

The logo for SPH Media, featuring the letters 'sph' in a bold, blue, lowercase sans-serif font, followed by the word 'media' in a smaller, blue, lowercase sans-serif font.

**sph** media



# **SPH MEDIA FESTIVE PACKAGES 2025**

**Build exciting campaigns and stack on  
bonuses this festive season!**

***Valid for campaigns running between  
1 October 2025 - 31 March 2026***

SPH Media delivers  
a combined ONLINE &  
OFFLINE Singapore weekly  
reach of **3.2M**

**70%**  
**of Singapore's P15+ Audience**  
DIGITAL, PRINT, RADIO



# Solutions for different phases of the consumer's journey





01

# ALA CARTE/ COMBI PACKAGE

Build on your campaigns with MORE value  
and STACK BONUSES with each additional  
platform you buy

# Advertising packages starting from \$5,500

Amplify your deals through SPH's extensive network, at attractive rates of up to 79% off!

Valid for campaigns running between 01 October 2025 - 31 March 2026



## Ala Carte/ Combi Packages

Build on your campaigns with Digital, Radio and Digital Out-of-Home. Discounts of up to 79%!

With each additional platform buy, enjoy more **bonuses**



## Festive Radio Open Talk

Increase brand awareness and recall via our Exciting Festive Radio Open Talk Packages – **up to 72% off!**



## Omnichannel Special

Get a whole 360 robust campaign with our Omnichannel Special package and save even more – **up to 61% off!**



## Online ST X Lifestyle Media Titles

Showcasing your brand with trusted storytelling via The Straits Times online and lifestyle media brands!

**Amplify your message** across The Straits Times and selected Lifestyle Media titles with digital content.

# ALA CARTE SPECIALS (FOR ANY SINGLE PLATFORM)

Enjoy great discounts on your single ala carte platform buy!



## DIGITAL

**\$5,700 per Ad Format per package**  
(inclusive of 2 audience targeting filters)

- Leaderboard & IMU | 550K IMPRESSIONS**
- Social Cards | 450K IMPRESSIONS**
- Mobile Scroller | 200K IMPRESSIONS**
- In-Article Video | 200K IMPRESSIONS**
- Skinning | 250K IMPRESSIONS**



## RADIO

- Cross station package \$5,800 per package**  
60 x 30 sec commercial spot (40 weekday + 20 weekend)  
*\*Applicable for any SPH station and any timebelt (except Kiss92 Morning Drive Time)*
- Kiss92 package \$7,300 per package**  
60 x 30 sec commercial spots (40 weekday + 20 weekend)

**\*Note: For Detailed Packages and applicable T&Cs, please refer to Appendix.**

**\*Do note that these packages do not include production cost**



## DIGITAL OOH

- CBD: One Raffles Place - \$6,500**  
-One Raffles Place, 1 Screen  
-Period: 1 Week
- VivoCity Network - \$6,500**  
-6 Screens: Vivocity Megascreen, Linkbridge Network & VivoCity Taxi Stand  
-Period: 1 Week
- Islandwide Network - \$5,500**  
-Total 273 screens  
-Coffee Shop Network & Essential Retail Network  
-Period: 1 Week
- Wild Combi (Choose any 5 sites) - \$5,500**  
-HDB Hub  
-Bedok Town Square  
-Tiong Bahru Plaza (Available from Nov 2025 onwards)  
-Jurong Point (Available till 31 Jan 2026)  
-112 Katong  
-Clementi Digital Standee Network (NEW)  
- Period: 1 Week

# COMBI PACKAGES

(CHOOSE A MIN OF 2 DIFFERENT PLATFORMS OR 3 OF THE SAME PLATFORMS **(NEW!)** -TO UNLOCK BONUSES!)

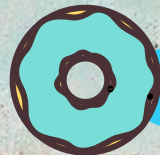


## DIGITAL

**\$5,700 per Ad Format per package**

(inclusive of targeting, up to 2 Audience target filters)

- Leaderboard & IMU | 550K Impressions + Bonus : 100K impressions**
- Social Cards | 450K Impressions + Bonus : 50K impressions**
- Mobile Scroller | 200K Impressions + Bonus: 50K impressions**
- In-Article Video | 200K Impressions + Bonus 50K impressions**
- Skinning | 250K Impressions + Bonus 50K impressions**



## RADIO

- Cross station package \$5,800 per package**  
60 x 30 sec commercial spot (40 weekday + 20 weekend)+  
+ **Bonus Additional 10x 30 sec commercial spots**  
*\*Applicable for any SPH station and any timebelt (except Kiss92 Morning Drive Time)*
- Kiss92 package \$7,300 per package**  
60 x 30 sec commercial spots (40 weekday + 20 weekend)+  
+ **Bonus Additional 10x 30 sec commercial spots**



## DIGITAL OOH

- CBD: One Raffles Place - \$6,500**  
-One Raffles Place, 1 Screen  
-Period: 1 Week  
+ **Bonus 1 week of South Beach Videowall @ B2 and B3.**
- VivoCity Network - \$6,500**  
-6 Screens: VivoCity Megascreeen, Linkbridge Network & Taxi Stand  
-Period: 1 Week  
+ **Bonus 1 week of VivoCity Taxi Stand**
- Islandwide Network - \$5,500**  
-Total 273 screens  
-Coffee Shop Network & Essential Retail Network  
-Period: 1 Week  
+ **Bonus 1 week of Essential Retail Network**
- Wild Combi (Choose any 5 sites) - \$5,500**  
-HDB Hub  
-Bedok Town Square  
-Tiong Bahru Plaza (Available from Nov 2025 onwards)  
-Jurong Point (Available till 31 Jan 2026)  
-I12 Katong  
-Clementi Digital Standee Network (NEW)  
-Period: 1 Week  
+ **Bonus 1 week of HDB Indoor Digital Network**

\*Note: For Detailed Packages and applicable T&Cs, please refer to Appendix.

\*Single insertion in any SPH Dailies (Print) with minimum \$8,000 nett spend will be counted as a platform

\*Do note that these packages do not include production cost

# COMBI PACKAGE EXAMPLE



## COMBI PACKAGE WITH BONUS

With spending in two or more SPH Different platforms, enjoy up to \$4,000 bonus value on top of Ala Carte Specials

Applicable for Combi Packages and with spending in one other SPH platform. **Single insertion in any SPH Dailies (Print) with minimum \$8,000 nett spend will be counted as a platform. T&Cs Apply.**

## BONUS

### DIGITAL OOH

One Raffles Place:  
30sec (3spots /hr x 1 week)

**BONUS**  
1 week of South Beach  
Video Wall @ B2 & B3 (2  
screens)

+

### RADIO

**Kiss92 package**  
60X 30 sec  
Commercial spots

**BONUS**  
10x 30 sec  
Commercial spots

# COMBI PACKAGE EXAMPLE



## COMBI PACKAGE WITH BONUS

With spending in two or more different SPH platforms, enjoy up to \$8,000 bonus value on top of Ala Carte Specials

Applicable for Combi Packages and with spending in one other SPH platform. **Single insertion in any SPH Dailies (Print) with minimum \$8,000 nett spend will be counted as a platform. T&Cs Apply.**

DAILIES (PRINT)

STRAITS TIMES  
1 FPFC (Monday)

+

BONUS

DIGITAL

Leaderboard & IMU  
550K Impressions

BONUS  
100K impressions

# COMBI PACKAGE EXAMPLE



## COMBI PACKAGE WITH BONUS

With spending in 3 or more of the same SPH platforms, enjoy up to \$8,000 bonus value on top of Ala Carte Specials

Applicable for Combi Packages and with spending in min 3 of the same SPH platforms. **T&Cs Apply.**

## BONUS

DIGITAL	
Leaderboard & IMU 550K Impressions	<b>BONUS</b> 100K impressions
+	
DIGITAL	
Leaderboard & IMU 550K Impressions	<b>BONUS</b> 100K impressions
+	
DIGITAL	
Mobile Scroller 200K Impressions	<b>BONUS</b> 50K impressions



02

# FESTIVE RADIO OPEN TALK

Increase brand awareness and recall via our Exciting Festive Radio Open Talk Packages—up to 72% off!

# FESTIVE RADIO OPEN TALK PACKAGES

English Network	Mandarin Network	+Bilingual Network
<b>Kiss 92 + OneFM 91.3</b> Total Weekly Reach of 454,202	<b>UFM 100.3 + HaoFM 96.3</b> Total Weekly Reach of 296,838	<b>Kiss 92 + UFM 100.3</b> Total Weekly Reach of 574,206
<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri)	<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri)	<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri)
Includes talent fee for both stations	Includes talent fees for both stations	Includes talent fees for both stations

**\$23,800** /package  
Worth >\$41,700/package

**\$16,800** /package  
Worth >\$29,700/package

**\$24,800** /package  
Worth >\$43,700/package

Above package rates are inclusive of talent costs as stated above and are fully applicable for agency commission.

\*Source: Singapore Media Audience Study 2024, P7D SPH Radio (P15+).

\*MDT and EDT spots for each station must be utilised in the same week.

\*For Bilingual Network, campaign brief/pointers must be provided in both English & Mandarin. For translation from one language to the other, a translation cost of \$500 applies (not applicable for agency commission).

Additional production lead time of 1 week.

# FESTIVE RADIO OPEN TALK PACKAGES

**BONUS COMMERCIAL SPOTS WITH MINIMUM BUY OF ANY 3 PACKAGES**

English Network	Mandarin Network	+Bilingual Network
<b>Kiss 92 + OneFM 91.3</b> †Total Weekly Reach of 454,202	<b>UFM 100.3 + HaoFM 96.3</b> †Total Weekly Reach of 296,838	<b>Kiss 92 + UFM 100.3</b> †Total Weekly Reach of 574,206
<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri) Includes talent fees for both stations	<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri) Includes talent fees for both stations	<b>*Buy MDT Free EDT</b> 10 x 60 secs Spots per station (1 spot per timebelt per station, Mon-Fri) Includes talent fees for both stations
<b>Bonus 12 x 30 secs Commercial Spots</b> (6 spots on Lunch/Day timebelts per station) Production cost of commercial <u>not</u> included	<b>Bonus 12 x 30 secs Commercial Spots</b> (6 spots on Lunch/Day timebelts per station) Production cost of commercial <u>not</u> included	<b>Bonus 12 x 30 secs Commercial Spots</b> (6 spots on Lunch/Day timebelts per station) Production cost of commercial <u>not</u> included

**\$23,800** /package  
Worth >\$45,900/package

**\$16,800** /package  
Worth >\$32,800/package

**\$24,800** /package  
Worth >\$47,900/package

Above package rates are inclusive of talent costs for Open Talks but exclude production cost of 30 secs commercial. Production fee of \$950 per commercial version applies (excluding AC). Production lead time for commercials is 2 weeks. All recordings have to be completed latest 2 working days before broadcasting.

Package rates are fully applicable for agency commission. Bonus commercial spots will be scheduled in Lunch/Day timebelts on station's discretion during the same campaign period as Open Talks.

†Source: Singapore Media Audience Study 2024, P7D SPH Radio (P15+).

\*MDT and EDT spots for each station must be utilised in the same week.

# FESTIVE RADIO OPEN TALK EXAMPLES



MINIMUM BUY OF  
ANY 3 PACKAGES

**More bonus when you buy more!**

Enjoy bonus commercial spots with minimum buy of  
3 or more Festive Open Talk packages!

Production fee of \$950 per commercial version applies (excluding AC).

Bonus commercial spots will be scheduled in Lunch/Day timebelts on station's  
discretion.

**MIN. BUY OF 3**

**3 x English Networks**

**+**

**BONUS**

**36 x 30 secs Commercial Spots**  
on Kiss 92 (18x) and OneFM 91.3 (18x)  
(total worth \$12,420)

OR

**MIN. BUY OF 3**

**3 x Mandarin Networks**

**+**

**BONUS**

**36 x 30 secs Commercial Spots**  
on UFM 100.3 (18x) and HaoFM 96.3 (18x)  
(total worth \$9,360)

OR

**MIN. BUY OF 3**

**2 x English Network  
1 x Mandarin Network  
1 x Bilingual Network**

**+**

**BONUS**

**48 x 30 secs Commercial Spots**  
on Kiss 92 (18x), OneFM 91.3 (12x),  
UFM 100.3 (12x) and HaoFM 96.3 (6x)  
(total worth \$16,560)

# Terms & Conditions (Festive Radio Open Talk)

- Above package rates are inclusive of talent costs for Open Talks but exclude production cost of 30 secs commercial.
- Production fee of \$950 per commercial version applies (not applicable for agency commission). Package rates are fully applicable for agency commission and are subject to prevailing GST charges.
- Bookings are on a first-come-first-served basis, subject to availability.
- Open Talk packages include talent fees as stated. For additional production, a different production cost will be charged upon advice by SPH Radio (not applicable for agency commission).
- Production lead time for Open Talk is 2 weeks.
- Production lead time for commercials is 2 weeks. All recordings have to be completed latest 2 working days before broadcasting.
- For Bilingual Network, campaign brief/pointers must be provided in both English & Mandarin. For translation from one language to the other, a translation cost of \$500 applies (not applicable for agency commission). Additional production lead time of 1 week.
- Bonus commercial spots will be scheduled in Lunch/Day timebelts on station's discretion with minimum buy of any 3 Festive Open Talk packages.
- Master contract entitlements/discounts are not applicable. Package investment will go towards Master Contract fulfilment.
- Package bookings and utilization to be completed within **1 October 2025 - 31 March 2026**.
- All other Terms & Conditions in SPH Media Contract apply and at ([https://www.sph.com.sg/tnc/general\\_advertising/](https://www.sph.com.sg/tnc/general_advertising/)) apply.



**03**

# **OMNICHANNEL SPECIAL**

Get a whole 360 robust campaign with our Omnichannel Special package and save even more -- up to 61% Off!

# OMNICHANNEL SPECIAL

Experience a robust 360 media package with our Omnichannel special across all 4 platforms at a whopping 61% off!



# OMNICHANNEL SPECIAL



Platform	Entitlement	Est. Media Value	Package Price
<b>Digital</b>	Choice of <b>one</b> of the following formats on SPH RON: <ul style="list-style-type: none"> <li>● 750k impressions Standard banners*</li> <li>● 600k impressions Social Cards*</li> <li>● 250k impressions Mobile Scroller*</li> <li>● 250k In-Article video views CPV</li> </ul> *FREE Targeting (up to 2 audience filters)	<h2>\$63,486</h2>	<h2>\$25,000</h2> <p>(61% discount)</p>
<b>Dailies (Print/ePaper)</b>	Choice of one of the following options <ul style="list-style-type: none"> <li>● 1x Half-Page Full-Colour ad in The Straits Times, ROP</li> <li>● 1x Full-Page Full-Color ad in Lianhe Zaobao, ROP</li> </ul>		
<b>Radio</b>	50x 30 sec commercial spots in any station and any timebelt		
<b>Digital OOH</b>	Choice of one of the following options <ul style="list-style-type: none"> <li>● 1 week campaign in One Raffles Place (15s x 6 spots/hr)</li> <li>● 1 week campaign in VivoCity Network (15s x 10 spots/hr - Megascreeen, 15s x 6 spots/hr - Linkbridge &amp; Taxistand)</li> <li>● 1 week campaign in Islandwide Network (15s x 6 spots/hr - Coffeeshop, 15s x 12 spots/hr - Essential Retail Network)</li> <li>● 1 week campaign in Wild Combi : Choose any 3 sites (15s x 6 spots/hr)</li> </ul>		

## Note

- Package price is fully agency commissionable. Subject to prevailing GST.
- Package investment for Omnichannel Special will go towards Master Contract fulfilment. Master contract entitlements/ discounts are not applicable.
- All entitlements are to be utilised between 1 October 2025 - 31 March 2026
- **Wild Combi:** Choice of 3 screens from HDB Hub, Bedok Town Square, Tiong Bahru Plaza (**Available from Nov 2025 onwards**), Jurong Point (**Available till 31 Jan 2026**), i12 Katong, Clementi Digital Standee Network (**NEW**)
- Radio: Scheduled by agency/advertiser, subject to availability at point of booking.
- Refer to Terms & Conditions for Omnichannel Special. And subject to prevailing GST.
- DOOH campaign subject to approval by MBO Team, Landlord & T&CS, please check for suitability of campaign with MBO team. Only 1 TVC version allowed per package. Photo proof of delivery (POD) will be provided for max 2 locations per package within 7 working days from campaign launch.

# Terms & Conditions (Omnichannel Special)

- Package investment for Omnichannel Special will go towards master contract fulfilment.
- Master contract entitlements/ discounts are not applicable.
- Omnichannel Special package is fully agency commissionable.
- Omnichannel Special package includes 1 x production version for Digital, Radio and DOOH if necessary. DOOH production will be an adaptation from the Dailies (Print) ad.
- Adaptation refers to repurpose of Dailies (Print) ad to a 15 sec non-audio video file for DOOH.
- Should advertisers choose to run other creatives from the Dailies (Print) ad, they may do so by submitting a ready video.
- In repurposing the Dailies (Print) ad to video, SPH Media shall be granted the full discretion to change layout and/or animate visuals to a video file.
- All copyrights reserved by advertisers pertaining to the Dailies (Print) ad must be notified to SPH Media at point of booking. Advertisers shall indemnify and hold SPH Media harmless from and against any claims to copyright infringement.
- Production lead time is 5 working days from date of DOOH campaign start date.
- All entitlements are to be utilised within 1 month of first ad exposure or 31 March 2026, whichever comes first.
- Ad space is subject to availability at point of booking.
- All package cost are gross before agency commission.
- Package is subject to prevailing GST where applicable.
- **All package entitlements to be utilised between 1 October 2025 - 31 March 2026.**
- All other Terms & Conditions in SPH Media Contract and at ([https://www.sph.com.sg/tnc/general\\_advertising/](https://www.sph.com.sg/tnc/general_advertising/)) apply.
- Please refer to SPH ratebook for material deadlines.
- Please refer to appendix for detailed Digital OOH T&Cs.



**04**  
**ONLINE**  
**STRAITS TIMES + LIFESTYLE**  
**MEDIA ADVERTORIAL**

Showcasing your brand with expert  
storytelling, amplified across multiple titles

# STRAITS TIMES + LIFESTYLE MEDIA ADVERTORIAL



1 x ADVERTORIAL  
STRAITSTIMES.COM

+



1 ONLINE ENGLISH  
LIFESTYLE MEDIA TITLE

**\$14,000**

**7K PAGEVIEWS**

## Online Lifestyle Media Titles include:

F ZINE, Harper's Bazaar, Her World, Home & Decor, The Peak, The Singapore Women's Weekly, Hardware Zone

## Traffic Drivers for each package includes: **No vetting & Editorial Discretion**

- Leaderboard / IMU on SPH Digital Network (For News Title only)
- 1 x Lifestyle Media title FB post & Sponsored enewsletter promoting the advertorial (For LM title only)
- Page views is a combined page views KPI



# APPENDIX

Please refer to the detailed packages here and T&Cs

# ALA CARTE SPECIALS: (DIGITAL)

Cost-efficient tactical buys with up to 35% savings on Singapore's #1 digital news network!  
Enjoy complimentary targeting (Up to 2 audience target filters\*)



Ad Unit (Run-of-Network)	Entitlements	Package Price (per ad unit)	Est Discount
Leaderboard & IMU	550K impressions	\$5,700	35%
Social Cards	450K impressions	\$5,700	21%
Mobile Scroller	200K impressions	\$5,700	30%
In-Article Video	200K impressions	\$5,700	30%
Skinning	250k impressions	\$5,000	50%

**Note:**

- Package price is fully agency commissionable.
- All entitlements are to be utilised between All entitlements are to be utilised between 1 October 2025 - 31 March 2026.
- All ad units will run on RON across SPH Digital News Network.
- Production cost is not included.
- \*Up to 2 target audience filters selection, subject to inventory availability
- Subject to prevailing GST

# ALA CARTE SPECIALS: (RADIO)

Flexibility with YOUR choice of radio station and preferred timebelt.

Stations	Entitlements	Package Price	Est Discount
	<p><b>Cross station package</b>            60 x 30 sec commercial spots            (40 weekday + 20 weekend)</p> <p><i>Applicable for any SPH station and any timebelt (except Kiss92 Morning Drive Time)</i></p> <p><i>Note: Station selection and timebelt at advertiser/agency discretion</i></p>	<p><b>\$5,800</b></p>	<p>Up to 76%</p>
	<p><b>Kiss92 package</b>            60 x 30 sec commercial spots            (40 weekday + 20 weekend)</p> <p><i>Applicable for any timebelt within Kiss92</i></p> <p><i>Note: Timebelt at advertiser/agency discretion</i></p>	<p><b>\$7,300</b></p>	<p>71%</p>

**Note:**

- Package price is fully agency commissionable.
- All entitlements are to be utilised between 1 October 2025 - 31 March 2026.
- Production cost is not included.
- Subject to airtime availability at point of booking
- Subject to prevailing GST.

# ALA CARTE SPECIALS: (DIGITAL OUT-OF-HOME)

Widen your campaign presence at high traffic locations via Large Format screens or Network

Package	Video Duration	Package Price	Est. Discount
<b>CBD: One Raffles Place</b> -1 Screen -Duration: 1 week	15 secs x 6 spots/hr	\$6,500	21%
<b>VivoCity Network</b> - 6 Screens: VivoCity Megascreen, Linkbridge Network & Taxistand -Duration: 1 week	<b>15s x 10 spots/hr - Megascreen</b> <b>15s x 6 spots/hr - Linkbridge &amp; Taxistand</b>	\$6,500	25%
<b>Islandwide Network</b> -273 Screens -Coffeeshop Network & Essential Retail Network -Duration: 1 week	<b>15s x 6 spots/hr - Coffeeshop</b> <b>15s x 12 spots/hr - Essential Retail Network</b>  (Cheers start Tues; FairPrice, Unity and Coffeeshop start Thursday)	\$5,500	30%
<b>Wild Combi</b> -Duration: 1 week  (Choose any 5 sites): -HDB Hub -Bedok Town Square -Tiong Bahru Plaza (Available from Nov 2025 onwards) -Jurong Point (Available till 31 Jan 2026) -112 Katong -Clementi Digital Standee Network (NEW)	15 secs x 6 spots/hr	\$5,500	Up to 44%

Note:

- Package price is fully agency commissionable.
- All entitlements are to be utilised between All entitlements are to be utilised between 1 October 2025 - 31 March 2026.
- Not in conflict with the Shopping Mall's tenants, hotels or related companies or may be of competitive nature to the business of the Licensor, any of the Licensor's Related Corporations and any of the Shopping Mall's tenants.
- Property ads shall be subjected to the Landlord's approval before committing to Advertiser.
- Subject to prevailing GST.
- Only 1 TVC version allowed per package. Photo proof of delivery (POD) will be provided for max 2 locations per package within 7 working days from campaign launch.

# Combi Package Entitlement for Min 2 different or 3 of the same platforms (Digital)

Cost-efficient tactical buys with up to 59% savings on Singapore's #1 digital news network!  
Enjoy complimentary targeting (up to 2 audience target filters\*)

Ad Unit (Run-of-Network)	Impressions	Bonus Entitlement* for 2 or more platforms	Package Price (per ad unit)	Est Discount
Leaderboard & IMU	550K	+ 100K impressions	\$5,700	45%
Social Cards	450K	+ 50K impressions	\$5,700	29%
Mobile Scroller	200K	+ 50K impressions	\$5,700	44%
In-Article Video	200K	+ 50K impressions	\$5,700	44%
Skinning	250K	+50k impressions	\$5,700	59%



**Note:**

- Package price is fully agency commissionable.
- All package entitlements are to be utilised between 1 October 2025 - 31 March 2026.
- All ad units will run on RON across SPH Digital News Network.
- Production cost is not included.
- 2 or more different platform packages OR min 3 same platform packages buy must be in a single IO to be entitled for bonus entitlement
- \*Up to 2 audience target filter selection, subject to inventory availability
- Subject to prevailing GST.

# Combi Package Entitlement for 2 or more platforms

**(Radio)**

explicitly with YOUR choice of radio station and preferred timebelt.

Stations	Entitlements	Bonus Entitlement* for 2 or more platforms	Package Price	Est Discount
	<p><b>Cross station package</b> 60 x 30 sec commercial spots (40 weekday + 20 weekend)</p> <p>Applicable for any SPH station and any timebelt (except Kiss92 Morning Drive Time)</p> <p>Note: Station selection and timebelt at advertiser/agency discretion</p>	<p>Additional 10x 30 sec commercial spots</p>	<p><b>\$5,800</b></p>	<p>Up to 79%</p>
	<p><b>Kiss92 package</b> 60 x 30 sec commercial spots (40 weekday + 20 weekend)</p> <p>Applicable for any timebelt within Kiss92</p> <p>Note: Timebelt at advertiser/agency discretion</p>	<p>Additional 10x 30 sec commercial spots</p>	<p><b>\$7,300</b></p>	<p>75%</p>

**Note:**

- Package price is fully agency commissionable.
- All entitlements are to be utilised between All entitlements are to be utilised between 1 October 2025 - 31 March 2026.
- Subject to prevailing GST.
- Production cost is not included. If production of commercial spot is required, production fee is chargeable at \$950 per version (not applicable for agency commission).
- Subject to airtime availability at point of booking.
- 2 or more different platform packages OR min 3 same platform packages buy must be in a single IO to be entitled for bonus entitlement

# Combi Package Entitlement for 2 or more platforms (Digital Out-of-Home)

Widen your campaign presence at high traffic locations via Large Format screens or Network

Package	Video Duration	Bonus Entitlement* for 2 or more platforms	Package Price	Est Discount
<b>CBD: One Raffles Place</b> - 1 Screen -Duration 1 week	<b>15 secs x 6 spots/hr - ORP</b> <b>15 secs x 12 spots/hr - South Beach Video Wall</b>	<b>+ 1 Week on South Beach Videowall @ B2 and B3.</b>  <b>*Bonus 1 week to be run concurrently</b>	<b>\$6,500</b>	<b>33%</b>
<b>VivoCity Network</b> - 6 Screens -VivoCity Megascreen, Linkbridge Network & Taxistand -Duration 1 week	<b>15s x 10 spots/hr - Megascreen</b> <b>15s x 6 spots/hr - Linkbridge &amp; Taxistand</b>	<b>+ 1 Week on VivoCity Taxi Stand</b>	<b>\$6,500</b>	<b>32%</b>
<b>Islandwide Network</b> -273 Screens -Coffeeshop Network & Essential Retail Network -Duration 1 week	<b>15s x 6 spots/hr - Coffeeshop</b> <b>15s x 12 spots/hr - Essential Retail Network</b>  (Cheers start Tues; FairPrice, Unity and Coffeeshop start Thurs)	<b>+ 1 Week on Essential Retail Network</b>	<b>\$5,500</b>	<b>44%</b>
<b>Wild Combi</b> -Duration 1 week  <u>Choose any 5 sites:</u> -HDB Hub -Bedok Town Square -Tiong Bahru Plaza (Available from Nov 2025 onwards) -Jurong Point (Available till 31 Jan 2026) -112 Katong -Clementi Digital Standee Network (NEW)	<b>15 secs x 6 spots/hr</b>	<b>+ 1 Week on HDB Hub Indoor Digital Network</b>  <b>*Bonus 1 week to be run concurrently</b>	<b>\$5,500</b>	<b>Up to 50%</b>

Note:

- Package price is fully agency commissionable.
- All entitlements are to be utilised between All entitlements are to be utilised between 1 October 2025 - 31 March 2026..
- Package is subject to prevailing GST.
- Restrictions on advertiser categories apply. Please refer to T&Cs (Combi Packages) for more details in Appendix.
- 2 or more different platform packages OR min 3 same platform packages buy must be in a single IO to be entitled for bonus entitlement
- Only 1 TVC version allowed per package. Photo proof of delivery (POD) will be provided for max 2 locations per package within 7 working days from campaign launch.

# Digital Out-of-Home Screen (One Raffles Place)



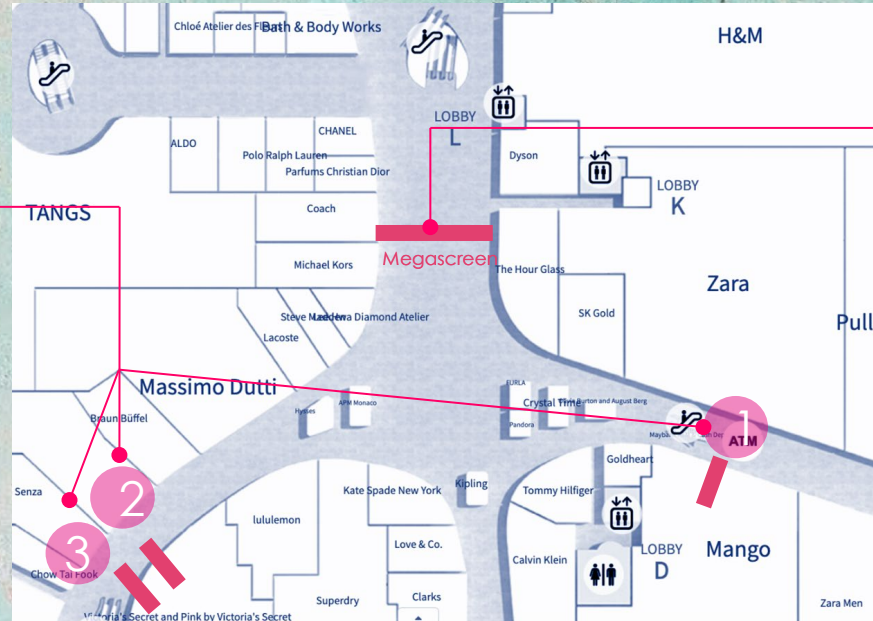
- Operating hours: 7am - 9pm daily
- **FA dimension: 1920w x 1080h px**
- Format: Video – MP4 (25 fps) ; Images – JPEG.
- Sites subject to change and replaced at SPH Media OOH's team discretion
- FA (Final Artwork) must reach SPHMBO 2 weeks before commencement date and subject to landlord's approval. Final approval subject to building management's approval.
- Screen is audio enabled and complies with prevailing audio guidelines by NEA & respective building management. Audio clarity on-site is subject to source material and ambient environment.
- Strictly subject to Advertising Guidelines and T&Cs

# Digital Out-of-Home Screens (VivoCity Network)

## Linkbridge 1,2,3



Operating Hrs: 10am - 10pm daily  
• FA dimensions: 3840w x 1080h  
px



## Megascreen



Operating Hrs: 10am - 10pm daily  
• FA dimensions: 7760w x 1080h px

## Taxistand (2 screens)



Operating Hrs: 10am - 10pm daily  
• FA dimensions: 1920w x 1080h

- Sites subject to change and replaced at SPH Media OOH's team discretion
- FA (Final Artwork) must reach SPHMO 2 weeks before commencement date. Final approval subject to building management's approval
- Format: Video – MP4 (25 fps) ; Images – JPEG
- For FA which are not submitted in the required dimensions, we reserve the right to use a SPHMO branded template, to adapt the FA to actual screen dimensions.

# Digital Out-of-Home Screens (Islandwide Network)

## Essential Retail



- 173 screens across 126 stores
- 10 hours per day
- 15 sec x 12 spots per hour
- **Three FA required.**
  - Landscape (MP4) : 1920w x 1080h
  - Portrait (MP4) : 1080w x 1920h
  - Landscape (JPEG) : 1920w x 1080h

## Coffeeshop TV



- 1 screen/location across 100 outlets
- 15 hours per day
- 15 sec x 12 spots per hour
- **FA dimensions: 1920w x 1080h**

- Sites subject to change and replaced at SPH Media OOH's team discretion
- FA (Final Artwork) must reach SPHMBO 2 weeks before commencement date. Final approval subject to building management's approval
- Format: Video – MP4 (25 fps) ; Images – JPEG
- For FA which are not submitted in the required dimensions, we reserve the right to use a SPHMBO branded template, to adapt the FA to actual screen dimensions.
- Essential Retail Network and Coffeeshop Network are not audio-enabled.

# Digital Out-of-Home Screens (Wild Combi)

## Jurong Point



Operating Hrs: 9am – 9pm daily  
• **FA dimensions: 7760w x 1080h**  
(Available till 31 Jan 2026)

## i12 Katong



Operating Hrs: 10am - 10pm daily  
• **FA dimensions: 1920w x 1080h**

## Clementi Digital Standee Network



Operating Hrs: 7.30am – 10.30pm daily  
• **FA dimensions: 1080w x 1920h**

## HDB Hub



Operating Hrs: 8am – 10pm daily  
• **FA dimensions: 1920w x 1080h**

## Bedok Town Square



Operating Hrs: 8am – 9:30pm daily  
• **FA dimensions: 1920w x 1080h**

## Tiong Bahru Plaza



Operating Hrs: 10am – 10pm daily  
• **FA dimensions: 3840w x 1080h**  
(Available from Nov 2025 onwards)

- Sites subject to change and replaced at SPH Media OOH's team discretion
- FA (Final Artwork) must reach SPHMO 2 weeks before commencement date. Final approval subject to building management's approval
- Format: Video – MP4 (25 fps) ; Images – JPEG
- For FA which are not submitted in the required dimensions, we reserve the right to use a SPHMO branded template, to adapt the FA to actual screen dimensions.

# Terms & Conditions (Ala Carte/ Combi Package)

- Package investment for Ala Carte/ Combi Package will go towards master contract fulfilment.
- Master contract entitlements/ discounts are not applicable.
- Ala Carte & Combi Packages are fully agency commissionable.
- **Production costs are NOT included for Ala Carte & Combi Package.**
- **All package entitlements, including bonus entitlements, are to be utilised between All entitlements are to be utilised between 1 October 2025 - 31 March 2026.**
- Ad space is subject to availability at point of booking.
- All package costs are gross before agency commission.
- Package is subject to prevailing GST where applicable.
- All other Terms & Conditions in SPH Media Contract and at ([https://www.sph.com.sg/tnc/general\\_advertising/](https://www.sph.com.sg/tnc/general_advertising/)) apply.
- Please refer to SPH ratebook for material deadlines.
- Multiple packages are allowed for each platform.
- Bonus platform entitlements are only applicable upon purchase of 2 or more different platform packages OR min 3 same platform packages buy from the Festive Combi Packages
- Bonus entitlements are only applicable for the selected platforms.
- 2 or more different platform packages OR min 3 same platform packages buy must be in a single IO to be entitled for bonus entitlement
- **Single insertion in any SPH Dailies (Print) with minimum \$8,000 nett spend will be counted as a platform.**

# Terms & Conditions

## (Digital OOH)

- Approval by authorities and building management are required for:
  - Booking of site
  - Advertisement visual/copy
  - Any mention of store location in FA copy is subject to building management's approval
- For Screens that are audio enabled , it complies with prevailing audio guidelines by NEA & respective building management. Audio clarity on-site is subject to source material and ambient environment.
- Only media investments are applicable for agency commission.
- All investments subject to prevailing GST.
- All other terms & conditions on media contract for outdoor booking shall apply.
- Please contact sales person for availability and advertising guidelines.
- Final Artwork (FA) for production must reach SPH Media 2-weeks before commencement of campaign.
- If submitted FA does not meet the required dimensions, we reserve the right to use a SPH Media branded template to adapt the FA to actual screen dimensions.
- **Only 1 TVC version allowed per package. Photo proof of delivery (POD) will be provided for max 2 locations per packages within 7 working days from campaign launch.**

# Terms & Conditions

## (Digital OOH - One Raffles Place)

Network/ Large format	Placement	Conditions
One Raffles Place	One Raffle Place LED	<ul style="list-style-type: none"><li>• All content must be in English. Advertisers with Chinese and other language content must seek approval prior to booking confirmation.</li><li>• No mention of other venues nor store addresses not in ORP</li><li>• No price point / discount percentages and contact number allowed in visuals.</li><li>• Exclusion list:<ul style="list-style-type: none"><li>(i) local banks (e.g. DBS, OCBC) except for UOB; and</li><li>(ii) Competitor Shopping malls and office properties</li><li>(iii) Mixed development properties with retail and office space components</li><li>(iv) Competitor of building's tenants/partners/events</li><li>(v) Online retail such as Qoo10, Carousell, etc</li><li>(vi) FMCG including pharmaceutical consumer products (subject to case-to-case approval by ORP)</li><li>(vii) Tactical &amp; promotional messages for Travel sector's campaigns</li><li>(viii) Furniture &amp; Furnishing</li></ul></li></ul> <p>The above list is accurate at the time of publishing. Building management reserves the right to make further changes without prior notice.</p>

# Terms & Conditions

## (Digital OOH - VivoCity Network)

Network/ Large format	Placement	Conditions
VivoCity Network	VivoCity Megascreen VivoCity Linkbridge Network VivoCity Taxistand	<ul style="list-style-type: none"><li>• No price point allowed in TVC.</li><li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li><li>• Exclusion list:<ul style="list-style-type: none"><li>(i) Alcohol ;</li><li>(ii) Online Retailers ;</li><li>(iii) Payment Gateways - To verify VivoCity's payment gateway partner before pitch and booking confirmation;</li><li>(iv) Property (All Categories)</li><li>(v) Competitors of building's tenants/partners/events;</li><li>(vi) Movie trailers must not mention other cinemas except for Golden Village</li></ul></li></ul> <p>The above list is accurate at the time of publishing. Building management reserves the right to make further changes without prior notice.</p>

# Terms & Conditions

## (Digital OOH - Islandwide Network)

Network/ Large format	Placement	Conditions
Islandwide Network	Coffeshop Network	<ul style="list-style-type: none"> <li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li> <li>• Exclusion list:               <ul style="list-style-type: none"> <li>(i) Food and drinks brands are subjected to approval</li> </ul> </li> </ul> <p>The above list is accurate at the time of publishing. Building management reserves the right to make further changes without prior notice.</p>
	Essential Retail Network	<ul style="list-style-type: none"> <li>• Campaign commencement at Cheers and FairPrice Xpress @ Esso are on Tuesdays; FairPrice Supermarkets and Unity Pharmacy campaigns start on Thursdays.</li> <li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li> <li>• Exclusion List:               <ul style="list-style-type: none"> <li>(i) Competing supermarket, beauty / health stores and convenience stores</li> <li>(ii) Banking, Finance and Insurance</li> <li>(iii) Petroleum</li> </ul> </li> </ul> <p>The above list is accurate at the time of publishing. Building management reserves the right to make further changes without prior notice.</p>

# Terms & Conditions (Digital OOH - Wild Combi)

Network/ Large format	Placement	Conditions
HDB Hub	HDB Hub LED	<ul style="list-style-type: none"><li>• All property-related and finance-related advertisers must seek building management's approval prior to booking confirmation.</li><li>• Exclusion list:<ul style="list-style-type: none"><li>(i) Private property developers except for EC developments</li><li>(ii) Alcohol</li><li>(iii) Shopping malls</li><li>(iv) Competitors of tenants</li></ul></li></ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>
Jurong Point	Jurong Point LED	<ul style="list-style-type: none"><li>• 3rd party product-mention only allowed up to max. 20% of the TVC duration or static banner (eg display of handsets only allowed up to 20% of TVC duration or static banner in telco ads)</li><li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the premise owner.</li><li>• Exclusion list:<ul style="list-style-type: none"><li>(i) Shopping Malls;</li><li>(ii) Competitors of building's tenants/partners/events</li><li>(iii) E-commerce is subjected to landlord's approval</li><li>(iv) E-Commerce Advertisers:<ul style="list-style-type: none"><li>Approved: Grab Food, Food Panda, Gojek, Shopback, Fave,</li><li>Non-approved: Lazada, Amazon, Shopee (e-commerce platforms)</li></ul></li></ul></li></ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>

# Terms & Conditions (Digital OOH - Wild Combi)

Network/ Large format	Placement	Conditions
i12 Katong	i12 Katong LED	<ul style="list-style-type: none"> <li>• Tenants' tactical campaigns are handled by building management.</li> <li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li> <li>• Exclusion list:               <ul style="list-style-type: none"> <li>(i) From Shopping Malls;</li> <li>(ii) Competitors of building's tenants/partners/events</li> <li>(iii) Alcohol</li> <li>(iv) E-commerce subject to building management's approval</li> <li>(v) Movie trailers must be movies showing in Golden Village</li> </ul> </li> </ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>
The Clementi Mall	Clementi Digital Standee Network	<ul style="list-style-type: none"> <li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li> <li>• All property-related and finance-related advertiser must seek building management's approval prior to booking confirmation.</li> <li>• Exclusion list:               <ul style="list-style-type: none"> <li>(i) Commercial Property</li> <li>(ii) Shopping Malls;</li> <li>(iii) Competitors of building's tenants/partners/events</li> <li>(iv) Oversea commercial property subject to clearance</li> <li>(v) Residential and/or integrated development projects subject to clearance</li> </ul> </li> </ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>

# Terms & Conditions (Digital OOH - Wild Combi)

Network/ Large format	Placement	Conditions
Tiong Bahru Plaza	Tiong Bahru LED	<ul style="list-style-type: none"><li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the building management.</li><li>• Exclusion list:<ul style="list-style-type: none"><li>(i) Home Furnishing Retailers</li><li>(ii) Property (Commercial)</li><li>(iii) Shopping malls</li><li>(iv) Competitors of tenants / partners / events</li><li>(v) Hospitality</li></ul></li></ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>
Bedok Town Square	Bedok Town Square LED	<ul style="list-style-type: none"><li>• Any mention of store location outside of the ad site premise, in FA copy, is not allowed unless otherwise approved by the premise owner.</li><li>• Exclusion List:<ul style="list-style-type: none"><li>(i) Alcohol</li></ul></li></ul> <p>The above list is accurate at the time of publishing. Landlord reserves the right to make further changes without prior notice.</p>

# ONLINE ST X LIFESTYLE MEDIA ADVERTORIAL PACKAGE

Titles	Entitlements	Package Price	Deliverables (Page views)	Est Discounts
<b>ST Online + 1 Other English Lifestyle Media title</b>	>> 1 X written article hosted on ST online and adapted on 1 x Lifestyle Media title  >> Traffic Drivers include: <ul style="list-style-type: none"><li>• Standard banners across SPH Digital News Network for news title only</li><li>• 1 x Lifestyle Media title FB post &amp; Sponsored e-newsletter</li></ul>	\$14,000	7,000	Up to 41%

**\*Online replica will be on selected online Lifestyle Media titles. 1 piece of content will be produced and run across selected title  
Package does not cover translation cost and is only for same language titles.**

Online Lifestyle Media Titles include Female, Harper's Bazaar, Her World, Home & Decor, The Peak, The Singapore Women's Weekly, Hardware Zone  
Choice and scheduling of article traffic drivers are at the discretion of SPH editorial and SPH Digital Operations

# Terms & Conditions (ONLINE ST X LIFESTYLE MEDIA ADVERTORIAL)

- Package investment for Online News X Lifestyle Media advertorial will go towards master contract fulfilment.
- Master contract entitlements are not applicable.
- Digital entitlements to be utilised within 1 month of campaign start date or by 31 March 2026, whichever is earlier.
- Ad space is subject to availability at point of booking.
- All package costs are gross, before agency commission.
- Package is subject to prevailing GST where applicable.
- All other Terms & Conditions in SPH Media Contract and at ([https://www.sph.com.sg/tnc/general\\_advertising/](https://www.sph.com.sg/tnc/general_advertising/)) apply.
- SPH reserves the right to replace the selected title if the editorial team deems the brand not aligned with the Lifestyle Media Title brand positioning.
- **Latest start date for Digital advertorial is 1 March 2026. Note lead time is 21 working days.**
- 1 piece of content will be produced digitally for the News title and run across 1 selected Online Lifestyle Media Advertorial title (same language).
- Package does not cover translation cost. For Translation to different language Lifestyle Media Title – Additional \$600 subject to approval by SPH Content Lab (Timeline will be extended accordingly).

# Terms & Conditions (ONLINE ST X LIFESTYLE MEDIA ADVERTORIAL)

- All bookings are based on a first come first served basis, subject to availability.
- Package price is subject to prevailing GST.
- Digital advertorials will be valid on platform for 12 months, from live date.
- Approval process for advertorials: 1 round of changes
  - Every additional round (ie: from the second round) will incur a fee of \$300. This fee will be charged if there is a) layout change, or b) more than 10% of copy is changed
- Production timeline
  - A minimum of 21 working days lead time is required from the day the advertorial brief and all relevant information and materials are submitted.
  - Once the concept is agreed upon and the first draft is provided, the article is limited to 1 round of change and the article will need to be launched within 3 months or within the validity of this package. Otherwise, additional fees will be charged for change of concept and/or extended management.
  - An express fee of \$1800 nett is applicable for lead time of 14- 20 days, and the client is allowed 1 round of changes only.
- Details of package
  - Package is inclusive of standard writing fee or copy-editing fee.
  - Additional fee, starting from \$1,500 is applicable for specialist / specially appointed writers. Content Lab to confirm final fee prior to endorsement.
  - Maximum word count for each advertorial is 800 words. Longer articles will be priced according to brief.
  - All images, assets, interviewees, and experts, are to be provided by the client. Additional cost is applicable for visual assets, infographics/ illustrations/ photography etc. Any request for additional images to be uploaded or replaced after launch date will be chargeable. Any additional sourcing for interviewees and experts etc. will be chargeable.

# Terms & Conditions (ONLINE ST X LIFESTYLE MEDIA ADVERTORIAL)

## Add-ons

- Video embed
  - Client can opt to embed their video in the advertorial at an additional fee of \$500 nett per insertion. The video must be suitable and relevant to the article and
  - SPH Media reserves the right to approve or decline the inclusion.
  - Once work has commenced, any new or change of brief, will be deemed a NEW project, and charged accordingly.
- Tactical banners for IMU & LB on Branded Content page to be provided by client. Extra creative charges are to be incurred if there is a request for SPH to undertake the production of tactical banners.
- All eligible Traffic Drivers (Catfish, IMU, Leaderboard) will serve on app & web according to availability.
  - The choice of Traffic Drivers used are at the discretion of SPH Campaign Operation.
  - No vetting for Traffic Drivers and social media posts
  - Brand Safety is not included for mobile apps.
- All content created is only for use on SPH media platforms, and usage on other platforms (including, but not limited to client's own website, and other media platforms etc.) will incur an additional loading fee, which is 20% of the entire package.
  - Price excludes any specially sourced photography, images, hosts, talents etc.
  - Content must be used as-is, and no editing is allowed.
  - Content must credit the source as: "SPH Media".
  - Content is valid for use for up to 12 months.
- Cancellation of the project will incur the following charges
  - Pre-production stage: 20% of the total package (before A/C)
  - During production: 60% of the total package (before A/C)



**THANK YOU!**

**sph** media