.a. (199.99% p.a. for 2388 months, 200.99% p.a. for 2400 months). 2400 months: 200.99% p.a. (200.99% p.a. for 2400 months, 201.99% p.a. for 2412 months). 2412 months: 201.99% p.a. (201.99% p.a. for 2412 months, 202.99% p.a. for 2424 months). 2424 months: 202.99% p.a. (202.99% p.a. for 2424 months, 203.99% p.a. for 2436 months). 2436 months: 203.99% p.a. (203.99% p.a. for 2436 months, 204.99% p.a. for 2448 months). 2448 months: 204.99% p.a. (204.99% p.a. for 2448 months, 205.99% p.a. for 2460 months). 2460 months: 205.99% p.a. (205.99% p.a. for 2460 months, 206.99% p.a. for 2472 months). 2472 months: 206.99% p.a. (206.99% p.a. for 2472 months, 207.99% p.a. for 2484 months). 2484 months: 207.99% p.a. (207.99% p.a. for 2484 months, 208.99% p.a. for 2496 months). 2496 months: 208.99% p.a. (208.99% p.a. for 2496 months, 209.99% p.a. for 2508 months). 2508 months: 209.99% p.a. (209.99% p.a. for 2508 months, 210.99% p.a. for 2520 months). 2520 months: 210.99% p.a. (210.99% p.a. for 2520 months, 211.99% p.a. for 2532 months). 2532 months: 211.99% p.a. (211.99% p.a. for 2532 months, 212.99% p.a. for 2544 months). 2544 months: 212.99% p.a. (212.99% p.a. for 2544 months, 213.99% p.a. for 2556 months). 2556 months: 213.99% p.a. (213.99% p.a. for 2556 months, 214.99% p.a. for 2568 months). 2568 months: 214.99% p.a. (214.99% p.a. for 2568 months, 215.99% p.a. for 2580 months). 2580 months: 215.99% p.a. (215.99% p.a. for 2580 months, 216.99% p.a. for 2592 months). 2592 months: 216.99% p.a. (216.99% p.a. for 2592 months, 217.99% p.a. for 2604 months). 2604 months: 217.99% p.a. (217.99% p.a. for 2604 months, 218.99% p.a. for 2616 months). 2616 months: 218.99% p.a. (

SAMPLES OF DIGITAL BANNER AD FORMATS



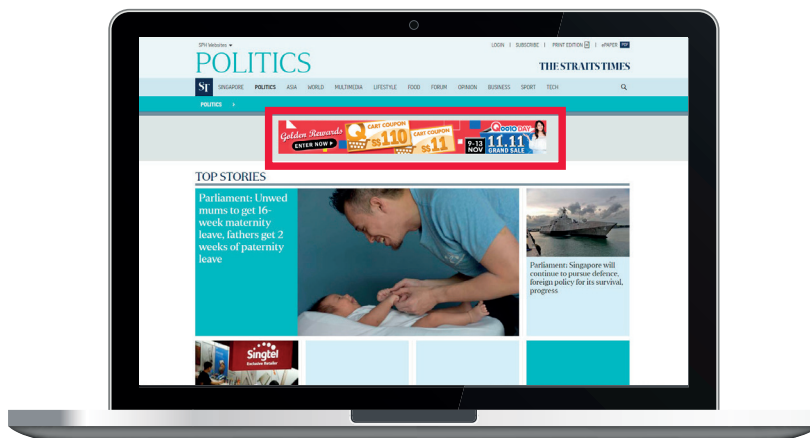
Transitional ad on Web Browser
(1700 x 650px)



Interactive Marketing Unit (IMU)
(300 x 250px)



Halfpage
(300 x 600px)

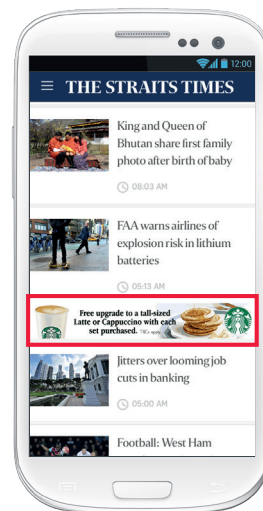


Leaderboard
(728 x 90px)

BANNERS ON MOBILE APPS



Full Page Splash ad
(640 x 880px)



In-Page banner
(320 x 50px)



Interactive Marketing Unit
(IMU) banner
(300 x 250px)

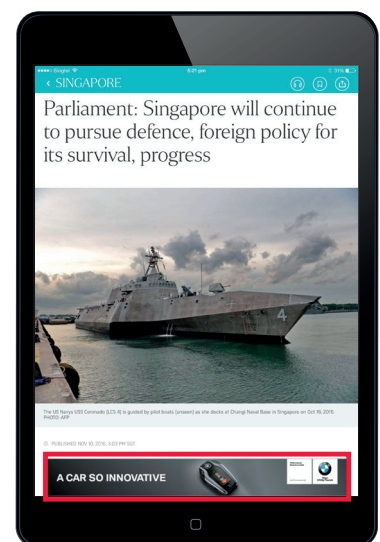
BANNERS ON IPAD APPS



Full Page Splash ad
(640 x 880px)



Interactive Marketing Unit (IMU)
(640 x 880px)



Leaderboard
(640 x 880px)

RATE OF COMMON AD SIZES

THE STRAITS TIMES

	Black & White	1-spot colour	2-spot colour/Full colour
Monday – Wednesday			
Full page (54cm x 6col)			
ROP	\$17,820.00	\$21,620.00	\$27,720.00
NL (+20%)	\$21,384.00	\$25,184.00	\$31,284.00
NR (+35%)	\$24,057.00	\$27,857.00	\$33,957.00
Half page (27cm x 6col)			
ROP	\$ 8,910.00	\$12,710.00	\$18,810.00
NL (+20%)	\$10,692.00	\$14,492.00	\$20,592.00
NR (+35%)	\$12,028.50	\$15,828.50	\$21,928.50
Quarter page (27cm x 3col)			
ROP	\$ 4,455.00	\$ 8,255.00	\$14,355.00
NL (+20%)	\$ 5,346.00	\$ 9,146.00	\$15,246.00
NR (+35%)	\$ 6,014.25	\$ 9,814.25	\$15,914.25
Junior page (37cm x 5col)			
ROP	\$10,175.00	\$13,975.00	\$20,075.00
NL (+20%)	\$12,210.00	\$16,010.00	\$22,110.00
NR (+35%)	\$13,736.25	\$17,536.25	\$23,636.25
Junior page (43cm x 5col)			
ROP	\$11,825.00	\$15,625.00	\$21,725.00
NL (+20%)	\$14,190.00	\$17,990.00	\$24,090.00
NR (+35%)	\$15,963.75	\$19,763.75	\$25,863.75
Thursday – Friday			
Full page (54cm x 6col)			
ROP	\$19,764.00	\$23,564.00	\$29,664.00
NL (+20%)	\$23,716.80	\$27,516.80	\$33,616.80
NR (+35%)	\$26,681.40	\$30,481.40	\$36,581.40
Half page (27cm x 6col)			
ROP	\$ 9,882.00	\$13,682.00	\$19,782.00
NL (+20%)	\$11,858.40	\$15,658.40	\$21,758.40
NR (+35%)	\$13,340.70	\$17,140.70	\$23,240.70
Quarter page (27cm x 3col)			
ROP	\$ 4,941.00	\$ 8,741.00	\$14,841.00
NL (+20%)	\$ 5,929.20	\$ 9,729.20	\$15,829.20
NR (+35%)	\$ 6,670.35	\$10,470.35	\$16,570.35
Junior page (37cm x 5col)			
ROP	\$11,285.00	\$15,085.00	\$21,185.00
NL (+20%)	\$13,542.00	\$17,342.00	\$23,442.00
NR (+35%)	\$15,234.75	\$19,034.75	\$25,134.75
Junior page (43cm x 5col)			
ROP	\$13,115.00	\$16,915.00	\$23,015.00
NL (+20%)	\$15,738.00	\$19,538.00	\$25,638.00
NR (+35%)	\$17,705.25	\$21,505.25	\$27,605.25

Note: All prices do not include GST charges.

THE STRAITS TIMES

	Black & White	1-spot colour	2-spot colour/Full colour
Saturday			
Full page (54cm x 6col)			
ROP	\$20,088.00	\$23,888.00	\$29,988.00
NL (+20%)	\$24,105.60	\$27,905.60	\$34,005.60
NR (+35%)	\$27,118.80	\$30,918.80	\$37,018.80
Half page (27cm x 6col)			
ROP	\$10,044.00	\$13,844.00	\$19,944.00
NL (+20%)	\$12,052.80	\$15,852.80	\$21,952.80
NR (+35%)	\$13,559.40	\$17,359.40	\$23,459.40
Quarter page (27cm x 3col)			
ROP	\$ 5,022.00	\$ 8,822.00	\$14,922.00
NL (+20%)	\$ 6,026.40	\$ 9,826.40	\$15,926.40
NR (+35%)	\$ 6,779.70	\$10,579.70	\$16,679.70
Junior page (37cm x 5col)			
ROP	\$11,470.00	\$15,270.00	\$21,370.00
NL (+20%)	\$13,764.00	\$17,564.00	\$23,664.00
NR (+35%)	\$15,484.50	\$19,284.50	\$25,384.50
Junior page (43cm x 5col)			
ROP	\$13,330.00	\$17,130.00	\$23,230.00
NL (+20%)	\$15,996.00	\$19,796.00	\$25,896.00
NR (+35%)	\$17,995.50	\$21,795.50	\$27,895.50

THE SUNDAY TIMES

	Black & White	1-spot colour	2-spot colour/Full colour
Full page (54cm x 6col)			
ROP	\$19,764.00	\$23,564.00	\$29,664.00
NL (+20%)	\$23,716.80	\$27,516.80	\$33,616.80
NR (+35%)	\$26,681.40	\$30,481.40	\$36,581.40
Half page (27cm x 6col)			
ROP	\$ 9,882.00	\$13,682.00	\$19,782.00
NL (+20%)	\$11,858.40	\$15,658.40	\$21,758.40
NR (+35%)	\$13,340.70	\$17,140.70	\$23,240.70
Quarter page (27cm x 3col)			
ROP	\$ 4,941.00	\$ 8,741.00	\$14,841.00
NL (+20%)	\$ 5,929.20	\$ 9,729.20	\$15,829.20
NR (+35%)	\$ 6,670.35	\$10,470.35	\$16,570.35
Junior page (37cm x 5col)			
ROP	\$11,285.00	\$15,085.00	\$21,185.00
NL (+20%)	\$13,542.00	\$17,342.00	\$23,442.00
NR (+35%)	\$15,234.75	\$19,034.75	\$25,134.75
Junior page (43cm x 5col)			
ROP	\$13,115.00	\$16,915.00	\$23,015.00
NL (+20%)	\$15,738.00	\$19,538.00	\$25,638.00
NR (+35%)	\$17,705.25	\$21,505.25	\$27,605.25

Note: All prices do not include GST charges.

THE BUSINESS TIMES

	Black & White	1-spot colour	2-spot colour	Full colour
Full page (54cm x 6col)				
ROP	\$6,480.00	\$7,280.00	\$8,880.00	\$9,680.00
NL (+10%)	\$7,128.00	\$7,928.00	\$9,528.00	\$10,328.00
NR (+25%)	\$8,100.00	\$8,900.00	\$10,500.00	\$11,300.00
Half page (27cm x 6col)				
ROP	\$3,240.00	\$4,040.00	\$5,640.00	\$6,440.00
NL (+10%)	\$3,564.00	\$4,364.00	\$5,964.00	\$6,764.00
NR (+25%)	\$4,050.00	\$4,850.00	\$6,450.00	\$7,250.00
Quarter page (27cm x 3col)				
ROP	\$1,620.00	\$2,420.00	\$4,020.00	\$4,820.00
NL (+10%)	\$1,782.00	\$2,582.00	\$4,182.00	\$4,982.00
NR (+25%)	\$2,025.00	\$2,825.00	\$4,425.00	\$5,225.00
Junior page (37cm x 5col)				
ROP	\$3,700.00	\$4,500.00	\$6,100.00	\$6,900.00
NL (+10%)	\$4,070.00	\$4,870.00	\$6,470.00	\$7,270.00
NR (+25%)	\$4,625.00	\$5,425.00	\$7,025.00	\$7,825.00
Junior page (43cm x 5col)				
ROP	\$4,300.00	\$5,100.00	\$6,700.00	\$7,500.00
NL (+10%)	\$4,730.00	\$5,530.00	\$7,130.00	\$7,930.00
NR (+25%)	\$5,375.00	\$6,175.00	\$7,775.00	\$8,575.00

THE BUSINESS TIMES WEEKEND

	Black & White	1-spot colour	2-spot colour	Full colour
Full page (33cm x 6col)				
ROP	\$ 2,871.00	\$ 3,671.00	\$5,271.00	\$6,071.00
NL (+10%)	\$ 3,158.10	\$ 3,958.10	\$5,558.10	\$6,358.10
NR (+25%)	\$ 3,588.75	\$ 4,388.75	\$5,988.75	\$6,788.75
Half page (17cm x 6col)				
ROP	\$1,479.00	\$2,279.00	\$3,879.00	\$4,679.00
NL (+10%)	\$1,626.90	\$2,426.90	\$4,026.90	\$4,826.90
NR (+25%)	\$1,848.75	\$2,648.75	\$4,248.75	\$5,048.75
Quarter page (17cm x 3col)				
ROP	\$ 739.50	\$1,539.50	\$3,139.50	\$3,939.50
NL (+10%)	\$ 813.45	\$1,613.45	\$3,213.45	\$4,013.45
NR (+25%)	\$ 924.38	\$1,724.38	\$3,324.38	\$4,124.38
Junior page (27cm x 4col)				
ROP	\$1,566.00	\$2,366.00	\$3,966.00	\$4,766.00
NL (+10%)	\$1,722.60	\$2,522.60	\$4,122.60	\$4,922.60
NR (+25%)	\$1,957.50	\$2,757.50	\$4,357.50	\$5,157.50

THE NEW PAPER

	Black & White	1-spot colour	2-spot colour	Full colour
Full page (33cm x 6col)				
ROP	\$3,762.00	\$4,962.00	\$5,562.00	\$7,762.00
Odd Number page (+10%)	\$4,138.20	\$5,338.20	\$5,938.20	\$8,138.20
Half page (17cm x 6col)				
ROP	\$1,938.00	\$3,138.00	\$3,738.00	\$5,938.00
Odd Number page (+10%)	\$2,131.80	\$3,331.80	\$3,931.80	\$6,131.80
Quarter page (17cm x 3col)				
ROP	\$969.00	\$2,169.00	\$2,769.00	\$4,969.00
Odd Number page (+10%)	\$1,065.90	\$2,265.90	\$2,865.90	\$5,065.90
Junior page (27cm x 4col)				
ROP	\$2,052.00	\$3,252.00	\$3,852.00	\$6,052.00
Odd Number page (+10%)	\$2,257.20	\$3,457.20	\$4,057.20	\$6,257.20

Note: All prices do not include GST charges.

LIANHE ZAOBAO (Sunday – Wednesday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$11,988.00	\$13,738.00	\$17,238.00	\$19,488.00
NL (+15%)	\$13,786.20	\$15,536.20	\$19,036.20	\$21,286.20
NR (+20%)	\$14,385.60	\$16,135.60	\$19,635.60	\$21,885.60
Half page – 27cm x 6col				
ROP	\$ 5,994.00	\$ 7,744.00	\$11,244.00	\$13,494.00
NL (+15%)	\$ 6,893.10	\$ 8,643.10	\$12,143.10	\$14,393.10
NR (+20%)	\$ 7,192.80	\$ 8,942.80	\$12,442.80	\$14,692.80
Quarter page – 27cm x 3col				
ROP	\$ 2,997.00	\$ 4,747.00	\$ 8,247.00	\$10,497.00
NL (+15%)	\$ 3,446.55	\$ 5,196.55	\$ 8,696.55	\$10,946.55
NR (+20%)	\$ 3,596.40	\$ 5,346.40	\$ 8,846.40	\$11,096.40
Junior page – 37cm x 5col				
ROP	\$ 6,845.00	\$ 8,595.00	\$12,095.00	\$14,345.00
NL (+15%)	\$ 7,871.75	\$ 9,621.75	\$13,121.75	\$15,371.75
NR (+20%)	\$ 8,214.00	\$ 9,964.00	\$13,464.00	\$15,714.00
Junior page – 43cm x 5col				
ROP	\$ 7,955.00	\$ 9,705.00	\$13,205.00	\$15,455.00
NL (+15%)	\$ 9,148.25	\$10,898.25	\$14,398.25	\$16,648.25
NR (+20%)	\$ 9,546.00	\$11,296.00	\$14,796.00	\$17,046.00

LIANHE ZAOBAO (Thursday – Saturday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$12,636.00	\$14,386.00	\$17,886.00	\$20,136.00
NL (+15%)	\$14,531.40	\$16,281.40	\$19,781.40	\$22,031.40
NR (+20%)	\$15,163.20	\$16,913.20	\$20,413.20	\$22,663.20
Half page – 27cm x 6col				
ROP	\$ 6,318.00	\$ 8,068.00	\$11,568.00	\$13,818.00
NL (+15%)	\$ 7,265.70	\$ 9,015.70	\$12,515.70	\$14,765.70
NR (+20%)	\$ 7,581.60	\$ 9,331.60	\$12,831.60	\$15,081.60
Quarter page – 27cm x 3col				
ROP	\$ 3,159.00	\$ 4,909.00	\$ 8,409.00	\$10,659.00
NL (+15%)	\$ 3,632.85	\$ 5,382.85	\$ 8,882.85	\$11,132.85
NR (+20%)	\$ 3,790.80	\$ 5,540.80	\$ 9,040.80	\$11,290.80
Junior page – 37cm x 5col				
ROP	\$ 7,215.00	\$ 8,965.00	\$12,465.00	\$14,715.00
NL (+15%)	\$ 8,297.25	\$10,047.25	\$13,547.25	\$15,797.25
NR (+20%)	\$ 8,658.00	\$10,408.00	\$13,908.00	\$16,158.00
Junior page – 43cm x 5col				
ROP	\$ 8,385.00	\$10,135.00	\$13,635.00	\$15,885.00
NL (+15%)	\$ 9,642.75	\$11,392.75	\$14,892.75	\$17,142.75
NR (+20%)	\$10,062.00	\$11,812.00	\$15,312.00	\$17,562.00

LIANHE WANBAO / SHIN MIN DAILY NEWS (Saturday – Tuesday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$ 6,804.00	\$ 7,804.00	\$ 8,004.00	\$ 9,804.00
NL (+10%)	\$ 7,484.40	\$ 8,484.40	\$ 8,684.40	\$10,484.40
Half page – 27cm x 6col				
ROP	\$ 3,402.00	\$ 4,402.00	\$ 4,602.00	\$ 6,402.00
NL (+10%)	\$ 3,742.20	\$ 4,742.20	\$ 4,942.20	\$ 6,742.20
Quarter page – 27cm x 3col				
ROP	\$ 1,701.00	\$ 2,701.00	\$ 2,901.00	\$ 4,701.00
NL (+10%)	\$ 1,871.10	\$ 2,871.10	\$ 3,071.10	\$ 4,871.10
Junior page – 37cm x 5col				
ROP	\$ 3,885.00	\$ 4,885.00	\$ 5,085.00	\$ 6,885.00
NL (+10%)	\$ 4,273.50	\$ 5,273.50	\$ 5,473.50	\$ 7,273.50
Junior page – 43cm x 5col				
ROP	\$ 4,515.00	\$ 5,515.00	\$ 5,715.00	\$ 7,515.00
NL (+10%)	\$ 4,966.50	\$ 5,966.50	\$ 6,166.50	\$ 7,966.50

Note: All prices do not include GST charges.

LIANHE WANBAO / SHIN MIN DAILY NEWS (Wednesday – Friday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$ 7,776.00	\$ 8,976.00	\$ 9,576.00	\$11,776.00
NL (+10%)	\$ 8,553.60	\$ 9,753.60	\$10,353.60	\$12,553.60
Half page – 27cm x 6col				
ROP	\$ 3,888.00	\$ 5,088.00	\$ 5,688.00	\$ 7,888.00
NL (+10%)	\$ 4,276.80	\$ 5,476.80	\$ 6,076.80	\$ 8,276.80
Quarter page – 27cm x 3col				
ROP	\$ 1,944.00	\$ 3,144.00	\$ 3,744.00	\$ 5,944.00
NL (+10%)	\$ 2,138.40	\$ 3,338.40	\$ 3,938.40	\$ 6,138.40
Junior page – 37cm x 5col				
ROP	\$ 4,440.00	\$ 5,640.00	\$ 6,240.00	\$ 8,440.00
NL (+10%)	\$ 4,884.00	\$ 6,084.00	\$ 6,684.00	\$ 8,884.00
Junior page – 43cm x 5col				
ROP	\$ 5,160.00	\$ 6,360.00	\$ 6,960.00	\$ 9,160.00
NL (+10%)	\$ 5,676.00	\$ 6,876.00	\$ 7,476.00	\$ 9,676.00

BERITA HARIAN

	Black & White	1-spot colour	2-spot colour	Full colour
Full page (54cm x 6col)				
ROP	\$4,536.00	\$5,386.00	\$7,086.00	\$7,986.00
NL (+10%)	\$4,989.60	\$5,839.60	\$7,539.60	\$8,439.60
NR (+20%)	\$5,443.20	\$6,293.20	\$7,993.20	\$8,893.20
Half page (27cm x 6col)				
ROP	\$2,268.00	\$3,118.00	\$4,818.00	\$5,718.00
NL (+10%)	\$2,494.80	\$3,344.80	\$5,044.80	\$5,944.80
NR (+20%)	\$2,721.60	\$3,571.60	\$5,271.60	\$6,171.60
Quarter page (27cm x 3col)				
ROP	\$1,134.00	\$1,984.00	\$3,684.00	\$4,584.00
NL (+10%)	\$1,247.40	\$2,097.40	\$3,797.40	\$4,697.40
NR (+20%)	\$1,360.80	\$2,210.80	\$3,910.80	\$4,810.80
Junior page (37cm x 5col)				
ROP	\$2,590.00	\$3,440.00	\$5,140.00	\$6,040.00
NL (+10%)	\$2,849.00	\$3,699.00	\$5,399.00	\$6,299.00
NR (+20%)	\$3,108.00	\$3,958.00	\$5,658.00	\$6,558.00
Junior page (43cm x 5col)				
ROP	\$3,010.00	\$3,860.00	\$5,560.00	\$6,460.00
NL (+10%)	\$3,311.00	\$4,161.00	\$5,861.00	\$6,761.00
NR (+20%)	\$3,612.00	\$4,462.00	\$6,162.00	\$7,062.00

BERITA MINGGU

	Black & White	1-spot colour	2-spot colour	Full colour
Full page (54cm x 6col)				
ROP	\$5,184.00	\$6,084.00	\$7,884.00	\$8,834.00
NL (+10%)	\$5,702.40	\$6,602.40	\$8,402.40	\$9,352.40
NR (+20%)	\$6,220.80	\$7,120.80	\$8,920.80	\$9,870.80
Half page (27cm x 6col)				
ROP	\$2,592.00	\$3,492.00	\$5,292.00	\$6,242.00
NL (+10%)	\$2,851.20	\$3,751.00	\$5,551.20	\$6,501.20
NR (+20%)	\$3,110.40	\$4,010.40	\$5,810.40	\$6,760.40
Quarter page (27cm x 3col)				
ROP	\$1,296.00	\$2,196.00	\$3,996.00	\$4,946.00
NL (+10%)	\$1,425.60	\$2,325.60	\$4,125.60	\$5,075.60
NR (+20%)	\$1,555.20	\$2,455.20	\$4,255.20	\$5,205.20
Junior page (37cm x 5col)				
ROP	\$2,960.00	\$3,860.00	\$5,660.00	\$6,610.00
NL (+10%)	\$3,256.00	\$4,156.00	\$5,956.00	\$6,906.00
NR (+20%)	\$3,552.00	\$4,452.00	\$6,252.00	\$7,202.00
Junior page (43cm x 5col)				
ROP	\$3,440.00	\$4,340.00	\$6,140.00	\$7,090.00
NL (+10%)	\$3,784.00	\$4,684.00	\$6,484.00	\$7,434.00
NR (+20%)	\$4,128.00	\$5,028.00	\$6,828.00	\$7,778.00

Note: All prices do not include GST charges.

TAMIL MURASU (Monday – Friday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$2,592.00	\$3,592.00	\$4,192.00	\$6,592.00
NL (+10%)	\$2,851.20	\$3,851.20	\$4,451.20	\$6,851.20
NR (+20%)	\$3,110.40	\$4,110.40	\$4,710.40	\$7,110.40
Half page – 27cm x 6col				
ROP	\$1,296.00	\$2,296.00	\$2,896.00	\$5,296.00
NL (+10%)	\$1,425.60	\$2,425.60	\$3,025.60	\$5,425.60
NR (+20%)	\$1,555.20	\$2,555.20	\$3,155.20	\$5,555.20
Quarter page – 27cm x 3col				
ROP	\$ 648.00	\$1,648.00	\$2,248.00	\$4,648.00
NL (+10%)	\$ 712.80	\$1,712.80	\$2,312.80	\$4,712.80
NR (+20%)	\$ 777.60	\$1,777.60	\$2,377.60	\$4,777.60
Junior page – 37cm x 5col				
ROP	\$1,480.00	\$2,480.00	\$3,080.00	\$5,480.00
NL (+10%)	\$1,628.00	\$2,628.00	\$3,228.00	\$5,628.00
NR (+20%)	\$1,776.00	\$2,776.00	\$3,376.00	\$5,776.00
Junior page – 43cm x 5col				
ROP	\$1,720.00	\$2,720.00	\$3,320.00	\$5,720.00
NL (+10%)	\$1,892.00	\$2,892.00	\$3,492.00	\$5,892.00
NR (+20%)	\$2,064.00	\$3,064.00	\$3,664.00	\$6,064.00

TAMIL MURASU (Saturday – Sunday)

	Black & White	1-spot colour	2-spot colour	Full colour
Full page – 54cm x 6col				
ROP	\$3,240.00	\$4,240.00	\$4,840.00	\$7,240.00
NL (+10%)	\$3,564.00	\$4,564.00	\$5,164.00	\$7,564.00
NR (+20%)	\$3,888.00	\$4,888.00	\$5,488.00	\$7,888.00
Half page – 27cm x 6col				
ROP	\$1,620.00	\$2,620.00	\$3,220.00	\$5,620.00
NL (+10%)	\$1,782.00	\$2,782.00	\$3,382.00	\$5,782.00
NR (+20%)	\$1,944.00	\$2,944.00	\$3,544.00	\$5,944.00
Quarter page – 27cm x 3col				
ROP	\$ 810.00	\$1,810.00	\$2,410.00	\$4,810.00
NL (+10%)	\$ 891.00	\$1,891.00	\$2,491.00	\$4,891.00
NR (+20%)	\$ 972.00	\$1,972.00	\$2,572.00	\$4,972.00
Junior page – 37cm x 5col				
ROP	\$1,850.00	\$2,850.00	\$3,450.00	\$5,850.00
NL (+10%)	\$2,035.00	\$3,035.00	\$3,635.00	\$6,035.00
NR (+20%)	\$2,220.00	\$3,220.00	\$3,820.00	\$6,220.00
Junior page – 43cm x 5col				
ROP	\$2,150.00	\$3,150.00	\$3,750.00	\$6,150.00
NL (+10%)	\$2,365.00	\$3,365.00	\$3,965.00	\$6,365.00
NR (+20%)	\$2,580.00	\$3,580.00	\$4,180.00	\$6,580.00

Note: All prices do not include GST charges.

SPECIFICATIONS

ST / SUT / BH / BM / BT (MON-FRI) ZB / WB / SM / TM		ST / SUT / BH / BM / BT (MON-FRI) ZB / WB / SM / TM		TNP / IN / LRD / TABLA / BT (SAT)	
Display, Executive Appointments, Notices, Out-of-Executive Appointments (A6) & Out-of-Notices (N6)		Classifieds		Display, Executive Appointments, Out-of-Executive Appointments (A6), Notices & Classifieds Out-of-Notices (N6)	
1 col	5.1cm		3.7cm		3.7cm
2 col	10.6cm		7.9cm		7.9cm
3 col	16.2cm		12.0cm		12.0cm
4 col	21.7cm		16.2cm		16.2cm
5 col	27.3cm		20.3cm		20.3cm
6 col	32.7cm		24.4cm		24.4cm
7 col	-		-		-
8 col	-		32.7cm		-

ACCEPTABLE SIZES FOR DISPLAY, A6* & N6*

ST / SUT / BH / BM / BT (MON-FRI) ZB / WB / SM		
	Col width	Acceptable heights
1 col	5.1cm	3cm to 43cm then 54cm
2 col	10.6cm	3cm to 43cm then 54cm
3 col	16.2cm	5cm to 43cm then 54cm
4 col	21.7cm	5cm to 43cm then 54cm
5 col	27.3cm	5cm to 43cm
6 col	32.7cm	5cm to 43cm then 54cm

TNP		
	Col width	Acceptable heights
1 col	3.7cm	5cm to 27cm then 33cm
2 col	7.9cm	5cm to 27cm then 33cm
3 col	12.0cm	5cm to 27cm then 33cm
4 col	16.2cm	5cm to 27cm then 33cm
5 col	20.3cm	5cm to 27cm
6 col	24.4cm	5cm to 27cm then 33cm

BT(SAT) / TABLA / LITTLE RED DOT		
	Col width	Acceptable heights
1 col	3.7cm	3cm to 27cm then 33cm
2 col	7.9 cm	3cm to 27cm then 33cm
3 col	12.0cm	3cm to 27cm then 33cm
4 col	16.2 cm	3cm to 27cm then 33cm
5 col	20.3 cm	3cm to 12cm
6 col	24.4cm	3cm to 27cm then 33cm

ACCEPTABLE SIZES FOR RECRUITMENT

ST / SUT / BH / BM / BT (MON-FRI) ZB / WB / SM		
	Col width	Acceptable heights
1 col	5.1cm	10cm to 47cm then 54cm
2 col	10.6cm	5cm to 47cm then 54cm
3 col	16.2cm	5cm to 47cm then 54cm
4 col	21.7cm	5cm to 47cm then 54cm
5 col	27.3cm	5cm to 47cm then 54cm
6 col	32.7cm	5cm to 47cm then 54cm

* Applicable to Recruitment & Notices ads in Display section and subject to the minimum size requirements on page 52. Advertisement spaces other than the dimensions listed above will always be considered with a 25% premium if accepted.

ACCEPTABLE SIZES FOR NOTICES

ST / SUT / BH / BM / BT (MON-FRI)		
	Col width	Acceptable heights
1 col	5.1cm	10cm to 47cm then 54cm
2 col	10.6cm	5cm to 47cm then 54cm
3 col	16.2cm	5cm to 47cm then 54cm
4 col	21.7cm	5cm to 47cm then 54cm
5 col	27.3cm	5cm to 47cm then 54cm
6 col	32.7cm	5cm to 47cm then 54cm

ZB / WB / SM		
	Col width	Acceptable heights
1 col	5.1cm	10cm to 47cm then 54cm
2 col	10.6cm	5cm to 47cm then 54cm
3 col	16.2cm	5cm to 47cm then 54cm
4 col	21.7cm	5cm to 47cm then 54cm
5 col	27.3cm	5cm to 47cm then 54cm
6 col	32.7cm	5cm to 47cm then 54cm

ACCEPTABLE SIZES FOR TAMIL MURASU

DISPLAY		
	Col width	Acceptable heights
1 col	5.1cm	8cm to 43cm then 54cm
2 col	10.6cm	4cm to 43cm then 54cm
3 col	16.2cm	4cm to 43cm then 54cm
4 col	21.7cm	4cm to 43cm then 54cm
5 col	27.3cm	4cm to 43cm
6 col	32.7cm	4cm to 43cm then 54cm

RECRUITMENT		
	Col width	Acceptable heights
1 col	-	-
2 col	10.6cm	4cm to 47cm then 54cm
3 col	16.2cm	4cm to 47cm then 54cm
4 col	21.7cm	4cm to 47cm then 54cm
5 col	27.3cm	-
6 col	32.7cm	4cm to 47cm then 54cm

NOTICES		
	Col width	Acceptable heights
1 col	5.1cm	8cm to 47cm then 54cm
2 col	10.6cm	4cm to 47cm then 54cm
3 col	16.2cm	4cm to 47cm then 54cm
4 col	21.7cm	4cm to 47cm then 54cm
5 col	27.3cm	-
6 col	32.7cm	4cm to 47cm then 54cm

CLASSIFIEDS		
	Col width	Acceptable heights
1 col	3.7cm	6cm to 47cm then 54cm
2 col	7.9cm	4cm to 47cm then 54cm
3 col	12.0cm	4cm to 47cm then 54cm
4 col	16.2cm	4cm to 47cm then 54cm
5 col	20.3cm	4cm to 47cm then 54cm
6 col	24.4cm	4cm to 47cm then 54cm
7 col	-	-
8 col	32.7cm	4cm to 47cm then 54cm

Advertisement spaces other than the dimensions listed above will always be considered with a 25% premium if accepted.

ACCEPTABLE SIZES FOR CLASSIFIEDS

SPECIFICATIONS FOR CLASSIFIEDS			
	ST/SuT/BH/BM	ZB/WB/SM	TNP
Minimum size	Run-on 3 lines Semi-display 3cm x 1col Display 3cm x 1col	Run-on 3 lines Semi-display 3cm x 1col Display 3cm x 1col	Display 4cm x 1col
	-	Obituaries 5cm x 2col	-
	Semi-display & Display: 1-6col: 3cm to 45cm, then 50cm 8col : 3cm to 45cm, then 54cm	Semi-display & Display: 1-6col: 3cm to 45cm, then 50cm 8col : 3cm to 45cm, then 54cm	1-4col: 4cm to 22cm, then 29cm 6col : 4cm to 22cm, then 33cm
Acceptable Height**	1st pg of Classifieds (ST/SuT-27cm x 8col)	1st pg of Classifieds (ZB-27cm x 8col)	1st pg of Classifieds (15cm x 6col)
	Obituaries 3cm to 54cm	Obituaries 5cm to 54cm	-

** All other heights subject to approval. Multiple columns is only applicable to Display Advertisement types.

MINIMUM ADVERTISEMENT SIZE FOR RECRUITMENT & NOTICES

All English & Malay publications (B/W & Colour)
(excluding The New Paper)

Recruitment **10col cm**
Notices **10col cm**
Corrigendum **3cm x 1col**

All Chinese publications (B/W & Colour)

Recruitment / Notices **10col cm**
Corrigendum **3cm x 1col**

The New Paper (B/W & Colour)

Recruitment / Notices **51 col cm**

The above minimum sizes also apply to Recruitment & Notices advertisements in Display section

SPECIFICATIONS FOR BUSINESS TIMES WEEKEND MAGAZINE

	Single	Double
Trimmed Size	270mm(W) x 320mm (H)	540mm (W) x 320mm (H)
Bleed	290mm (W) x 340mm (H)	560mm (W) x 340mm (H)
Text Area	246mm (W) x 296mm (H)	516mm (W) x 296mm (H)

SPECIFICATIONS FOR zbCOMMA / THUMBS UP / THUMBS UP JUNIOR

zbCOMMA

	Single Page	Double Page
Trimmed Size	297mm (H) x 210mm (W)	297mm (H) x 420mm (W)
Bleed	307mm (H) x 220mm (W)	307mm (H) x 430mm (W)
Text Area	245mm (H) x 180mm (W)	245mm (H) x 390mm (W)
Half Page Ad + (Bleed)	155mm (H) x 220mm (W)	155mm (H) x 430mm (W)
Half Page Ad	145mm (H) x 210mm (W)	145mm (H) x 420mm (W)

Thumbs Up

	Single Page	Double Page
Trimmed Size	297mm (H) x 210mm (W)	297 mm (H) x 420mm (W)
Bleed Size	307 mm (H) x 220mm (W)	307 mm (H) x 430mm (W)
Text Area	267 mm (H) x 180mm (W)	267 mm (H) x 390mm (W)
Half Page Ad + (Bleed)	155 mm (H) x 220mm (W)	155 mm (H) x 430mm (W)
Half Page Ad	145 mm (H) x 210mm (W)	145 mm (H) x 420mm (W)

Thumbs Up Junior

	Single Page	Double Page
Trimmed Size	297mm (H) x 210mm (W)	297mm (H) x 420mm (W)
Bleed Size	307mm (H) x 220mm (W)	307mm (H) x 430mm (W)
Text Area	277mm (H) x 190mm (W)	277mm (H) x 400mm (W)
Half Page Ad + (Bleed)	155mm (H) x 220mm (W)	155mm (H) x 430mm (W)
Half Page Ad	145mm (H) x 210mm (W)	145mm (H) x 420mm (W)

SPECIFICATIONS FOR HEALTH NO. 1 (MAGAZINE)

	Single Page	Half Page	Half Page - Vertical
Trimmed Size	195mm (W) x 285mm (H)	195mm (W) x 145mm (H)	98mm (W) x 285mm (H)
Bleed Size	205mm (W) x 295mm (H)	205mm (W) x 155mm (H)	108mm (W) x 295mm (H)
Text Area	165mm (W) x 265mm (H)	165mm (W) x 125mm (H)	78mm (W) x 265mm (H)

	Double Page	Banner - Horizontal	Banner - Vertical
Trimmed Size	390mm (W) x 285mm (H)	195mm (W) x 95mm (H)	65mm (W) x 285mm (H)
Bleed Size	400mm (W) x 295mm (H)	205mm (W) x 105mm (H)	75mm (W) x 295mm (H)
Text Area	370mm (W) x 265mm (H)	165mm (W) x 75mm (H)	45mm (W) x 265mm (H)

MINIMUM POINT SIZE FOR RECRUITMENT & NOTICES/CLASSIFIEDS

English Publications	7-point
Malay Publications	7-point
Chinese Publications	9-point
Tamil Publication	10-point

Reverse text for Black/White copies	
English/Malay Publications	10-point
Chinese Publications	12-point

NB: All Recruitment & Notices/Classifieds ads typeset by SPH will use minimum point sizes as stated above.

SPECIFICATIONS FOR ELECTRONICALLY TRANSMITTED ADVERTISEMENT MATERIALS

1) PHOTOSHOP COLOUR SETTINGS AND FILE FORMAT

Colour Profile

RGB = Adobe 1988 or SRGB

CMYK = ISONewspaper26v4.icc

Grayscale = ISONewspaper26v4_gr.icc

Picture File Format

Photoshop EPS/PSD/JPG/TIFF

PSD – flatten layers to minimize printing discrepancy

JPG – save with maximum quality

EPS – save in 8 bits/channel

TIFF – no compression

Bitmap – lineart with minimum 600dpi

Resolution: 200dpi

Note: No compression for all images

All 4C images must be in CMYK mode

Do not use RGB, LAB & INDEX Colour – it will not print correctly

2) TONAL CURVE

Grayscale Images

Highlight: 3% to 5%

Shadow: 92% to 95%

Full Colour Images

Highlight: 4% Cyan 3% Magenta 3% Yellow

Shadow: Cap to total sum of not more than 180%

(Eg: 40% Cyan 30% Magenta 30% Yellow 80% Black)

Overall colour – total sum percentage should not exceed 240%

3) COLOUR & TONE DENSITY

To improve colour trapping, reduce loss of shadow details, minimize set-off and smudging

- Full colour area – total sum percentage should not exceed 240%
- 4-Color black shadow area – total sum percentage should not exceed 180%
- Colour trapping – avoid using 2 solid colours for better trapping
- Whenever possible use ICR/UCR technique
- Application of UCR (Under Color Removal) or ICR (Integrated Color Removal) for colour images – this process reduces of C,M,Y and replace with K for neutral colour areas and saturated colour for the optimization of reproduction

2nd Colour Advertisement

- Material to be provided in match process colour base on booking spot colour
- Refer to the SPH Spot Colour Guide for colour break down
- Any tone-down must be proportionately adjusted

4) ARTWORK & PDF CREATION:

- All artwork to be done up to booking size
- Centrespread and across gutter advertisements – to include 2cm for the gutter
- Recommended to print to PS and Distill to PDF using SPH Distiller Jobs Options with embedded fonts and images
- PDF Version 1.5 without crop marks and bleeding
- No complex layering allowed – to minimise unpredictable output
- No annotations, comments, attachments like movies etc are allowed

5) COMPLEX GRAPHICS/ CIRCULAR / LINE BLENDING GRADIENT / TRANSPARENCIES:

Please flatten or rasterize the layerings to minimize postscript errors during printing – this may result in unpredictable output.

6) TYPOGRAPHY AND RULES:

Black Overprint

Only solid black text 14 points and below and rules (minimum 1 point) should be set to overprint over light colour background as slight misregistration can affect the clarity. Black text above 14 points and bigger – do not set overprint to avoid excessive total ink which will cause set-off and see-through. For better clarity and legibility, to use bold sans serif fonts for reverse white text or colour text with background.

Fonts, Rules & Point Size

- Weight of all rules and strokes to be at least 1 points
- Minimum text point size of 7 points is recommended for clarity
- Thin rules, strokes and small point size should be restricted to single colour to avoid misregistration, 'break-up' and 'fill-in'
- Do not use True Type fonts
- For Chinese characters, convert all text to path
- Chinese font text point size – no less than 9 points
- Reverse white text on colour background – preferably no less than 14 points, sans serif type is recommended. This is to minimise ink fill-in and misregistration.

7) PRESS PRODUCTION NOTES:

Screening

SPH is using the Cross Modulation (XM) screening technology for its printing of halftone. This is a hybrid screening technology that incorporates the best of both Amplitude Modulation (AM) and Frequency Modulation (FM) screening, to improve print quality and eliminates rosette pattern.

Resolution

SPH utilises CTP with output resolution of 1200dpi @ 141lpi on Sublima Screening (as above).

Dot Gain

Tonal compensation adjustment should be made for a dot gain of approximately 30% dot gain in the midtone area.

Double Truck (Centrespread and Across Gutter Images)

Mechanical paper controls (nips and trolleys) are necessary to hold and guide the printed copy through the press and this can result in undesirable markings across the centre gutter, it is not possible to completely eliminate this set-off and trolley marks, we therefore advise that creative to avoid placing images, logos and text in the centre-fold.

Set-Off & See Through

Colour set-off and see through are inevitable in high speed wet-on-wet web printing. Some degree of tolerance must be expected.

Misregistration

10-thou misregistration is regarded internationally as within the printing tolerance on high speed wet-on-wet web printing.

Colour Proof

Digital proof supplied by client must be calibrated to SPH Press Profile on newsprint stock that is close to our newspaper shade – as the proofing process (using inkjet and toner) differs from wet-on-wet web printing (water & ink) – therefore some degree of deviation must be expected.

Colour Reproduction

Client must expect a certain degree of colour differences for the same advertisement printed on different presses (i.e. KBA, Colorliner & UNISSET) due to different press characteristics – i.e. ink hue, dot gain, paper shade etc.

Ink Density

Printing is also carried out to an ink density range of +/- 0.05; Cyan, Magenta and Yellow is printed to a nominal target of 0.90 and Black to a nominal target of 1.10.

SPH Spot Colour Guide

This serves as a close guide and is reproduced to the closest match that we can achieve during the time of printing. Slight variation in shades must be expected and accepted when printed on different presses at different time and on different shade of newsprints.

SPH Radio - Submission Deadline & Technical Specification

Day of broadcast	Contract Submission Deadline	Material Submission Deadline
Monday	Thursday, 12 noon	Friday, 12 noon
Tuesday	Friday, 12 noon	Monday, 12 noon
Wednesday	Monday, 12 noon	Tuesday, 12 noon
Thursday	Tuesday, 12 noon	Wednesday, 12 noon
Friday	Wednesday, 12 noon	Thursday, 12 noon
Saturday	Thursday, 12 noon	Friday, 12 noon
Sunday	Thursday, 12 noon	Friday, 12 noon

Copy Deadline

- Scripts meant for vetting must reach SPH Radio copy writer, two working days prior to production for approval.
- Live Read scripts for vetting must reach SPH Radio copy writer, two working days prior to airtime.
- Open Talk reservation is on a first come first serve basis. Lead-time for production will be 2 weeks.
- The specified lead-time will excludes Saturdays, Sundays and Public Holidays.

Material Submission Deadline

Any Commercial clips must be submitted to SPH Radio two working days prior to airtime.
The specified lead-time will excludes Saturdays, Sundays and Public Holidays.

Audio Medium

- CD Audio
- CD Data
- Download links

Audio Format

- MP3 16 Bit Stereo 320 KBPS
- Wave file, 16 Bits Stereo 44KHZ

Digital Format

- Leader board 729 X 90 Pixel (height)
- Mobile Splash Ad 320 X 480 px (height)

Collection Of Materials

All materials will be removed after 6 months unless any prior arrangement for collection of materials.

** Important note: SPH Radio Pte Ltd reserves all rights to reject any commercial that does not fulfil the above technical requirement.*

SPH Magazine Materials

SPHM shall not be responsible for any erroneous reproduction of the advertisement copy if the Advertiser or Agency fails to comply with the pre-requisite of file stated in the SPH technical specifications during the production of the advertisement copy or file submission. The SPHM technical specifications may be varied and amended by SPHM from time to time.

All files supplied must be accompanied by a Standard Colour Proof. The specifications of digital proofing are listed below:-

- Colour proof must be generated from the PDF file that is submitted.
- Colour proof must be prepared to the correct size.
- Colour control strip must be included in every proof.
- The colour control strip should not be edited, resized or altered in any way to ensure 100% accuracy.

SPHM shall not be responsible for any erroneous reproduction of the advertisement copy if a Standard Colour Proof is not supplied.

SPHM will not accept dangerous items/highly flammable or poisonous substances or liquids contained in packaging to be attached or bound into SPHM publications.

Advertiser or Agency must ensure that all additional insertions can be attached by SPHM specified methods and any insertions shall be at the cost as determined by SPHM. SPHM reserves the right to request for samples to facilitate any trial productions or sample testing.

DEADLINES FOR ELECTRONIC COPY

DISPLAY

Publications	Positions	Copy Deadline
The Straits Times / The Sunday Times	News, Money, Sports	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
	Life! , Sunday Life! ROP, Cinema	12 noon on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
	IN / Little Red Dot	5:00pm on Fridays
The Business Times	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Mondays
Berita Harian / Berita Minggu / Tamil Murasu	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
The New Paper	All positions	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
Lianhe ZaoBao	News, Econ, Sports	5:00pm on eve of publication for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
	Now, Cinema ROP, ZB Weekly	12 noon on eve of publications for Tuesdays to Saturdays 5:00pm on Fridays for Sundays 5:00pm on Fridays for Mondays
	ZbCOMMA	12 noon on Tuesdays for Wednesdays
Lianhe WanBao / Shin Min Daily News	All positions	5:00pm on eve of publications for Tuesdays to Saturdays 5:00pm on Fridays for Sundays and Mondays
Thumbs Up	All positions	7 clear working days from publication date
Tabla!	All positions	5:00pm on Wednesdays for Fridays
All Publications	Supplements	2 clear days (from date of supplement) by 5:00pm Eg Monday 5:00pm for Thursday

For advertisement materials that are not electronically transmitted to us, a handling fee of \$500 per advertisement material will be charged. These advertisement materials must be submitted two clear working days before publication dates.

COPY VETTING DEADLINES

Please ensure all copy reach SPH one day before publication date.

LATE COPY SURCHARGE

Minimum \$100 or 10% of advertisement cost (maximum \$800).

LATE COPY SURCHARGE - TAMIL MURASU

Minimum \$50 or 5% of advertisement cost (maximum \$800).

Surcharge will be doubled for materials submitted 2 hours after stipulated copy submission deadline.

DISPLAY – OVERSEAS CLIENTS / AGENCIES

Types of Materials	Copy Deadline
Black and White Artworks	7 clear working days prior to the insertion date.
Spot Colour Artworks	7 clear working days prior to the insertion date.
Electronic Transmission	7 clear working days.

COPY VETTING DEADLINES

All copies to be received for copy vetting 14 clear working days before copy deadline

LATE COPY SURCHARGE

Minimum \$100 or 10% of advertisement cost (maximum \$800).

HANDLING FEE

A handling fee of S\$500 will be imposed for all non-ET materials sent to SPH.

CREATIVE BUYS

Types of Materials	Copy Deadline
Special Ink Outside Colour Guide	7 clear working days prior to the insertion date
Inserts	3 clear working days prior to the insertion date.
Plastic Bags	3 clear working days prior to the insertion date.
Belly-Band	3 clear working days prior to the insertion date.
Front Page Flags / Stick-Ons	3 clear working days prior to the insertion date.
Variable Print	10 clear working days prior to the insertion date.

COPY VETTING DEADLINES

14 clear working days before publication deadline

LATE COPY SURCHARGE

Minimum \$100 or 10% of advertisement cost (maximum \$800).

CLASSIFIEDS (BOOKING & COPY DEADLINES)

Publications	Copy Deadline (Electronic Copies Only)	
	Run-on / Semi-Display*	Display**
The Straits Times/ The Sunday Times	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm on eve for Tuesday to Saturday (eg 1.30pm Monday for Tuesday) 4.00pm Friday for Sunday 5.00pm Friday for Monday
The New Paper	– NA –	1.30pm on eve for Tuesday to Saturday 5.00pm Friday for Monday
Berita Harian/ Berita Minggu	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm for Tuesday to Saturday (eg 1.30pm Monday for Tuesday) 4.00pm Friday for Sunday 5.00pm Friday for Monday
Lianhe Zaobao/ Lianhe Wanbao/ Shin Min Daily News	12 noon one clear working day (eg 12 noon Monday for Wednesday) 5.00pm Thursday for Sunday 5.00pm Thursday for Monday 12 noon Friday for Tuesday	1.30pm on eve for Tuesday to Saturday 4.00pm Friday for Sunday 5.00pm Friday for Monday

* Booking deadlines is the same as copy deadlines for run-ons/semi-display advertisements.

** Booking deadlines (Display Ads) – 1½ hour earlier than copy deadline.

Feature: Booking: 5 days Copy: 3 days before publications.

Creative buy – Booking: 3 days Copy: 1 clear day before publication.

LATE COPY SURCHARGE

Minimum \$50 or 5% of advertisement cost (maximum \$800)

The surcharge will be doubled for materials submitted 2 hours after the stipulated copy deadlines.

HANDLING FEE

A handling fee of \$500 will be imposed for all non-ET materials sent to SPH.

RECRUITMENT / NOTICES (BOOKING & COPY DEADLINES)

Publications	Copy Deadline (Electronic Copies Only)
The Straits Times/ The Sunday Times	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
The Business Times/ Shipping Times	1.30pm on eve for Tuesdays to Fridays 5.00pm Fridays for Mondays
Berita Harian/ Berita Minggu#/ The New Paper	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
Lianhe Zaobao/ Lianhe Wanbao/ Shin Min Daily News#	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays

* Booking deadline is 1½ hour before copy deadline for The Straits Times, The Sunday Times and Chinese publications.

For all other publications, booking deadline is the same as display.

3 full working days if translation is required.

LATE COPY SURCHARGE

Minimum \$50 or 5% of advertisement cost (maximum \$800)

The surcharge will be doubled for materials submitted 2 hours after the stipulated copy deadlines and 1 hour after deadline for Saturday's issue of Executive Appointments.

HANDLING FEE

A handling fee of \$500 will be imposed for all non-ET materials sent to SPH.

OBITUARY ADVERTISEMENTS (BOOKING & COPY DEADLINES)

Publications	Copy Deadline (Electronic Copies Only)
The Straits Times/ The Sunday Times	5.00pm on eve of publication (e.g. 5.00pm Monday for Tuesday)
Berita Harian/ Berita Minggu	5.00pm on eve of publication (e.g. 5.00pm Monday for Tuesday)
Lianhe Zaobao	4.00pm on eve of publication (e.g. 4.00pm Monday for Tuesday)
Lianhe Wanbao/Shin Min Daily News	11.00am on the day of publication

* Booking deadlines (Obituary Ads) – 1 hour earlier than copy deadline. Booking and copy can be submitted to counter@sph.com.sg on weekends and public holidays.

LATE COPY SURCHARGE

Minimum \$50 or 5% of advertisement cost (maximum \$800).

The surcharge will be doubled for materials submitted 1 hour after the stipulated copy deadlines.

TAMIL MURASU (BOOKING & COPY DEADLINES)

Positions	Booking Deadline	Copy Deadline
ROP & Notice Ads	12 noon on eve of publication for Tuesdays to Saturdays. 12 noon on Fridays for Sundays and Mondays.	5.00pm on eve of publication for Tuesdays to Saturdays. 5.00 pm on Fridays for Sundays and Mondays.
Classifieds	2.00pm on eve of publications for Tuesdays to Saturdays. 4.00pm on Fridays for Sundays and Mondays.	5.00pm on eve of publications for Tuesdays to Saturdays. 5.00pm on Fridays for Sundays and Mondays.
Obituary - Death Announcements	4.00pm on eve of publications.	4.00pm on eve of publications for Tuesdays to Sundays. 3.00pm to 6.00pm on eve of publications for Mondays.
- In-memorium	2 days before publications	4.00pm on eve of publications for Tuesdays to Saturdays. 4.00pm on Fridays for Sundays and Mondays.

All classifieds advertisements will be semi-display formats.

Advertisements that requires translations & artwork must be booked at least 3 days in advance with respect to translation and typesetting.

CANCELLATION DEADLINES

DISPLAY ADVERTISEMENTS

(1) Non-cancellable Premium Positions*

- (i) The Straits Times
 - a) Front page
 - b) Pages 2 & 3
 - c) Money Pg 1
 - d) Front page Sport (Saturday)
- (ii) The Sunday Times
 - a) Front page
 - b) Pages 2 & 3
- (iii) The Business Times
 - a) Front page
 - b) Island/strip advertisement spaces in Stock Prices pages
- (iv) Lianhe Zaobao
 - a) Front page
- (v) Lianhe Wanbao/Shin Min Daily News
 - a) Front page
 - b) Front page ear spaces

- (vi) Berita Harian/Berita Minggu/The New Paper/
Tamil Murasu
 - a) Front page

** All these positions 100% cancellation surcharge applicable.*

- (2) **Front page** of parts of The Straits Times/The Sunday Times
45 Business Days
- (3) **Page 4** of The Straits Times/The Sunday Times
One month
- (4) **Other Positions**
14 Business Days for full and spot colour advertisements
10 Business Days for black and white advertisements
- (5) **Supplements**
14 Business Days

Deadlines also applicable to Recruitment & Notices advertisements in Display Section.

CANCELLATION SURCHARGE FOR ALL EXCEPT NON-CANCELLABLE PREMIUM POSITIONS

- 1) More than 2 clear days before Cancellation Deadlines: 25% of advertisement cost or **\$500**, whichever is higher (excluding premium positions/special/ creative buys)
- 2) Less than 2 clear days before Cancellation Deadlines, non-cancellable premium positions or after Copy Deadlines for all other positions: **100%** on advertisement cost.

CLASSIFIEDS, RECRUITMENT & NOTICES ADVERTISEMENTS

For advertisements on front covers and premium positions in Classifieds advertisement section, the Cancellation Deadline is 45 Business Days from the Scheduled Insertion Date; i.e. cancellation (including re-scheduling & re-positioning) after the Cancellation Deadline will attract a cancellation surcharge of 25% of advertisement cost or \$500 (whichever is higher).

For colour advertisements, the Cancellation Deadline is 7 Business Days from the Scheduled Insertion date. Any downgrade in colour is also deemed as cancellation. Any cancellation after the Cancellation Deadline will attract a cancellation surcharge of 100% of the advertisement cost.

For B/W advertisements, the Cancellation Deadline is 4 Business Days from the Scheduled Insertion Date. Any cancellation after the Cancellation Deadline will attract a cancellation surcharge of 100% of the advertisement cost.

GENERAL TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 In these General Terms and Conditions ("Terms"), the following words and terms shall have the following meanings unless the context otherwise requires:

"Advertiser" means the person that has entered into a contract for any advertising on any SPH Platform.

"Advertising Contract" means any advertising contract between the Advertiser and SPH.

"Agency" means any advertising agency, whether specified in any Advertising Contract or otherwise, appointed by the Advertiser from time to time to act as its advertising agent.

"Agreement" means the Advertising Contract, these Terms and any applicable Platform T&Cs.

"Business Day" means a day other than a Saturday, Sunday or public holiday in Singapore.

"Platform T&Cs" means the terms and conditions applicable to advertising on a particular SPH Platform.

"SPH" means Singapore Press Holdings Limited and/or its related entities, affiliates and/or subsidiaries, as the context suggests.

"SPH Advertising Material" means all materials which SPH creates or produces for the Advertiser, except for the Advertiser's own copyright work that is incorporated into the said material created or produced.

"SPH Platform" means any advertising platform of SPH including, without limitation, any publication (including online, mobile and internet editions), radio station or networks, outdoor or indoor advertising space, or website.

- 1.2 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.
- 1.3 The expression "person" means any individual, corporation, partnership, association, limited liability company, trust, governmental or quasi-governmental authority or body or other entity or organisation.
- 1.4 The headings are for convenience only and shall not affect the interpretation of these Terms.
- 1.5 References to a statute or statutory provision include that statute or provision as from time to time modified, re-enacted or consolidated, whether before or after the date of these Terms, so far as such modification, re-enactment or consolidation applies or is capable of applying to any transaction entered into in accordance with these Terms and (so far as liability thereunder may exist or can arise) shall include also any past statute or statutory provision (as from time to time modified, re-enacted or consolidated) which such statute or provision has directly or indirectly replaced.

2. AGENCY

- 2.1 SPH shall be entitled to treat the Agency and any parties who contract with SPH as agents for their principals as having the requisite authority, and the Agency and any parties who contract with SPH as agents for their principals shall be deemed to be warranted that it/they have the requisite authority, to act as the Advertiser's agent with respect to all matters concerning the Advertiser's advertising on any SPH Platform including the content, size and all other specifications, date(s) of publications and to receive all notices and other communications from SPH, and the instruction, direction or agreement of the Agency with respect to any such matter shall constitute the instruction, direction or agreement, as the case may be, of the Advertiser and any notice or communication given or sent by SPH to Agency shall be regarded as a notice or communication given or sent to the Advertiser.
- 2.2 The Advertiser shall ratify all statements or actions of the Agency which purport to have been made or taken by the Agency on behalf of the Advertiser.
- 2.3 The Advertiser shall not without the prior written consent of SPH:
- (a) terminate the appointment of any Agency without appointing any other agency which is at that time an advertising agency accredited or approved by SPH to act as its agent in place thereof; or
 - (b) appoint any other person as its agent whether in addition to or in replacement of any Agency who is not at that time an advertising agency accredited or approved by SPH.
- 2.4 SPH shall be entitled to refuse to deal with or act on any request, instruction or notice of any person acting as an agent of the Advertiser who is not an Agency or is not an advertising agency accredited or approved by SPH.
- 2.5 In the event that SPH receives contradictory or inconsistent requests, instructions or notices with respect to any matter from the Advertiser and an Agency or from more than one Agency purporting to act on behalf of the Advertiser, SPH shall be entitled in its sole discretion to rely upon and act on any of those requests, instructions, or notices to the exclusion of the others and/or to deal with only the Advertiser or one of those Agencies with respect to that matter.
- 2.6 The Advertiser shall immediately inform SPH in writing in the event that the Advertiser has terminated the services of the Agency failing which SPH shall continue to treat the Agency as the agent of the Advertiser.
- 2.7 In the event that the Advertiser engages an Agency, SPH will liaise directly with the Agency for all matters in relation to the Advertising Contract and the relevant advertisement(s) and invoice the Agency for the relevant sums payable, and all

references in these Terms to the Advertiser shall, where the context requires, apply to Agency and vice versa. In the event that the Advertiser does not engage any Agency, all references to Agency in these Terms shall be disregarded.

3. PAYMENT

- 3.1 SPH may bill or invoice the Advertiser or any Agency with respect to any sum payable by the Advertiser under any Advertising Contract. Notwithstanding that any Agency has been billed or invoiced with respect to any amount due from the Advertiser under any Advertising Contract, the Advertiser shall nevertheless remain liable to SPH for the payment of that amount unless and until that Agency has made full payment thereof to SPH.
- 3.2 SPH reserves the right, in its sole and absolute discretion, to require the Advertiser and/or Agency to make a prepayment and/or to provide collateral prior to providing any advertising service under the Agreement. In addition, SPH reserves the right, in its sole and absolute discretion, to set a credit limit in respect of the advertising account of the Advertiser. In the event that an Advertiser is granted credit terms, subject to Clause 3.5 of these Terms and any contrary payment term under any applicable Advertising Contract, any and all amounts charged by SPH or amounts due from the Advertiser to SPH under any Advertising Contract shall be paid by the Advertiser not later than seven (7) days after the date of the statement or invoice from SPH relating thereto.
- 3.3 Where SPH has agreed in writing to charge the Advertiser based on any rate specified in any currency other than Singapore Dollars, SPH may bill or invoice the Advertiser in Singapore Dollars with respect to any such charge, applying the rate of exchange determined by SPH in good faith to be the prevailing rate of exchange at the time of the publication of the Insertion in relation to which such charge was incurred or as at the date of SPH's invoice or statement with respect to such charge, as may be selected by SPH, and the Advertiser shall pay SPH the amount in Singapore Dollars stated to be due in any such invoice or statement.
- 3.4 SPH shall be entitled to appropriate in any order it chooses and with respect to any sum stated in any invoice or statement to be due to SPH, as selected by SPH, any payment received from or for the account or on behalf of the Advertiser, notwithstanding any specific appropriation to the contrary by the Advertiser or the person making such payment.
- 3.5 Notwithstanding anything to the contrary, if any sum due remains unpaid after the expiry of the period for payment thereof, all sums stated to be due to SPH from the Advertiser in any invoice or statement of SPH (whether issued before or after the expiry of that period) shall become immediately due and payable by the Advertiser to SPH as from the date of such invoice or statement.
- 3.6 The Advertiser or the Agency undertakes to verify the correctness of each invoice received from SPH and to inform SPH within one (1) month from the receipt thereof any discrepancies, omissions, inaccuracies or incorrect entries in the invoice and that at the end of the said period of one (1) month the said invoice shall be conclusive evidence without further proof that the invoice is and entries therein are correct (except as to any alleged errors so notified) and SPH shall be free from all claims in respect of the invoice except as provided above.
- 3.7 All charges of SPH for any advertising services pursuant to these Terms are exclusive of taxes, including Singapore Goods and Services Tax ("GST") and other applicable taxes whether imposed by the tax authorities of Singapore or elsewhere. The Advertiser shall pay such additional amounts as may be necessary in order that, after deduction on account of any tax, assessment or

other governmental charge imposed upon or as a result of such payment, every payment to SPH will not be less than the rates specified by SPH in its invoice or statement and shall be made without set-off, counterclaim or deduction of any kind.

- 3.8 All withholding tax and other taxes, charges and levies of a similar nature imposed under any applicable laws, regulations, orders, guidelines or direction of any competent authority arising from the payment of fees, charges and interests by the Agency and/or the Advertiser shall be borne and settled with the relevant authority on a timely basis by the Agency and/or the Advertiser (as the case may be). The Agency and/or the Advertiser undertakes to be primarily responsible for the timely filing of all tax returns and accompanying documents (including, without limitation, any certificate of residence) with the relevant authority as required by any applicable laws, regulations, orders, guidelines or directions of any competent authority.
 - 3.9 Each of the Agency and the Advertiser shall indemnify and hold harmless SPH from and against all taxes, charges, levies, fines, penalties, costs, expenses, fees, losses and liabilities incurred by SPH, its directors, employees or any of its subsidiaries caused by or arising from the non-compliance or breach by Agency and/or the Advertiser (as the case may be) of the laws, regulations, orders, guidelines or directions in Clause 3.8.
 - 3.10 SPH reserves the absolute right to introduce an electronic bill system, and each of the Agency and the Advertiser agrees to abide by all terms and procedures applicable to the use of such system, as notified by SPH.
 - 3.11 SPH shall have the right to set, revise and/or amend the advertising rates and services from time to time in its discretion by giving notice thereof to the Agency and/or the Advertiser, and the revised or amended rates and services shall, unless otherwise stated, take effect from the date of SPH's notice to the Agency and/or the Advertiser.
 - 3.12 Any concessions or discounts in the fees or rates payable by the Advertiser and/or the Agency to SPH or any other entitlements shall be specified in, and subject to the terms of, the Advertising Contract provided always that SPH shall have the right to recover all such concessions, discounts and/or entitlements, at the applicable rates specified in the SPH Rate Book, should the Advertiser or the Agency (as the case may be) fail to fulfil the commitments specified in the Advertising Contract.
- ### 4. ADVERTISER'S WARRANTIES AND INDEMNITIES
- 4.1 In relation to any and all materials for advertising submitted to SPH by the Advertiser or on its behalf, the Advertiser shall be deemed to have represented and warranted to SPH that:
 - (a) it and its Agencies have obtained the necessary licenses, consents, permissions and other approvals from all authorities and persons (including all proprietors and licensees of the intellectual property therein) to use, publish, display and/or broadcast in any SPH Platform in which such material is used, published, displayed and/or broadcast all the designs, photographs, names, representations and statements contained in any such advertising;
 - (b) all designs, photographs and materials delivered to SPH for the use, publication, display and/or broadcast of any advertising are the property of the Advertiser and/or have been delivered with the consent of the owner thereof; and
 - (c) that the use, publication, display and/or broadcast of any advertising in or on any SPH Platform would not:
 - (i) infringe any intellectual property or other rights of any person anywhere;
 - (ii) constitute a libel or slander of any person anywhere; and
 - (iii) violate the laws of Singapore or any jurisdiction in which it is to be published.

- 4.2 The Advertiser shall at all times indemnify SPH and all its subsidiaries, contractors, agents and employees fully from and in respect of any and all liabilities, losses and expenses incurred by SPH or any of its contractors, agents and employees caused by or arising from:
- any breach of any of the obligations and warranties of the Advertiser under any Advertising Contract; or
 - any claim, action or proceeding against SPH or any of its contractors, agents and employees by any person:
 - for defamation or infringement of any rights of such person by reason of the use, publish, display and/or broadcast by SPH of any advertisement or of any retraction or apology of SPH or the Advertiser with respect to any matter contained in any such advertisement; or
 - to recover any amount with respect to the damage, destruction or loss of any design, photographs or materials delivered to SPH for the use, publish, display and/or broadcast of any advertisement.
- 4.3 In the event that any claim or allegation is made by any person that any advertisement used, published, displayed and/or broadcast in or on any SPH Platform is defamatory of or infringes in any way any right of that person or any other person, SPH shall be entitled to publish an apology or retraction on that SPH Platform in such form and terms as it considers appropriate and/or enter into any compromise or settlement agreement with such person without any reference to or authority from the Advertiser and without further investigation or inquiry into the validity or merits of such claims, without incurring any liability to the Advertiser or any of the Agencies and without affecting the Advertiser's obligations in this Clause 4 and the Advertiser shall not in such case make any claim whatsoever against SPH with respect to any such apology, retraction, compromise or settlement and shall procure that all the Agencies refrain from making any such claim against SPH.
- 4.4 The Advertiser hereby waives all rights whatsoever against SPH in relation to any advertisement that may be used, published, displayed and/or broadcast by SPH in any SPH Platform, including but not limited to where such advertisement is placed by a competitor of the products or services being advertised by the Advertiser ("Products") and where such advertisement makes reference directly or indirectly to the Products.
- ## 5. MATERIALS
- 5.1 SPH shall not in any circumstances assume the risk of loss, damage or destruction of any and all Materials delivered to SPH or its servants or agents by or for the Advertiser or any Agency, the risk of which shall always remain with the Advertiser who shall adequately insure the same at all times whilst they remain in the possession of SPH or its servants or agents against such loss, damage or destruction and SPH shall have no liability whatsoever in respect of any such loss, damage or destruction.
- 5.2 SPH shall be entitled to destroy any of the materials which remain in the custody of SPH for more than one (1) week after the date of first display, publication or broadcast of the advertisement for which such materials were used.
- 5.3 Where SPH produces any SPH Advertising Material for use in an advertisement of the Advertiser in or on any SPH Platform, the Advertiser hereby agrees and undertakes as follows
- All rights including all copyright in the SPH Advertising Material shall vest exclusively in SPH, regardless of whether or not the Advertiser had paid for the SPH Advertising Material and the Advertiser shall not use and/or reproduce the SPH Advertising Material in any other publication or form, in any media whatsoever, without the prior written consent of SPH;
 - Any consent given by SPH pursuant to sub-paragraph (a) above may be subject to such further terms as may be agreed upon between SPH and the Advertiser; and
 - nothing shall prevent SPH from using and / or reproducing the SPH Advertising Material in any publication, website or form, or in any media whatsoever.
- 5.4 All materials that are received from the Advertiser via electronic transmission ("ET Materials") shall be further subject to the following terms and conditions:
- ET Materials must comply with such specifications as SPH may stipulate, otherwise SPH shall not be liable whatsoever for any reproduction problem that might arise with non-conforming ET Materials;
 - all ET Materials shall be considered the final version notwithstanding that hard copies which are faxed or delivered are different from the ET Material version. For the avoidance of doubt, the Advertiser is wholly responsible for sending to SPH via ET the correct and accurate final version of the material and/or any advertisement to be used, displayed published or broadcast; and
 - a handling charge, at rates to be determined by SPH from time to time, shall be charged for all non-ET materials sent to SPH.
- 5.5 Notwithstanding anything to the contrary herein, the Advertiser/Agency is solely responsible for ensuring that SPH has received all materials, advertisements and/or amendments thereof that it has sent, whether or not via electronic transmission. Such materials would only be deemed duly received by SPH where SPH has acknowledged receipt thereof. Under no circumstances will SPH be liable to the Advertiser/Agency in any way for any liability that may arise for not using such materials and/or amendments that SPH has not acknowledged receipt of.
- 5.6 In the event of any discrepancy or difference (e.g. in the size and / or colour) between the booking instruction submitted to SPH, and the advertisement material instruction (or any other material), relating to the same Insertion, which is submitted to SPH, SPH reserves the right and is entitled to determine which instruction or material to follow or use for the relevant advertisement. In such circumstances, SPH shall not be liable to the Advertiser in any way for any liability that may arise from SPH's choice of instruction or material.
- 5.7 In respect of all advertisements that have been or will be used, displayed, published or broadcast in an SPH Platform, the Advertiser hereby:-
- grants to SPH an irrevocable, perpetual and royalty-free licence; and/or
 - agrees to clear all necessary rights to enable SPH; to use and reproduce, at no additional charge, such insertion, in whole or in part, and to resize, translate or in any other way modify the said Insertion for:
 - display and publication on any other SPH Platform, or
 - SPH's marketing and promotional purposes.
- ## 6. TERMINATION
- 6.1 SPH may terminate any Advertising Contract at any time by giving the Advertiser not less than fourteen (14) days' advance written notice thereof.
- 6.2 Either party shall be entitled to terminate any Advertising Contract forthwith upon the occurrence of one or more of the events in relation to the other:
- the other party enters into any composition or arrangement with its creditors or has a receiver appointed over any of its assets or is the subject of any resolution or petition for winding up or judicial management (other than for the purpose of amalgamation or reconstruction);
 - the other party ceases or threatens to cease carrying on business;
 - the other party fails to pay any sum due under any Advertising Contract to the party seeking to terminate any Advertising Contract after the expiry of thirty (30) days after notice requiring payment thereof has been served on the other party; or

- (d) the other party commits a breach of any provision of these Terms or any term of an Advertising Contract and fails to fully rectify and remedy the effects of such breach (if capable of rectification) within fourteen (14) days of service of a notice in writing requiring the other party to rectify and remedy such breach.
- 6.3 Any termination of any these Terms and/or Advertising Contract shall be without prejudice to any rights (whether accrued or otherwise) which either party may have against the other arising out of or in connection with these Terms and/or Advertising Contract, and shall not affect the obligations of the parties with respect to reservations received and accepted by SPH prior to the termination and the provisions of any such Advertising Contract and these Terms shall continue to apply with respect to those reservations provided that SPH may in such event by written notice to the Advertiser or any Agency treat all subsisting reservations as having been cancelled by the Advertiser upon termination.

7. NOTICES

- 7.1 All notices, demands or other communications required or permitted to be given or made hereunder to the Advertiser may be delivered personally or sent by prepaid registered post or despatched by facsimile transmission to the Advertiser or any Agency to the address or facsimile transmission number stated in any Advertising Contract or to such other address or number as may be notified to SPH by the Advertiser or Agency. Any notice, demand or communication so addressed and despatched shall be deemed to have been duly served forty-eight (48) hours after posting if given or made by letter to or from an address within the country of despatch, seven (7) days after posting if given or made by letter to or from an address outside the country of dispatch, and immediately if dispatched by facsimile transmission.
- 7.2 In proving service it shall be sufficient to prove that personal delivery was made, or that such notice, demand or other communication was properly addressed, stamped or posted or in the case of a facsimile message that an activity or other report from the SPH's facsimile machine can be produced in respect of the notice, demand or other communication showing the recipient's facsimile number and the number of pages transmitted.
- 7.3 Notwithstanding any other term in the Agreement, SPH may from time to time at its discretion send to the Advertiser or Agency invoices and statements by electronic means, at the transmission address notified to SPH by the Advertiser or Agency, whether in addition to or in lieu of any other mode of transmission, and the Advertiser and the Agency shall accept such electronic transmission as valid and binding.

8. AGENCY'S LIABILITY

- 8.1 The liability of the Agency to SPH under these Terms and in connection with the Advertising Contract or any advertisement made or submitted by or on behalf of for the account of the Agency to SPH:
- (a) shall be as principal notwithstanding that the Agency acts or purports to act as agent for the Advertiser and/or any person in respect of thereof; and
 - (b) shall not determine or be discharged notwithstanding any recourse or right which SPH may have against the person for whose account the Advertising Contract and/or advertisement is made or submitted to SPH.
- 8.2 The liability and obligations of the Agency under these Terms and/or the Advertising Contract shall be separate and independent from the obligation(s) assumed by any principal or Advertiser to SPH under any agreement between such principal or Advertiser with SPH, whether with respect to any advertisements, the payment of any sums due to SPH in respect advertisements or otherwise.

9. PERSONAL DATA

- 9.1 Each of the Advertiser and the Agency shall ensure the accuracy, authenticity and integrity of any and all personal information (as defined in the Personal Data Protection Act 2012, No. 26 of 2012 of Singapore ("PDPA")) ("Personal Data") it furnishes to SPH, and agrees and undertakes to SPH that:
- (a) each of them will at all times comply with all applicable data protection and privacy laws and regulations (including amendments thereto) in connection with any Personal Data; and
 - (b) the Advertiser/Agency shall have done all things necessary (including without limitation providing all relevant notifications and obtaining all necessary consents of data subjects) to ensure that the collection, use, disclosure and/or other processing (as defined in the PDPA) of the Personal Data by SPH and its service providers shall not be in contravention with any such laws and regulations.
- 9.2 Each of the Advertiser and the Agency understands that Personal Data which is disclosed by such party to, and/or collected by, SPH and its related entities, affiliates and/or subsidiaries ("SPH Group") in connection with the Agreement will be collected, used and/or disclosed by SPH Group in accordance with the SPH Privacy Policy available at http://sph.com.sg/legal/sph_privacy.html. In addition to the purposes identified in the SPH Privacy Policy, each of the Advertiser and the Agency agrees that SPH may collect, use and disclose Personal Data for the following purposes:
- (a) performing the services requested by the Advertiser or the Agency (as the case may be) including verifying the personal particulars and processing the payments made for the posting of the advertisements;
 - (b) communicating with the Advertiser or the Agency (as the case may be) with regards to changes and development to SPH policies, terms and conditions and other administrative information, including for the purposes of servicing the Advertiser or the Agency (as the case may be) in relation to services provided or to be provided hereunder;
 - (c) resolving complaints and handling requests and enquiries arising pursuant to or in connection with the Agreement;
 - (d) conducting market research for statistical, profiling and statistical analysis for the improvement of services provided to the Advertiser or the Agency (as the case may be); and
 - (e) complying with any order of court or directive from authorities investigating any alleged offence, misdeeds and/or abuse or for the purposes of taking legal action against any the Advertiser or the Agency (as the case may be) and/or in relation to any advertisement.

10. CONFIDENTIALITY

- 10.1 Each party undertakes to keep the other party's confidential information confidential and to use the other Party's Confidential Information solely for purposes of and related to the Agreement.
- 10.2 The receiving party will not divulge or communicate the disclosing party's confidential information to any person, except:
- (a) with the prior written consent of the disclosing party;
 - (b) to its employees, consultants, professional advisors and authorized representatives, but only to the extent that such disclosure is necessary for the purposes hereunder; or
 - (c) where disclosure is required by law, a court of competent jurisdiction, the rules of any stock exchange or other regulatory body.
- 10.3 The non-disclosure obligations set forth herein shall not apply to information that the receiving party can document is or becomes generally available to the public (other than through breach of the terms of the Agreement), or was already lawfully in the receiving party's possession at the time of receipt of the information from the disclosing party, was independently developed by the receiving party without breach of any obligation owed to the disclosing party, or is or was disclosed or made available to the receiving party by a third party

which to the receiving party's best of knowledge has a right to make the disclosure without breach of any obligation of confidentiality to the disclosing party.

11. GENERAL

- 11.1 Whilst SPH shall use reasonable care in processing every advertisement, it shall not in any circumstance whatsoever be liable in any way for any loss or expense incurred or suffered by the Advertiser and/or the Agency by reason of any error in an advertisement published or for any omission in publishing.
- 11.2 It is the responsibility of the Advertiser and, where applicable, the Agency to verify the accuracy of any advertisement used, displayed, published and/or broadcast and where, for whatever reason, an advertisement is published with an error in it, the Advertiser and/or the Agency is responsible for informing SPH of the error prior to the advertisement being repeated. SPH must be notified of errors in published advertisements on the day of publication or the following working day at the latest, failing which no complaint will be entertained.
- 11.3 SPH shall not be liable to the Advertiser or any Agency for any delay or default in performance of its obligations under the Agreement caused by any event or occurrence beyond SPH's reasonable control including but not limited to acts of God, natural disasters, war, civil unrests, labour disputes or other similar situations.
- 11.4 To the fullest extent permissible pursuant to applicable law, SPH disclaims all warranties, express or implied, including, but not limited to, implied warranties of satisfactory quality, merchantability or fitness for a particular purpose, compliance with description, or the warranty of non-infringement.
- 11.5 To the fullest extent permitted by law, and notwithstanding anything in the Agreement, under no circumstances whatsoever shall SPH be liable to the Advertiser, the Agency and/or any third party for any liability, damages, losses, costs or expense incurred or suffered by the Advertiser, the Agency and/or any third party as a result of any breach of or non-compliance with the terms of the Agreement by SPH and/or its agents or employees notwithstanding that SPH or its agents or employees are advised of the possibility of such liability, damages, losses, costs and/or expenses.
- 11.6 Under no circumstances, including, but not limited to, negligence, shall SPH be liable for any indirect, special, consequential, or incidental damages arising from or relate to the Agreement or the use of, or the inability to use, any advertising service of SPH and/or any SPH Platform, even if SPH or a SPH authorised representative has been advised of, or should have foreseen, the possibility of such damages.
- 11.7 The obligations of the Advertiser under the Agreement shall be separate and independent from the obligation(s) assumed by any Agency to SPH under any agreement with SPH, whether with respect to the placement of advertisements or the payment of any sums due to SPH in respect of the placement of advertisements in any SPH Platform.
- 11.8 The Agreement constitutes the entire agreement between the parties with respect to the subject matter herein, and supersedes and cancels any prior oral or written agreements, representation, understanding, arrangement, communication or expression of intent relating to the subject matter of the Agreement.
- 11.9 The Advertiser shall not, without the written consent of SPH, assign, mortgage, charge, or dispose of any of its rights, sub-license or sub-contract or otherwise delegate any of its obligations, under the Agreement.
- 11.10 SPH may amend and/or vary the Agreement at any time by giving written notice thereof to the Advertiser. Any such amendment shall be effective from the date specified therein, or in the absence of any such date, as from the date of the said notice.
- 11.11 Nothing in the Agreement shall create, or be deemed to create, a partnership or the relationship of principal and agent or employer and employee between SPH and the Advertiser and/or the Agency and, notwithstanding any other term in the Agreement, no party shall have any right or authority to enter into any contractual obligations or make any representation in the name of or on behalf of the another party.
- 11.12 A failure by SPH to exercise or enforce any rights conferred upon it by the Agreement shall not be deemed to be a waiver of any such rights or operate so as to bar the exercise or enforcement thereof at any subsequent time or times.
- 11.13 If by any reason of any event of force majeure any party shall be delayed in, or prevented from, performing any of the provisions of the Agreement then such delay or non-performance shall not be deemed to be a breach of the Agreement and no loss or damage shall be claimed by either of the parties hereto from the other by reason thereof. Should the exercise of the rights and obligations under the Agreement be obstructed or delayed by reason of any event of force majeure, then the obligations of the parties shall be suspended during the period of such hampering, interference or interruption consequent upon event or events and shall be postponed for a period of time equivalent to the period or periods of suspension, and the parties hereto will use their best endeavours to minimise and reduce any period of suspension occasioned by any of the events aforesaid. Provided that where such period of obstruction or delay extends for more than 60 days, either party may terminate the Agreement upon giving 7 days' written notice to the other party. The expression "an event of force majeure" shall mean and include fire, flood, casualty, lockout, strike, labor dispute, industrial action of any kind, national calamity or riot, Act of God, the enactment of any Act of Parliament or the act of any other legally constituted authority, any cause or event arising out of or attributable to war.
- 11.14 The Agreement shall be construed in accordance with the laws of the Republic of Singapore and both parties agree to submit to the non-exclusive jurisdiction of the Courts of the Republic of Singapore.
- 11.15 Save for Clause 4, the Contracts (Rights of Third Parties) Act, Chapter 53B of Singapore, shall not apply to the Agreement.
- 11.16 In the event of any inconsistency among the terms in the Advertising Contract, these Terms and any Platform T&Cs, the terms in the Advertising Contract will prevail over the terms in any Platform T&Cs, and these Terms, and in the event of any inconsistency among the terms in these Terms and any Platform T&Cs, the terms in such Platform T&Cs will prevail over these Terms.
- 11.17 The illegality, invalidity or unenforceability of any provision of the Agreement under the law of any jurisdiction shall not affect the legality, validity or enforceability under the law of any other jurisdiction nor the legality, validity or enforceability of any other provision of the Agreement.
- 11.18 The Agreement shall be binding on and ensure for the benefit of the parties and their respective successors and assigns. Any reference in these terms and conditions to the parties shall be construed accordingly. The Agreement shall be enforceable notwithstanding any change in the constitution of either party, or its amalgamation with or absorption of or succession to or by any other entity or the acquisition of all or any part of its undertaking, assets and liabilities by any other entity.

PRINT PLATFORM TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 In these Advertising Terms and Conditions (these “Conditions”), the following words and terms shall have the following meanings unless the context otherwise requires.

“**Amendment**” means any proposed amendment or revision of any Insertion submitted to SPH for publication.

“**Box Service**” means rental of a Post Office service or facility to the Advertiser with respect to responses to any recruitment or Notices Insertion.

“**Cancellation**” means the cancellation of any Reservation (including a Fall-Back Reservation).

“**Cancellation Deadline**” in relation to any Cancellation means the time stipulated in the Cancellation Deadline Notice current or applicable at the time when the Cancellation is submitted to SPH as the time by which that Cancellation must be submitted to SPH.

“**Cancellation Deadline Notice**” in relation to any Cancellation means the notice of SPH to the Advertiser or any Agency specifying the time by which Cancellation(s) must be submitted to SPH.

“**Copy Deadline**” in relation to any Insertion or Amendment means the time stipulated in the Copy Deadline Notice current or applicable at the time when that Insertion or Amendment is submitted to SPH as the time by which a copy of that Insertion or Amendment must be submitted to SPH.

“**Copy Deadline Notice**” in relation to any Insertion or Amendment means the Notice of SPH to the Advertiser or Agency specifying the time by which a copy thereof must be submitted to SPH for the purpose of publication.

“**Copy Deadline Surcharge Notice**” means the notice of SPH to the Advertiser or any Agency setting out the amount of surcharge(s) for failure of the Advertiser to meet the Copy Deadline in relation to any Insertion or Amendment.

“**Designated Address**” means, in relation to any Cancellation or any copy of any Insertion or Amendment to be submitted by the Advertiser to SPH, the address designated by SPH for the submission of the same to SPH.

“**General Terms and Conditions**” mean the SPH Ratebook General Terms and Conditions, a copy of which can be found at <http://www.sph.com.sg/sph-mediapedia-ratebook/>.

“**Insertion**” means any display, supplement, feature, recruitment, notices or classifieds advertisement with respect to the Advertiser and/or the Advertiser’s business, operations, products and/or services.

“**Photograph**” shall include drawing, chart, graph and other artwork.

“**Publication**” means any of the publication (including online, mobile and internet editions) of SPH.

“**Reservation**” means a reservation of space in any edition of any Publication for the publication of an Insertion in such edition.

“**Scheduled Insertion Date**” in relation to any Insertion

means the date of the edition of a Publication specified by the Advertiser for publication of that Insertion provided that where any edition is published with respect to any period and does not bear any specific date, the Scheduled Insertion Date shall be the first day of that period.

“**Specified Budget**” means the amount stated in any Advertising Contract as the ‘Specified Budget’.

“**Specified Period**” means the period stated in any Advertising Contract as the ‘Specified Period’.

“**Specified Rate**” in relation to the publication of any Insertion in any Publication means SPH’s rate, subject to Goods & Services Tax(GST), for the publication of that Insertion in that Publication current or applicable at the time when such Insertion is published.

“**SPH Site**” means any website owned and operated by SPH and its related entities, affiliates and subsidiaries.

“**Period Contract**” means the period contract as it relates to a classifieds advertisement pursuant to Condition 9 hereof.

- 1.2 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.
- 1.3 Unless otherwise defined in these Conditions, capitalised terms and expressions used in these Conditions shall have the same meaning as is given to those terms and expressions in the General Terms and Conditions.
- 1.4 The expression “person” means any individual, corporation, partnership, association, limited liability company, trust, governmental or quasi-governmental authority or body or other entity or organisation.
- 1.5 The headings to these Conditions are to facilitate references and shall not affect or influence in any way the construction of any of these Conditions.
- 1.6 These Conditions hereby incorporate by reference the terms of the Advertising Contract, the General Terms and Conditions and any other applicable Platform T&Cs. In the event of any inconsistency among the terms in the Advertising Contract, the General Terms and Conditions, these Conditions and any other applicable Platform T&Cs, then the terms in the Advertising Contract will prevail over the terms in all other such documents; and the terms in these Conditions will prevail over the terms in any other applicable Platform T&Cs and the General Terms and Conditions.

2. RESERVATIONS/CONFIRMATION OF RESERVATIONS

- 2.1 All Reservations shall be made only by the Advertiser itself or through an Agency.

2.2 Each Reservation shall specify the date of publication of the Insertion, the Publication in which the Insertion is to be published, the size and colour of the Insertion and the page or position in the Publication where the Insertion is to be published. SPH may, at its absolute discretion, allow an Advertiser to be put on a waiting list for a "Stand-By Reservation" (for a certain date of publication, page, size, position and/or other variable, etc.) which is unavailable at the moment, while also assigning the Advertiser a "Fall-Back Reservation". In the event that the Advertiser is not allocated the Stand-By Reservation by SPH, the Fall-Back Reservation shall for all intents and purposes be the Advertiser's Reservation. In the event that the Advertiser is allocated the Stand-By Reservation by SPH, this shall for all intents and purposes be the Advertiser's Reservation upon the said allocation.

2.3 Nothing in any Advertising Contract shall be construed to impose upon SPH any obligation to accept any Reservation.

2.4 SPH shall have no obligation whatsoever in respect of any Reservation which SPH before the Copy Deadline for that Reservation notifies the Advertiser or its Agency that it is unable to accept or act upon.

2.5 Any Reservation made shall not be revised or amended in any way by the Advertiser or the Agency on behalf of the Advertiser except with the prior written consent of SPH or in accordance with Condition 7.1. No Reservation shall be cancelled or withdrawn except in accordance with the terms of any Advertising Contract or with the prior written consent of SPH.

2.6 Where Reservations are made for Advertisements to appear on a specified date (limited only to display advertisements and appointments and notices booked out of the appointments and notices section of all newspapers) the Advertiser must confirm the booking:

- (a) within 7 working days from the date of Reservation if the insertion date is more than 15 days from the date of Reservation;
- (b) within 3 working days from the date of Reservation if the insertion date is less than 15 working days;
- (c) by the end of the day when the Reservation is made if the insertion date is 5 working days or less from the date of Reservation.

If the confirmation is not made on time, the Reservation shall be cancelled, and where applicable, deleted from the advertising booking system(s) utilised by SPH and SPH shall have the full right to deal with the space that is the subject of the Reservation.

3. CANCELLATION

3.1 In the event that the Advertiser wishes to effect a Cancellation (which, for the avoidance of doubt, includes the Cancellation of a Fall-Back Reservation), the Advertiser shall submit to SPH at the Designated Address a written request therefore by the Cancellation Deadline, provided always that the Advertiser shall not be entitled to cancel any Reservation for Insertions that SPH has designated as non-cancellable due to the position of the Insertion or otherwise.

3.2 In the event that the Advertiser fails to meet the Cancellation Deadline in relation to any Cancellation, SPH shall be entitled, at SPH's discretion, to ignore the Cancellation entirely or with respect to any part thereof.

3.3 In the event that any Cancellation is received after the Cancellation Deadline and acted upon by SPH, SPH shall be entitled to charge the Advertiser a cancellation charge determined as follows:

- (a) where the notice of cancellation is received by SPH more than two (2) clear Business Days before the publication date of the Insertion, the cancellation charge shall be the amount which is greater of:
 - (i) the sum equal to twenty-five percent (25%) of the total sum which would have been payable by the

Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and

- (ii) sum of Singapore Dollars Five Hundred only (\$500), and

(b) where the notice of Cancellation is received by SPH less than or on the date two (2) Business Days before the publication date of the Insertion, the cancellation charge shall be the amount equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates.

3.4 SPH shall be entitled to revise and amend from time to time the contents of any Cancellation Deadline Notice by giving notice thereof to any Agency or the Advertiser.

3.5 In the event that the Advertiser attempts to effect a Cancellation of any Reservation for Insertions that SPH has designated as non-cancellable, SPH shall be entitled to charge the Advertiser a cancellation charge equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and SPH shall also be entitled, at SPH's discretion to either ignore the said Cancellation or act on the said Cancellation.

4. COPY DEADLINES AND INSERTIONS

4.1 The Advertisers shall submit to SPH at the Designated Address a copy initiated by the Advertiser or an Agency;

- (a) of every insertion corresponding in every aspect to the Insertion intended to be published; and
- (b) of each Amendment setting out exactly the manner in which the Insertion to which the Amendment relates is proposed to be amended or revised by the Copy Deadline relating thereto unless the Reservation in respect thereof has been cancelled in accordance with the terms of the Advertising Contract.

4.2 SPH shall be entitled (but not obliged) to:

- (a) regard any initial appearing on any copy of any Insertion as the initial of the Advertiser or an Agency or the authorised representative of the Advertiser or Agency (as the case may be) in the absence of any indication to the contrary in such copy;
- (b) treat any copy of any Insertion submitted to SPH as corresponding in every aspect to the Insertion to be published; and
- (c) disregard and ignore any Amendment which does not set out exactly the manner in which the Insertion to which the Amendment relates is proposed to be revised.

4.3 In the event that the Advertiser fails to fully comply with Condition 4.1 by the Copy Deadline in relation to any Insertion, SPH shall be entitled to charge the Advertiser for the entire space reserved for that Insertion as if such Insertion had been published in its entirety in the edition of the Publication reserved by the Reservation for that Insertion notwithstanding that space or any part thereof may have been re-sold and/or otherwise used by SPH.

4.4 In the event that the Advertiser fails to fully comply with Condition 4.1 by the Copy Deadline in relation to any Amendment, SPH shall be entitled to ignore that Amendment and to publish the Insertion without that Amendment.

4.5 In the event that:

- (a) any Insertion is published in the Publication notwithstanding the failure of the Advertiser to fully comply with Condition 4.1 by the Copy Deadline with respect to that Insertion; or
- (b) any Insertion is published incorporating any Amendment notwithstanding the failure of the Advertiser to fully comply with Condition 4.1 by the Copy Deadline with respect to that Amendment, SPH shall be entitled to charge the

advertiser a surcharge of the amount(s) in respect thereof stipulated in the Copy Deadline Surcharge Notice current or applicable at that time.

4.6 If in the opinion of SPH:

- (a) the publication of any Insertion or Amendment would by reason of any of the contents thereof (including any design, photograph, text or statement therein):
 - (i) infringe the intellectual property or other rights of any person; or
 - (ii) constitute a libel of any person; or
 - (iii) offend public standards of, morality or decency; or
 - (iv) offend racial or religious sensitivities; or
 - (v) violate any law in Singapore or any jurisdiction in which the same would be published; or
 - (vi) be contrary to any policies of SPH; and/or
- (b) any consent or approval required to be obtained for the publication of any Insertion or Amendment or the use of any design, photograph or material in any Insertion or Amendment has not been obtained; or
- (c) the copy of the Insertion or Amendment submitted to SPH has not been initialled by the Advertiser or an Agency,

then SPH shall be entitled, at its absolute discretion, to:

- [A] refuse to accept any copy of any Insertion or Amendment and/or to publish any Insertion or Amendment;
- [B] require that the Advertiser make such revision or modification to the form and/or content of the Insertion or Amendment by a deadline specified by SPH before it publishes the Insertion or Amendment, with such revision or modification; and/or
- [C] edit, revise, re-arrange, amend or modify the form and/or content of the Insertion on its own accord and in such manner as it considers appropriate before it publishes the Insertion or Amendment.

4.7 In any case where SPH refuses to accept any copy of any Insertion or Amendment pursuant to Condition 4.6, SPH shall be entitled to cancel the Reservation with respect to the relevant Insertion at any time and decline to publish the same. In such event, SPH shall be entitled to charge the Advertiser for the entire space reserved for that Insertion as if such Insertion had been published in its entirety in the edition of the Publication reserved by the Agency for that Insertion notwithstanding that that space or any part thereof may have been re-sold and/or otherwise used by SPH.

4.8 SPH reserves the right to insert the word "Advertisement" on any Insertion which contains any editorial format or editorial text, where appropriate.

4.9 SPH shall be entitled to revise and amend from time to time the contents of any Copy Deadline Notice and Copy Deadline Surcharge Notice by giving notice thereof to any Agency or the Advertiser.

5. REVOCATION OF DISCOUNT, PRIVILEGES AND CONCESSIONS

5.1 In the event that either:

- (a) the total number of the Insertions of the specifications set out in any Advertising Contract for which Reservations have been made during the Specified Period is less than the minimum number required in the Advertising Contract; or
- (b) the total revenue derived by SPH with respect to Insertions made during the Specified Period is less than the amount of the Specified Budget,

then SPH shall be entitled to revoke all discounts, reductions, rebates, privileges and concessions granted for which SPH may have agreed to grant to the Advertiser with respect to Reservations effected and/or Insertions published during the Specified Period.

5.2 The revocation of all such discounts, reductions, rebates, privileges and concessions pursuant to Condition 5.1 shall be

retroactive to the date of commencement of the Specified Period and the Advertiser shall pay SPH any and all amounts due to SPH as a consequence of such revocation within seven (7) days of the date of invoice or statement, notwithstanding that the Advertiser or any Agency may have been billed and/or may already have paid for those Insertions published during the Specified Period at the discounted or reduced rate(s) or may have been granted the rebates, privileges and concessions.

6. MEASUREMENT AND QUALITY

6.1 All Insertions must comply with the size and other specifications of SPH which may vary from time to time at SPH's sole discretion. Insertion space will be measured in accordance with the 'head to foot' rule used by SPH.

6.2 All calculations of sizes are based on unit centimeter height by column width. All fractions of a centimetre will be treated as a full centimetre.

6.3 SPH shall be entitled to charge the Advertiser a fee for each of the following services at such rate or rates as SPH may determine from time to time:

- (a) translation of any Insertion.
- (b) the typesetting of any Insertion; and
- (c) the design or editing of any Insertion.

6.4 SPH shall not be responsible or liable for any deficiency in the quality of reproduction of any design or photograph in the publication of any Insertion in any Publication in the event that the designs, photographs and materials provided to SPH for the purpose do not meet the standards and requirements stipulated by SPH.

6.5 In the event that the Advertiser is dissatisfied with the production quality of any Insertion the Advertiser shall lodge a formal complaint with SPH within 10 days of publication, after which no complaint will be entertained. Advertiser shall include in such complaint such details as SPH may require to assess the complaint including, without limitation, a full set of the Publication in which the Insertion was published.

7. RE-SCHEDULING, REPOSITIONING AND RE-PUBLICATION

7.1 The Advertiser may re-schedule the Scheduled Insertion Date once with respect to any Insertion which is the subject of a Reservation provided that:

- (a) written notice thereof is given to SPH at Designated Address:
 - (i) not less than seven (7) business days before the original Scheduled Insertion Date for a colour Insertion; and
 - (ii) not less than four (4) business days before the original Scheduled Insertion Date for a black and white Insertion;
- (b) the re-scheduled date shall not extend beyond forty-five (45) business days from the original Scheduled Insertion Date; and
- (c) where any Scheduled Insertion Date with respect to any Insertion has been re-scheduled under this Condition, the Reservation with respect to that Insertion shall subsequently not be cancellable by the Advertiser.

7.2 Notwithstanding that SPH may have accepted a Reservation with respect to any Insertion in any edition of any Publication, in the event that publication of that edition of the Publication is delayed or deferred, or ceases, for any reason whatsoever or in the event that SPH considers that it is impractical to publish the Insertion in that edition of the Publication or in any page of that edition and or of the size specified by the Advertiser given the prevailing constraints and/or any change of circumstances, SPH shall be entitled:

- (a) to postpone or re-schedule the publication of that Insertion and any such postponement or rescheduling shall not affect the obligations of the Advertiser to pay for the publication of the Insertion at the rate(s) applicable if that Insertion had been published on schedule;
- (b) to reposition any Insertion to another page or section of the Publication and/or

- (c) to publish the Insertion in an alternative publication belonging to SPH (including any internet edition of such alternative publication). Under no circumstances shall SPH be liable to the Advertiser for any liability, damages, losses, costs or expenses incurred by the Advertiser arising from or in connection with such postponement or re-scheduling of the publication or repositioning of any Insertion, or the publication of the Insertion in an alternative publication to SPH.
- 7.3 SPH may at its sole and absolute discretion and at no additional fees or charges to the Advertiser, reproduce, display and re-publish any Insertion (or part thereof) which has been published in a Publication, on any other Publications or on any SPH Sites ("Re-Publication") pursuant to its rights under the General Terms and Conditions. Notwithstanding the foregoing, SPH reserves the right to impose any applicable fees or charges for any Re-Publication, if such Re-Publication is separately agreed to in writing between SPH and the Advertiser.
- 8. BOX SERVICE**
- 8.1 SPH, may, upon written request of the Advertiser or the Agency, provide a Box Service in relation to any recruitment, Notices or Classifieds Insertion. The Advertiser shall pay the specified rate for the Box Service provided in relation to any Recruitment, Notices or Classifieds Insertion.
- 8.2 The Box Service in relation to any recruitment, Notices or Classifieds Insertion shall be provided on the following terms:
- SPH shall collect the letters, documents and correspondence received in the post office box in response to that recruitment, Notices or Classifieds Insertion at such intervals as SPH may determine;
 - all letters, documents and correspondence so collected by SPH shall be posted to the Advertiser unless otherwise agreed in writing;
 - in the event that the Advertiser agrees or arranges with SPH to collect all or any letters, documents or correspondence from the SPH directly:
 - the Advertiser shall furnish letter of authority confirming that the person collecting the same on its behalf is duly authorized to do so; and
 - SPH shall be entitled to post all such letters, documents or correspondence by ordinary mail to the Advertiser in the event that any such letter, document or correspondence remains in the custody of SPH for more than fourteen(14) days after notice has been given by SPH to the Advertiser to collect the same from SPH; and
 - the Box Service shall be available:
 - in the case where one recruitment, Notices or Classifieds insertion is published, for fourteen (14) days after publication of that Insertion; and
 - in the case where more than one recruitment, Notices or Classifieds Insertion is published or a series of like Insertions are published, for fourteen (14) days after publication of the last of such Insertion or the last in such series.
- 8.3 Electronic Box Service is a Box Service available through the internet via electronic mail. By subscribing to the Electronic Box Service, the Advertiser acknowledges and agrees that:
- SPH does not warrant the accuracy, adequacy or completeness of the Electronic Box Service and expressly disclaims liability for errors or omissions in the Electronic Box Service. No warranty of any kind, implied, express or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, satisfactory quality and / or fitness for a particular purpose, is given in conjunction with the Electronic Box Service;
 - SPH does not warrant that the Electronic Box Service or any of the information will be provided uninterrupted or free from errors or that any identified defect will be corrected; further no warranty is given that the Electronic Box Service and the information transmitted are free from any virus or other malicious, destructive or corrupting code, program or macro; and
 - SPH does not warrant that any part of the information and / or particulars sent or submitted to the Advertiser via the Electronic Box Service would be kept confidential and further does not warrant that any information and / or other materials submitted to the Advertiser via the Electronic Box Service would not be offensive, illegal or unlawfully disseminated under the laws of Singapore or any other relevant county.
- 8.4 With respect to the Electronic Box Service, SPH, its officers, employees and agents shall in no event be liable for any damages, loss, costs, expenses, claims or demands of any nature including without limitation, direct, indirect, special or consequential damage, or economic loss (which shall include but not be limited to the loss of profit, data, business, goodwill or revenue) arising from or in connection with:
- any access, use or the inability to access or use the Electronic Box Service, or reliance on any information transmitted or submitted via the Electronic Box Service;
 - any system, server or connection failure, error, omission, interruption, delay in transmission, or computer virus; and
 - the acts or omissions of any third party; even if SPH, its officers, agents or employees are advised of the possibility of such damages, losses and / or expenses. This exclusion clause shall take effect to the fullest extent permitted by law.
- 8.5 SPH reserves the right to deny or suspend or terminate an Advertiser's access and / or subscription to the Electronic Box Service for any reason whatsoever without notice.
- 9. CLASSIFIEDS CONTRACTS**
- 9.1 Period Contracts relate only to Classifieds advertisements.
- A Period Contract is a contract of commitment for a three-month period and relates only to the Publication referred to. Contract discounts do not apply to joint edition advertisements which are charged at a lower "Joint Rate". Advertisements committed under a Period Contract must fall under the same classification group. For example, a contract for property advertisements will only cover Advertisements within the property classifications.
 - Unless otherwise provided, a Classifieds contract will not terminate unless either party to the contract gives prior written notice. A Classifieds contract will comprise Period Contracts and the number of Insertions committed under each Period Contract (i.e. for each 3-month period) must be fulfilled accordingly, failing which a surcharge will be levied for the affected Period Contract. [In this provision, "Contract" shall mean a Period Contract or a Classifieds contract, as the case may be.]
 - For the avoidance of doubt, all Classifieds contracts and Period Contracts and Annual Contracts are not retroactive. Insertions placed before a Contract start date shall not qualify for Contract discounts or form part of the Contract commitment.
 - A Period Contract is only for the benefit of the Advertiser who is a party to the Contract and third parties shall not benefit from the Contract. Only the name of the Advertiser who is a party to the Contract may appear on the advertisement.
 - Discounts will be accruable and given up-front for each period term in accordance with the number of actual insertions. The scale of discounts would be accorded based on a specific number of actual insertions for a specified period. In the event that the specified number of placements are not fulfilled by the Advertiser within the said period, then the specified discount shall not apply to insertions for the entire contract period (and SPH shall have the right to claim from the Advertiser an amount equivalent to such specified discount) and insertions shall be charged at the rate(s) as specified in the Advertising Contract. For the avoidance of doubt, the Advertiser will not be entitled

to a higher discount should the Advertiser make a higher number of insertions than originally agreed.

10. JOINT RATES

- 10.1 Any Advertiser intending to submit an Insertion in more than one Publication in order to qualify for special rates shall notify SPH at the time of the making of the booking.
- 10.2 SPH shall, in addition to the terms set out herein, have the right to specify the terms and conditions in relation to the joint rates provided always that the Insertion in each publication shall be of the same brand and product. Different models of the same product and brand are allowed.
- 10.3 Unless otherwise approved by SPH in writing, the size of the Insertions for the joint rate insertions must be identical.
- 10.4 All joint rate insertions must be published within 7 days of each other.
- 10.5 All Insertions for joint rates must be of a minimum size of 20 col cm (unless the Insertions are to be published in the Classifieds sections of any Publication).

DIGITAL PLATFORM TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 In these Digital Platform Terms and Conditions (these "Conditions"), the following words and terms shall have the following meanings unless the context otherwise requires:
- "Advertisement"** means anything that promotes and/or provides information or news about a product, service, event, business, company, person, idea, concept, job vacancy, contest etc., and includes but is not limited to announcements, notices, text, pictures, graphics, online directory listings, including any enhancements to the listings (referred to as "Directory" in the Advertising Contract), online or mobile sponsored search results (referred to as "SEM" in the Advertising Contract), online or mobile banner advertisements (referred to as "Banner" in the Advertising Contract), electronic direct mailers (referred to as "EDM" in the Advertising Contract) and/or mobile directory listings, WAP sponsored keyword search results, and/or mobile direct mailers, audio broadcasts, audio-visuals, movies and other forms of representations or media containing such promotion, information or news.
- "Advertising Fees"** means all fees and charges payable for the Publication of Advertisements or developing, designing and/or hosting of Website, net of withholding tax and all other taxes, charges and levies of a similar nature.
- "Amendment"** means any proposed amendment or revision of any Advertisement or Materials submitted to SPH for Publication or developing, designing and/or hosting of Website.
- "Copy Deadline"** in relation to any Advertisement or Amendment means the time stipulated in the Copy Deadline Notice current or applicable at the time when that Advertisement or Amendment is submitted to SPH as the time by which a copy of that Advertisement or of that Amendment must be submitted to SPH.
- "Copy Deadline Notice"** in relation to any Advertisement or Amendment means the notice of SPH to the Agency and/or Advertiser specifying the time by which a copy thereof must be submitted to SPH for the purpose of Publication or developing, designing and/or hosting of Website.
- "General Terms and Conditions"** mean the SPH Ratebook General Terms and Conditions, a copy of which can be found at <http://www.sph.com.sg/sph-mediapedia-ratebook/>.
- "Materials"** means all designs, artwork, photographs, negatives, diskettes, drawing, chart, graph, audio/audio-visual recording, graphics, user-interface, 'look-and-feel', programming code, scripts, CGI applications, PHP scripts and software and other materials and supplies provided for or relating to the Publication of any Advertisement or Amendment or developing, designing and/or hosting of Website.
- "Mobile"** means SMSes, MMSes, WAP sites, websites, "apps" or other mobile communications sent through or accessed via mobile phones or other mobile devices.
- "Online"** means online websites and other internet technologies owned or operated by SPH.

"Print" means newspapers, supplements, magazines and printed materials published by SPH.

"Process" or **"Processing"** shall have the meaning ascribed to it in the PDPA.

"Publication" or **"Publish"** shall include the display, publication, broadcast and dissemination of Advertisements.

"Service" means the Publication of any Advertisements and/or Amendments by SPH, and any other service provided by SPH in support of or related to the same, as may be set out or referred to in an Advertising Contract.

"Specified Rate" means SPH's rate for the Publication of Advertisements.

"Website" means the internet website or micro-site developed, designed and/or hosted by SPH for the Agency and/or Advertiser for the duration specified in the Advertising Contract.

- 1.2 Unless otherwise defined in these Conditions, capitalised terms and expressions used in these Conditions shall have the same meaning as is given to those terms and expressions in the General Terms and Conditions.
- 1.3 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders. The reference to a 'person' in these Conditions includes any individual, company, corporation, firm, partnership, joint venture, association, organisation, trust, state or agency of a state (in each case, whether or not having separate legal personality).
- 1.4 The headings to these Conditions are to facilitate reference and shall not affect or influence in any way the construction of any of the Conditions.
- 1.5 These Conditions hereby incorporate by reference the terms of the Advertising Contract, the General Terms and Conditions and any other applicable Platform T&Cs. In the event of any inconsistency among the terms in the Advertising Contract, the General Terms and Conditions, these Conditions and any other applicable Platform T&Cs, then the terms in the Advertising Contract will prevail over the terms in all other such documents; and the terms in these Conditions will prevail over the terms in any other applicable Platform T&Cs and the General Terms and Conditions.
- ## 2. COPY DEADLINES
- 2.1 All Materials or any amendments thereto shall be submitted to SPH by the Copy Deadline relating thereto failing which the date for first Publication of the Advertisement would be postponed correspondingly and SPH shall not be liable to the Agency/ Advertiser(s) for such delay.

- 2.2 SPH shall be entitled to treat all Materials submitted by the Agency/Advertiser as the correct representation of the Advertisement. The Agency/Advertiser shall ensure that all Materials are in compliance with the specifications set out in the SPH rate card, or such other specifications as SPH may determine from time to time.
- 2.3 In the event that any Amendments are not received by SPH by the Copy Deadline, SPH shall be entitled but not obliged to use the Materials previously submitted, if any.
- 2.4 If at any time (whether before or after first Publication of any Advertisement or Amendment or developing, designing and/or hosting of Website) in the opinion of SPH:
- the Publication of any Advertisement and/or Amendment or the developing, designing and/or hosting of Website would by reason of any of the contents thereof (including any design, photograph, text or statement therein):
 - infringe the intellectual property or other rights of any person; or
 - constitute a libel of any person; or
 - offend public standards of morality or decency; or
 - offend racial or religious sensitivities; or
 - violate any code, regulation, directive or law in Singapore or any jurisdiction in which the same would be Published; or
 - be contrary to any policies of SPH or contracts entered into between SPH and third parties; or
 - will or is likely to cause SPH or any of its related entities, affiliates and/or subsidiaries to be in breach or potential breach of the PDPA; or
 - any consent or approval required to be obtained for the Publication of any Advertisement/Amendment, the developing, designing and/or hosting of the Website or the use of any Material in any Advertisement/Amendment or Website has not been obtained,

SPH shall be entitled, at its absolute discretion, to:

- refuse to accept any copy of any Advertisement or Amendment;
 - decline to Publish or cease the Publication of that Advertisement/Amendment, or to develop, design and/or host the Website; or
 - require that the Agency/Advertiser makes such revision or modification to the form and/or content of that Advertisement/Amendment or Website by a deadline specified by SPH; or
 - edit, revise, re-arrange, amend or modify the form and/or content of the Advertisement/Amendment or Website on its own accord and in such manner as it considers appropriate before it Publishes the Advertisement/Amendment or develops, designs and hosts the Website, and all costs incurred by SPH in this regard shall be borne by the Agency/Advertiser.
- 2.5 In any case where SPH declines to Publish or ceases to Publish any Advertisement/Amendment and/or to develop, design and/or host a Website by reason of Condition 2.4(a) or 2.4(b) or the Agency/Advertiser fails to make revision or modification to the form and/or content of that Advertisement/Amendment and/or Website to the satisfaction of SPH within the deadline specified by SPH, SPH shall not be (a) liable to the Agency and/or its Advertiser for any damages and/or loss suffered by the Agency and/or its Advertiser; or (b) required to refund the Agency/Advertiser for any payments already made by the Agency/Advertiser.
- 2.6 In the event that any claim or allegation is made by any person that any Advertisement/Amendment or Website is defamatory of or infringes in any way any right of that person or any other person, SPH shall be entitled to cease or suspend further Publication of such Advertisement/Amendment or developing, designing and/or hosting of Website forthwith and/or SPH shall Publish an apology or retraction in such form and terms as it considers appropriate and/or enter into any compromise or settlement agreement with such person without

- any further reference or authority from the Agency/Advertiser;
- further investigation or inquiry into the validity or merits of such claims;
- incurring any liability to the Agency/Advertiser; and
- without affecting any of the Agency's/Advertiser's representations, warranties obligations to SPH under the Agreement.

The Agency/Advertiser shall not in such case make any claim whatsoever against SPH with respect to any such decision to cease or suspend developing/designing/hosting of the Website, Publication, apology, retraction, compromise or settlement, and shall procure that the person whose business, activities, products or services are advertised or promoted by Publication of the Advertisement refrain from making any such claim against SPH.

- 2.7 SPH shall be entitled to revise and amend from time to time the contents of any Copy Deadline Notice by giving notice thereof to the Agency/Advertiser.
- 2.8 Unless otherwise expressly specified in the Advertising Contract, SPH makes no guarantees with respect to usage statistics or levels of impressions, page views, click-throughs or other similar statistics whatsoever (collectively the "Statistics") for any Advertisement. The Agency/Advertiser acknowledges that the Statistics provided by SPH are the definitive measurements of SPH's performance on any delivery obligations provided in this Agreement. No other measurements or usage statistics (including those of the Agency/Advertiser or a third party ad server) shall be accepted by SPH. The Agency/Advertiser further acknowledges that all Statistics provided by SPH are purely estimates and should not be relied on by Agency/Advertiser. Accordingly, SPH makes no representation or warranty with respect to such Statistics whatsoever or with respect to its accuracy.
- 2.9 SPH shall not be required to provide Agency/Advertiser with any proof of Publication of any Advertisement(s).
- 2.10 In the event that advertisement spaces selected by the Agency/Advertiser are not immediately available, the Agency/Advertiser agrees that the Publication of the Advertisement shall be deferred until such time as the selected advertisement space becomes available provided always that SPH shall be entitled to set and revise and amend from time to time the Specified Rates with respect to the selected positions as of the date of first Publication of the Advertisement by giving notice thereof to the Agency/Advertiser.

3. SEM

- 3.1 For SEM, a management fee as determined by SPH (the "Management Fee") shall be borne and paid for by the Agency/Advertiser. These Management Fees shall be collected in addition to the actual campaign budget spent and be subject to the applicable terms of payment. SPH reserves the right to change the amount it charges for its Management Fees at any time. Management Fees are not refundable.
- 3.2 The Agency/Advertiser shall inform SPH of the commencement date of the SEM campaign ("Commencement Date") failing which SPH shall be entitled to invoice the Agency/Advertiser the Management Fee in full. SPH shall further have the option to cancel the contract and use the Fees for a fresh SEM campaign which shall include fresh Management Fee.
- 3.3 Commencement Date shall be no later than one (1) month after date of the Advertising Contract.
- 3.4 All applicable payment terms shall apply mutatis mutandis to this Clause.

4. CANCELLATION

- 4.1 No cancellation of Advertising Contract is permitted. In the event that the Agency/Advertiser requests that the Advertisements be withdrawn from Publication, the full Advertising Fees shall nonetheless be payable.

5. RE-SCHEDULING AND REPOSITIONING

- 5.1 Advertisements may be displayed in random rotation and the Agency/Advertiser agree that advertisement spaces on which the Agency's/Advertiser's Advertisements are displayed may display advertisements from other agencies/advertisers by rotation.
- 5.2 Display of Advertisements is subject to space availability. In the event that any selected space is not available, SPH reserves the right to re-schedule the date of first Publication of any Advertisement to the next available date.
- 5.3 The Agency/Advertiser may re-schedule the commencement of any Advertising Contract once provided that:
- (a) written notice thereof is given to SPH not less than seven (7) Business Days before the original scheduled date; and
 - (b) the re-scheduled date shall not extend beyond forty-five (45) Business Days from the original scheduled date.
- In the event that the Agency/Advertiser is unable to meet one or both sub-conditions (a) and (b) above, SPH may still accede to Agency/Advertiser's request subject to such other terms and conditions which SPH may impose on Agency/Advertiser which Agency/Advertiser shall agree to.
- 5.4 Notwithstanding acceptance of any re-scheduling request by SPH, SPH shall be entitled to postpone or re-schedule the Publication of such Advertisement without affecting the obligation of the Agency/Advertiser to pay for the Publication of the Advertisement and SPH shall not be liable to the Agency/Advertiser for any liability, damages, losses, costs or expense incurred by the Agency/Advertiser arising from or in connection with such postponement or re-scheduling of the Publication of any Advertisement.
- 5.5 In the event that the Advertisement positions are adjusted or changed whether in terms of size, configuration or otherwise, SPH reserves the right to re-position any Advertisements provided that the value of the position allocated by SPH is equivalent to the Advertising Fees.

6. EDMS and MOBILE DIRECT MAILERS

- 6.1 Advertisements which are disseminated by SPH through EDMs or mobile direct mailers will be sent to email addresses or mobile numbers found in SPH's database, unless otherwise agreed between SPH and the Agency/Advertiser. The Agency/Advertiser agrees that SPH shall be under no obligation to provide Agency/Advertiser with such email addresses or mobile numbers and other details of persons and/or companies which the Advertisements are sent to.
- 6.2 Where Advertisements disseminated by SPH through EDMs or mobile direct mailers are to be sent to email addresses or mobile numbers ("Client Data") provided by the Agency/Advertiser, the parties agree that:
- (a) SPH Processes the Client Data as a data intermediary, and will delete or remove the means by which the personal data comprised in the Client Data can be associated with particular individuals as soon as it reasonably considers that:
 - (i) the purpose for which that personal data was collected is no longer being served by retention of the personal data; and
 - (ii) retention is no longer necessary for legal and business purposes. Nothing herein shall require SPH to perform any of its obligations in a manner which exceeds the requirements of the PDPA; and
 - (b) all provisions in respect of Personal Data in the General Terms and Conditions shall apply.

7. WEBSITE

- 7.1 SPH shall own the Website, graphics, user interface, screen designs and the overall 'look and feel' and all programming codes contained therein.

- 7.2 SPH shall not be liable for any damages, losses, costs, claims and expenses incurred by the Agency/Advertiser due to virus, malfunction, interruption, unavailability, maintenance, suspension and downtime occurring on the Website or any part of it. SPH shall have the right to suspend the Website or the services thereat at any time and for any reason, with or without notice, but if such suspension lasts or is to last for more than seven (7) days the Agency/Advertiser will be notified of the reason.
- 7.3 SPH shall be entitled to use all information contained in the Website including but not limited to the Agency/Advertiser's information and content submitted by the Agency/Advertisers for:
- (a) responding to the Agency/Advertiser's requests and queries;
 - (b) providing goods and services to the Agency/Advertisers;
 - (c) verifying and Processing the Agency/Advertiser's personal particulars;
 - (d) communicating with the Agency/Advertiser;
 - (e) enforcing SPH's contractual and legal rights and obligations;
 - (f) marketing research, user profile and statistical analysis;
 - (g) sending the Agency/Advertiser information, promotions, updates and marketing and advertising materials in relation to SPH's goods and services and those of third party organisations;
 - (h) complying with law, the requests of law enforcement and regulatory officials, or orders of court; and
 - (i) any other purpose for which SPH has obtained the Agency/Advertiser's consent.

8. THIRD PARTY SERVER

- 8.1 In the event that the Agency/Advertiser utilizes a 3rd Party Ad Server to host any Advertisement, the Agency/Advertiser shall ensure the following:
- (a) that the Advertisement must be available on such 3rd Party Ad Server at least 24 hours before commencement of the advertising campaign and remain on such 3rd Party Ad Server until at least 24 hours after the end of such campaign; and
 - (b) such 3rd Party Ad Server shall reside in data centers located in Singapore unless SPH agrees otherwise in writing.
- 8.2 The Agency/Advertiser shall supply details of the 3rd Party Ad Server to SPH at least 7 working days prior to the commencement of the advertising campaign. The Agency/Advertiser shall not substitute the 3rd Party Ad Server without SPH's prior written consent.
- 8.3 SPH and the Agency/Advertiser or 3rd Party Ad Server will track delivery of the Advertisements through their respective ad server. In the event that there are discrepancies in the activity reports and SPH's measurements are higher than that of the Agency/Advertiser or 3rd Party Server (as the case may be), the Agency/Advertiser shall nevertheless effect payment of the full Advertising Fees based on SPH's measurements.
- 8.4 No claim in relation to the non-performance or breach of obligations of SPH in connection with any of the Services (including of non-publication or any errors or inaccuracies in the publication), shall be brought against SPH unless written notice of such claim, together with all relevant details as may be required by SPH, has been given to SPH on or prior to the date falling thirty (30) days after the date of first Publication of the Advertisement.

RADIO PLATFORM TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 In these Radio Terms and Conditions (these "Conditions"), the following words and terms shall have the following meanings unless the context otherwise requires:
"General Terms and Conditions" mean the SPH Ratebook General Terms and Conditions, a copy of which can be found at <http://www.sph.com.sg/sph-mediapedia-ratebook/>.
"Talent Booking" means any reservation in an Advertising Contract of an SPH Radio deejay's time for involvement in any Advertisement, or for involvement in any promotional activity, including but not limited to live broadcasts and guest appearances.
- 1.2 Unless otherwise defined in these Conditions, capitalised terms and expressions used in these Conditions shall have the same meaning as is given to those terms and expressions in the General Terms and Conditions.
- 1.3 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.
- 1.4 The expression "**person**" means any individual, corporation, partnership, association, limited liability company, trust, governmental or quasi-governmental authority or body or other entity or organisation.
- 1.5 The headings to these Conditions are to facilitate references and shall not affect or influence in any way the construction of any of these Conditions.
- 1.6 These Conditions hereby incorporate by reference the terms of the Advertising Contract, the General Terms and Conditions and any other applicable Platform T&Cs. In the event of any inconsistency among the terms in the Advertising Contract, the General Terms and Conditions, these Conditions and any other applicable Platform T&Cs, then the terms in the Advertising Contract will prevail over the terms in all other such documents; and the terms in these Conditions will prevail over the terms in any other applicable Platform T&Cs and the General Terms and Conditions.

2. CANCELLATION

- 2.1 The Advertiser shall give two weeks' written notice for any cancellation of the Advertising Contract.
- 2.2 The Advertiser / Agency shall be liable to pay to SPH 20% of the value of the Advertising Contract in the event of cancellation of the Advertising Contract before the commencement of the relevant advertising campaign.

- 2.3 The Advertiser / Agency shall be liable to pay to SPH 25% of the value of a Talent Booking in the event of cancellation of such Talent Booking within fourteen (14) days of the relevant scheduled appearance and/or involvement.
- 2.4 Advertiser / Agency shall be liable to pay to SPH 50% of the value of a Talent Booking in the event of cancellation of such Talent Booking within seven (7) days of the relevant scheduled appearance and/or involvement.
- 2.5 The Advertiser / Agency shall be liable to pay to SPH 75% of the value of the Talent Booking in the event of cancellation of such Talent Booking within three (3) days of the relevant scheduled appearance and/or involvement.
- 2.6 The Advertiser / Agency shall be liable to pay to SPH 100% of the value of the Talent Booking in the event of cancellation of such Talent Booking within twenty-four (24) hours of the relevant scheduled appearance and/or involvement.
- 2.7 In addition to any applicable fees set out in Clauses 2.2 to 2.6 above, the Advertiser / Agency shall be liable to pay to SPH:
(a) 10% of the value of the Advertising Contract in any event of cancellation.
(b) All expenses, action, claim, damages, charges, costs, fines and fees incurred by SPH in connection with the Advertising Contract and / or Talent Booking.
- 2.8 All cancellation charges are payable immediately when SPH gives written notice of acceptance of the cancellation.
- 2.9 The parties agree that all the aforementioned cancellation fees are a genuine pre-estimate of loss suffered by SPH as a result of any cancellation of the Advertising Contract and / or Talent Booking (as the case may be).

3. RESCHEDULING

- 3.1 SPH reserves the absolute right to reschedule any broadcast to be made under the Advertising Contract in the public or national interest.
- 3.2 The Advertiser and/or Agency shall submit any request to reschedule an advertisement or broadcast in writing at least 3 days' prior to the original date scheduled for such advertisement or broadcast (as the case may be).
- 3.3 A 50% levy will be applied on all broadcasts rescheduled with less than 3 days notice.
- 3.4 The parties agree that the aforementioned rescheduling fees are a genuine pre-estimate of loss suffered by SPH as a result of cancellation of the Advertising Contract.

4. PRODUCTION/ PROGRAMME SUBMISSION

- 4.1 The Advertiser and/or Agency (as the case may be) shall submit the completed production and/ or line scripts to SPH at least 2 Business Days prior to the initial first broadcast.
- 4.2 If the Advertiser and/or Agency fails to submit the aforementioned documents by the applicable deadline, then SPH shall have the right to charge Advertiser or the Agency (as the case may be) the rescheduling charges as specified in these Conditions.
- 4.3 The Advertiser and/or Agency agrees to bear any applicable additional production charges in the event that the Advertiser and/or Agency makes any changes to approved scripts after production is completed by SPH.
- 4.4 Production sessions are 1 hour long, any additional production time will be charged at \$500+GST every subsequent hour and scheduled when available.
- 4.5 Commercial production conducted by SPH is to be used on SPH radio stations only. Additional copyright fees shall be payable for usage of any such commercials on platforms other than SPH radio stations.

5. RIGHT OF REJECTION

- 5.1 SPH shall have the absolute right at any time to refuse to broadcast any material which, in its opinion is objectionable, unsuitable, impracticable or likely to give offence, or for any other reason. In such an event, the Advertising Contract in whole or in part may be cancelled by SPH forthwith without any responsibility or liability on the part of SPH and to the extent not so cancelled the Advertising Contract shall continue in full force and effect.

6. LISTENER PARTICIPATION

- 6.1 SPH may provide the Advertiser with the approximate participation of previous campaigns similar to that of the Advertiser, but makes no warranties as to the actual amount of listener participation for the applicable campaign or the number of submissions of entries for competitions or events organized by the Advertiser.

OUT-OF-HOME PLATFORM TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 In these Out-Of-Home Platform Terms and Conditions (these **"Conditions"**), the following words and terms shall have the following meanings unless the context otherwise requires:
- "Advertisement"** means any logo, symbol, sign, notice, representation or other visual device that promotes any goods, brand of products, services or events and includes any logo, symbol, sign notice or representation that is projected onto any internal or external surface of any premises or Advertisement Displays.
- "Advertisement Display"** means any frame, panel, hoarding, object or other structure, whether or not illuminated from within or by external sources, that is designed or used primarily for the display of an advertisement, animated billboard (an advertisement that displays, at any one time, one or more advertisements consisting of visual moving pictures or that are otherwise able to move or change colour due to the use of electrical, mechanical or other sources of power), directional sign, signboard or sky sign.
- "Advertisement Services"** means services provided by SPH for the holding of any Event (as defined below), the display of any Advertisement and/or the erection/installation of any Advertisement Display.
- "Advertisement Space"** means any space, area or surface, whether indoors or outdoors, in/on which Advertisements may be displayed and Advertisement Displays have been or may be erected or installed.
- "Event"** means any event or activity held for any duration of time in connection with Advertisements or the promotion, marketing and/or sale of any goods, brand of products and/or services.
- "Event Space"** means any space, whether indoors or outdoors, that may be used for the holding of Events, the display of Advertisements and/or the erection/installation of Advertisement Displays.
- "Fee"** means the charges payable by the User (as defined below) to SPH under Clause 5 below for the use of the Site and/or the provision of Advertisement services by SPH.
- "General Terms and Conditions"** mean the SPH Ratebook General Terms and Conditions, a copy of which can be found at <http://www.sph.com.sg/sph-mediapedia-ratebook/>.
- "Site"** means all of the Event Spaces, Advertisement Spaces, and/or Advertisement Displays reserved under these Conditions, including, the surfaces of all pillars, walls, ledges, ceilings and other structures and/or fixtures in such Event Spaces and/or Advertisement Spaces.
- "User"** means any Advertiser or Agency (as defined in the General Terms and Conditions), individual, business firm, corporation, association, organisation or other body applying for the rental of (i) any Event Space, Advertisement Space, and/or Advertisement Display managed by SPH, and/or (ii) the Advertisement Services.

- 1.2 Unless otherwise defined in these Conditions, capitalised terms and expressions used in these Conditions shall have the same meaning as is given to those terms and expressions in the General Terms and Conditions.
- 1.3 References to "Clauses" are to be construed as references to the clauses of these terms and conditions.
- 1.4 Any reference to a sub-Clause is to a reference to a sub-Clause of the Clause in which such reference appears.
- 1.5 These Conditions hereby incorporate by reference the terms of the Advertising Contract, the General Terms and Conditions and any other applicable Platform T&Cs. In the event of any inconsistency among the terms in the Advertising Contract, the General Terms and Conditions, these Conditions and any other applicable Platform T&Cs, then the terms in the Advertising Contract will prevail over the terms in all other such documents; and the terms in these Conditions will prevail over the terms in any other applicable Platform T&Cs and the General Terms and Conditions.
- ## 2. APPLICATION FOR EVENT SPACES, ADVERTISEMENT SPACES, AND/OR ADVERTISEMENT DISPLAYS
- 2.1 All applications for Event Spaces, Advertisement Spaces, and/or Advertisement Displays shall be made on SPH's prescribed application/booking form, as may be amended from time to time, and submitted to SPH's Media Sales Department, at least one month in advance of any proposed Event, or Advertisement. SPH will process all applications on a first-come-first-served basis.
- 2.2 All applications under sub-Clause 2.1 shall enclose, at the User's expense, detailed drawings, plans and other graphic descriptions and specifications, and all requisite approvals, permits, licences, consents and/or exemptions from the relevant authority or body, including those authorities/bodies referred to in sub-Clause 4.1 below.
- 2.3 SPH may, at its discretion, require additional or other drawings, plans, graphic descriptions and specifications in order to process any application under sub-Clause 2.1.
- 2.4 An application under sub-Clause 2.1 shall constitute an offer to contract with SPH on these Conditions and shall be subject to the notification of the approval of SPH under sub-Clause 2.7, which shall be deemed acceptance of such offer by SPH.
- 2.5 The User shall submit all materials to be displayed to SPH for clearance by SPH, the relevant premises owner and/or the relevant authorities, and the said materials shall be received by SPH no later than:

- (a) four (4) weeks prior to the commencement date of their display, for static and events bookings; and
 - (b) ten (10) working days prior to the commencement date of their display, for digital bookings.
- 2.6 For Event bookings, a security deposit (the "Deposit") of such amount as may be determined by SPH, from time to time, shall be paid for an application under sub-Clause 2.1. The Deposit shall be held by SPH for the due performance and faithful observance of the User's obligations under these Conditions. The Deposit shall be refunded to the User upon the conclusion of the Event, free of interest, after all outstanding charges and/or deductions under these Conditions have been made or settled, as applicable.
- 2.7 For Event bookings, the full amount of the Fee for the use of the Event Space, shall be paid by the User together with the Deposit at the time of the submission of the application under sub-Clause 2.1. If, in such case, the full Fee is not paid before the said date, the booking shall be deemed cancelled by the User, notwithstanding anything else in these terms and conditions. In such event, any amount already paid to and held by SPH shall be forfeited and the User shall have no claims against SPH in respect of the same or any other matters.
- 2.8 Where an application under sub-Clause 2.1 is approved, the application form shall be endorsed with the signature of SPH's authorised representative. Once approved, the relevant Event Space, Advertisement Space and/or Advertisement Display shall be reserved for the User for the period specified in the application/booking form, subject to the receipt of the Fee and/or deposit payments.
- 2.9 Where an application under sub-Clause 2.1 is rejected, the User will be informed, as soon as reasonably possible, and the amount of the Fee and the Deposit already paid shall be returned to the User, free of any interest. SPH may, but shall not be obliged to, give reasons for rejecting an application.
- 3. CANCELLATION**
- 3.1 All Advertising Contracts are non-cancellable. Any cancellation requested must be in writing and Agency/Advertiser will thereafter be liable to pay the Total Contract Sum due to SPH as indicated in the Advertising Contract. Notwithstanding any of the foregoing, SPH reserves the right to enter into other advertising contracts with third parties for the same Advertisement Space and/or Event Space (as the case may be) and duration as stated in the Advertising Contract.
- 4. APPROVALS BY AUTHORITIES & AGENCIES**
- 4.1 The User shall, at the User's expense, obtain all approvals, permits, licences, consents and/or exemptions for the use of any Event Space, Advertisement Space, Advertisement Display and the holding of any Event or display of Advertisements thereat/thereon, and/or the provision of Advertisement services by the Company, from the relevant authority, body or agency, including (without limitation) the Building Control Authority, the Fire Safety Bureau, the Public Entertainment Licensing Unit, the National Environmental Agency, Urban Redevelopment Authority, Singapore Land Authority, the Gambling Suppression Branch of the Criminal Investigation Department, the International Federation of Phonograms & Videograms International (IFPI) and the Composers & Authors Society of Singapore (COMPASS).
- 4.2 The User represents and warrants that all approvals, permits, licences, consents and/or exemptions submitted to SPH are complete, adequate, valid and authentic. The User agrees that SPH shall be entitled to rely on such representation and warranty without independently verifying the same.
- 4.3 SPH's approval of an application under sub-Clause 2.1 upon the request of the User shall not in any way be construed as relieving the User from its obligation under sub-Clause 4.1 or as SPH having obtained the requisite approval, permit, licence, consent and/or exemption from such authority or body, on the User's behalf.
- 4.4 Final confirmation of the Advertising Contract by SPH is subject to SPH's receipt of all necessary or desirable approvals by the building owner, Building and Construction Authority and /or any other relevant authorities that may be required in respect of the Advertising Contract or any part thereof. SPH and all its subsidiaries, contractors, suppliers, agents and employees will not be liable to the User in any way for any rejection or non-approval of the User's booking / application under this sub-Clause.
- 4.5 All advertising copies / visuals submitted to SPH shall be deemed to have complied with the applicable provisions of the Singapore Code of Advertising Practice and any other relevant authorities' guidelines for outdoor advertising and SPH shall not be required to verify this independently, provided however that such materials shall always be subject to SPH's approval.
- 5. SUB-LETTING AND ASSIGNMENT**
- 5.1 The User shall not sub-let any part of the Site. The User shall not assign or transfer the User's rights, benefits and/or obligations without the prior written consent of SPH.
- 6. FEE**
- 6.1 The Fee to be paid by the User under these terms and conditions shall be set out in the application form under sub-Clause 2.1 and be subject to the prevailing rate of the Goods and Services Tax, or such other equivalent tax within the applicable territory.
- 6.2 For Event bookings, the Fee shall be for the use of the Site and the provision of Advertisement services by SPH only. All other services, structures and equipment, including, exhibition panels, tables, chairs, sound systems, lighting and other equipment, shall be at the User's expense. Save as provided under sub-Clause 9.6, SPH may, but shall not be obliged to, provide any additional services or equipment as may be requested in writing by the User, at a cost to be agreed between SPH and the User.
- 6.3 Unless otherwise informed by SPH, all payments to the Company shall be by way of cheques made out to "SPH Ltd".
- 6.4 The rate of the Fee may be changed by SPH upon written notification to the User.
- 7. SECURITY**
- 7.1 The User shall be entirely responsible for the security, safety and insurance of the User's Advertisements, Advertisement Displays and equipment, goods and products on display at any Event Space and/or Advertisement Space. SPH does not warrant, nor shall anything in these Conditions imply that SPH warrants, the security or safety of any of the User's Advertisements, Advertisement Displays and equipment, goods and products on display left in any Event Space and/or Advertisement Space. All such items shall be left at the Site at the User's risk and shall be insured by the User against loss or damage.
- 8. EXCLUSION OF LIABILITY AND INDEMNITY**
- 8.1 SPH shall not be liable and the User shall not have any claim against SPH for any loss or damage arising from SPH's omission to hold or promptly hold any event, conduct sales of goods and/or services, correctly display any Advertisement and/or promptly or correctly erect/install any Advertisement Display, provided, such omission is not due to the gross negligence of SPH, its employees or its agents. The User shall bring the fact of any such omission to the attention of SPH to take such remedial action, as SPH may deem fit.

- 8.2 In cases where SPH has agreed to provide electricity to the User, SPH shall not be liable and the User shall not have any claim against SPH for any loss or inconvenience caused by any temporary interruption to or failure of such electricity supply, provided such interruption or failure is not due to the negligence of SPH, its employees or agents.
- 8.3 SPH shall not be liable and the User shall not have any claim against SPH for any damage or loss suffered by the User, its employees and agents or any other person arising from or in connection with the use of the Site and the provision of Advertisement services by SPH.
- 8.4 The User shall hold harmless, fully indemnify SPH and keep SPH fully indemnified from and against all claims, demands, actions, losses, costs and expenses of any nature whatsoever (including legal costs) which may arise in respect of
- the use of any of the User's products and/or services and SPH's promotion/advertisement of the same,
 - the infringement of copyright, trademark, patent or other rights whatsoever in respect of any Advertisement, product or services,
 - the infringement of any intellectual property rights relating to dramatic, literary, artistic and/or musical work,
 - the User's failure to obtain the requisite approvals, permits, licences, consents and/or exemptions under sub-Clause 4.1 above or
 - any obstruction to and/or removal of the Advertisement or Advertisement Panel by the building owner or due to any change in governmental building, development or zoning policies and plans or the law (and the regulations made thereunder) in respect of buildings and /or advertisements.

9. USE OF THE SITE

Event Bookings

- 9.1 Installation and dismantling of any Advertisements, Advertisement Displays and any other equipment, exhibits, structures, display materials and apparatus relating to or necessary for the holding of any Event (the "Works"), shall only be permitted on the Site during certain hours of the day, to be communicated by SPH to the User. The User shall provide its own lighting for the Works.
- 9.2 The User shall put up warning signs and cordon off areas where the Works are being carried out, in accordance with relevant laws, regulations and/or guidelines. The obligation of the User under this sub-Clause shall be without prejudice to the right of SPH to stipulate the number and type of warnings to be put up and the areas to be cordoned off during the Works. The User shall follow and observe the highest standards and degree of safety at all times during the performance of the Works.
- 9.3 The User shall ensure that no damage is done to the ceilings, walls, floors, fittings, fixtures and/or any other part of the Site. The User shall provide adequate protection to the ceilings, walls, floors and/or other existing surfaces and structures at the Site when the Works are being carried out, including, the padding of those parts of any structures or equipment which come into contact with any surfaces at the Site, with carpet or other protective material.
- 9.4 The User shall promptly and fully comply with all instructions given by SPH or the owner of the Site and its authorised agents regarding the Works, and the plans and layout relating to and the conduct, management and organisation of any Event, or Advertisement display.
- 9.5 The Site shall not be used for any purpose, which, in the opinion of the owner of the Site, is a nuisance or may give cause for complaints by other occupants of the building housing the Site. SPH has the right to enter into any part of the Site used for such purpose to bring any Event, business activity or Advertisement causing nuisance or complaints to an end without any liability to the User or any other person.

- 9.6 The User and / or the User's agent/advertiser may only install, erect, operate and/or use such audio and/or visual equipment as have been approved by the relevant building owner and/or authorities (as the case may be) at the relevant Event Space, if applicable.
- 9.7 The User shall be entirely responsible for crowd control and shall take necessary precautions to ensure orderliness during any Event or Business activity.
- 9.8 A joint inspection of the Site by representatives of SPH and the User shall be made prior to the commencement of and following the completion of the Works.

General

- 9.9 Without limiting the generality of sub-Clause 9.5, the Site shall not be used for any activity, which, in the opinion of SPH or that of the owner of the Site, is political or religious in nature.
- 9.10 The opinion of SPH and/or the owner of the Site with respect to the matters in sub-Clauses 9.2 and 9.3 shall be final, conclusive and binding on the User.
- 9.11 No Event, business activity and/or Advertisement shall be held or displayed at the Site without the prior approval of the SPH. The User shall forthwith stop/remove any such Event, goods or services or Advertisement upon notification by SPH, failing which, SPH shall have the right to stop/remove the Event/Goods & Services/Advertisement and do all acts, deeds and things necessary thereto, and claim the expenses arising therefrom from the User.
- 9.12 All Events, Business activity and/or Advertisements and/or Advertisement Displays shall be in accordance with the drawings, plans and other graphic descriptions and specifications submitted under sub-Clause 2.2. Any unauthorised, unapproved or illegal Advertisements, Advertisement Displays, goods and services will be removed without notice by SPH and all costs incurred in connection with such removal shall be borne by the User.
- 9.13 No electrical equipment or fittings of any kind shall be attached to or used in conjunction with existing electrical equipment or fittings, or electricity power outlets at the Site, without the prior written permission of SPH.
- 9.14 The User shall ensure that the Site is kept clean at all times, to the satisfaction of SPH, from the commencement of any Event, and/or Advertisement, right up to the end of the same.
- 9.15 There shall be no playing of audio and/or visual equipment in Event Spaces and/or Advertisement Spaces that are not venues/spaces approved for the playing of such equipment. Any doubts regarding the approval status of any Event Space and/or Advertisement Space should be clarified by the User with SPH before the playing of audio and/or visual equipment therein.
- 9.16 The User shall not ask for donations from the public at the Site without the prior permission of SPH, the owner of the Site and the relevant governmental authorities.
- 9.17 For Event bookings, all property and equipment belonging to the User must be removed from the Site by the time stipulated by SPH and/or its agents or employees following the completion of any Event. SPH shall have the right to possess, remove, sell, destroy or otherwise dispose of any property and equipment not removed by the User from the Site without any claim for compensation, damages or costs. Any cost incurred by SPH in the removal or disposal of property and equipment left behind by the User shall be deducted from the Deposit, and where such sum exceeds the Deposit available, against the User directly.
- 9.18 For Event bookings, the Site must be cleaned to the satisfaction of SPH and rubbish must be removed, on the last day of any Event or Advertisement, before any Event Space, Advertisement

Space, and/or Advertisement Display is handed over to SPH, failing which, SPH will proceed with such cleaning/removal itself and deduct the expenses incurred in connection with the same against the Deposit, and where such sum exceeds the Deposit available, against the User directly.

- 9.19 SPH reserves the right to remove any Advertisement, placard, sign or other material placed at the Site or to obscure the same from the view of the public for the purposes of carrying out any necessary repairs, maintenance, decoration or other works at the Site or any part thereof. In the event that SPH exercises its aforementioned rights and public's view of the Advertisement is substantially compromised in SPH's sole determination, SPH will pro-rate the advertisement cost for the duration of such substantial compromise and issue a credit note for the relevant amount to the Agency (acting on behalf of the Advertiser).

10. TERMINATION

- 10.1 SPH may, in its absolute discretion, at any time, without assigning any reasons whatsoever, forthwith terminate in writing, the reservation of the Site and/or the provision of Advertisement services by SPH and the User shall immediately clean and restore the Site as required under these terms and conditions and vacate the Site, provided however that, SPH may, but shall not be obliged to, grant a longer time as may be requested by the User to clean, restore and/or vacate the Site. In the event of such termination, SPH may, at its sole discretion, but shall not be obliged to, refund to the User the balance of the Fee after deduction of the pro-rated Fee for the use of the Site and Advertisement services provided by SPH. The User also agrees that in the event of such termination, the User shall have no claim whatsoever against SPH for any damages, losses, costs, expenses or other claims.
- 10.2 In the event that SPH exercises its right to terminate the reservation of the Site and/or the provision of Advertisement Services under sub-Clause 10.1 because of the default, breach, misconduct and/or negligence of the User, the User shall immediately clean and restore the Site as required under these terms and conditions and vacate the Site, provided however that, SPH may, but shall not be obliged, to grant a longer time as may be requested by the User to clean, restore and/or vacate the Site. Any amount paid in respect of the Fee together with the Deposit (where applicable) shall be forfeited by SPH and the User shall have no claims against SPH in respect of such forfeiture.

CONTACTS

NEWSPAPER (FOR LOCAL ONLY)

Classifieds	English/Malay Classifieds	1800 289 9988
	Chinese Classifieds	1800 289 8833
	Ad Operations	6319 8633
	Jobs (Classifieds Section)	1800 289 9988
		class@sph.com.sg
	Executive Appointments	6289 8822
		recruit@sph.com.sg

OVERSEAS OFFICES

HONG KONG

Mr Don Li / Ms Amanda So / Ms Echo Cheung
Singapore Press Holdings (Overseas) Limited
1308, 13th Floor, Tower Two, Lippo Centre,
89 Queensway,
Hong Kong
Tel: (852)2877-9076 / Fax: (852)2522-0950
Email: donli@sph.com.sg / amandaso@sph.com.sg /
echoc@sph.com.sg

MALAYSIA

Ms Wong Siang Ling / Ms Janise Low
Singapore Press Holdings (Overseas) Limited
A-19-5, 19th Floor, Northpoint Office, Mid Valley City, No. 1, Jalan
Medan Syed Putra Utara,
59200 Kuala Lumpur
Malaysia
Tel: 03-2287-2262 / Fax: 03-2287-2201
Email: slwong@sph.com.sg / janisel@sph.com.sg

CHINA

Ms Polaris Li Ling Ling / Ms Gabbie Gu Gong Lei
Unit 1302, Blk A, No 868, East Longhua Road,
Shanghai 200023,
P.R.China
Tel: 86-21-63191990 / 86-21-63191992
Fax: 86-21-63191991
Email: mmxiaolin@126.com / gugl@sph.com.sg

OVERSEAS REPRESENTATIVES

AUSTRALIA

Mr. Charlton D'silva
Publisher's Internationale
97, Pacific Highway, Suite `02,
level 1 North Sydney, NSW 2060
Tel: +61 2 9252 3476
Email: charlton.dsilva@pubintl.com.au

Mr. John Byrne
Hogan Media Services
Unit 1, 200 Rokeby Road,
P.O. Box 8, Subiaco,
Western Australia 6904, Australia
Tel: +08 9351 3991
Email: john@hoganmedia.com.au

DUBAI

Mr. Manoj Khimji
TMV Advertising DMCC
Office 2003, JBC 3,
Cluster Y, Jumeirah Lake Towers,
PO Box 358639,
Dubai, UAE
Tel: +971 4 425 3300
Email: manoj.khimji@themediavantage.com

INDIA

Mr Faredoon Kuka
RMA Media (Ronny Mistry Associates Pvt Ltd)
C-308, Twin Arcade, Military Road,
Marol, Andheri (East),
Mumbai – 400 059 India
Tel: 91-22-6570-3081/82 / Fax: 91-22-2925-3735
Email: rma.pvt@vsnl.com / kuka@rmamedia.com

JAPAN

Mr. Hiroshi Okawa
Hiro Media International
Room 504 Casa Medio 18-17,
Narimasu 5-chome, Itabashi-ku,
Tokyo 175-009 Japan
+81 3 6751 5016 / +81 80 6258 3430
hokawa@jcom.zaq.ne.jp

NEW ZEALAND

Mr. Neil Bowman
McKay & Bowman International Media
Representatives Ltd, P.O. Box 36-490
Northcote Auckland 1310
New Zealand

OR

60 McBreen Ave, Northcote Auckland 0627,
New Zealand
Tel: +64 21 755778
Email: neil@mckaybowman.co.nz

PHILIPPINES

Ms. Marie Monozca
MMPR Media Group, Inc.
35th Floor, Eco Tower Building.
32nd Street corner 9th Avenue,
Bonifacio Global City.
Taguig, Manila, Philippines 1634
Tel: +632 987 9525 / +632 737 9253
Email: marie@mmprmedia.com

SWITZERLAND

Mr. Neil Sartori
Media Interlink SA
7, Route de Crassier, Eysins,
1262, Switzerland
Tel: +41 22 331 00 00
Email: neil.sartori@mediainterlink.com

THAILAND

Ms. Janya Limmanee
JPP (Thailand) Limited
15F, Tower B, 29/1 Piya place Langsuan,
Ploenchit Road, Lumpini, Pathumwan,
Bangkok 10330 Thailand
Tel: +66 81 647 0121
Email: janya.l@jpp-thailand.com

UNITED KINGDOM & IRELAND

Mr. Anders Hagstrom
Crane Media Consulting Limited
13 Quarry Street Guildford GU1 3UY
United Kingdom
Tel: +44 7866 479 348
Email: anders@cranemedia.co.uk

UNITED STATES

Mr. Oliver Eills
AJR Media Group
25132 Oakhurst Drive, Suite 201 Spring,
Texas 77386
Tel: +713 942 7676
Email: oliver@ajrmediagroup.com



Singapore Press Holdings Limited 1000 Toa Payoh North News Centre Singapore 318994
Tel: +65 6319 6319 • www.sph.com.sg

Co. Reg. No. 198402868E