

MEDIA RATEBOOK

**MARKETING
& MEDIA
SOLUTIONS**

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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%	
Back Page (of Part**) 40%/45% (Front Part**)	
Centrespread**	25%
Centrespread (Front Part)**	45%
Business Page	35%
Sports Right Hand	15%
Front and Back Page of Supplements	20%

* 1st 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
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Thur - Fri

15cm x 6col	\$28,000.00
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Sat

15cm x 6col	\$30,000.00
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IN (MONDAY)

LITTLE RED DOT (TUESDAY)

BASE RATE	\$10.00 p.c.cm
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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 6289 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 12 April 2020)

Minimum 3cm x 1col

Mon - Sat **\$63.00** p.c.cm

All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.

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 6289 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
IMU (300x250)	\$33.00 cpm
Leaderboard placement - in-line position of Straits Times Homepage	

SPECIFIED SECTION

Leaderboard	\$28.00 cpm
IMU (300x250)	\$28.00 cpm
Half Page (300x600)	\$34.00 cpm
Skinning (desktop web, mobile web only)	\$74.00 cpm

RUN-OF-SITE

Leaderboard	\$15.00 cpm
IMU (300x250)	\$15.00 cpm
Skinning (desktop web, mobile web only)	\$74.00 cpm

HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$58.00 cpm
Billboard (desktop web only)	\$50.00 cpm
Skinning (desktop web & mobile web only)	\$74.00 cpm
Mobile Spin (mobile web only)	\$50.00 cpm
Mobile Cards (mobile web only)	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm

ARTICLE PAGES

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

eNewsletter

Straits Times Morning eNewsletter (1-week)	\$8,320.00 per week
Straits Times Evening eNewsletter (1-week) ...	\$8,320.00 per week

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only)	\$10.00 cpm

NOTE

The above terms and conditions are subject to revision.
For Integrated Master Contract Privileges, please reach out to your account managers.

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 6289 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 12 April 2020)

Minimum 3cm x 1col	\$63.00 p.c.cm
All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.	

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 6289 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
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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.

NOTE

The above terms and conditions are subject to revision.
For Integrated Master Contract Privileges, please reach out to your account managers.

THE BUSINESS TIMES

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	20%
Life & Culture	10%
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 <i>or based on actual volume, whichever is greater.</i>

* 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
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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.

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
Transitional Ad	\$58.00 cpm
Skimming (desktop web & mobile web only)	\$74.00 cpm
Mobile Spin (mobile web only).....	\$50.00 cpm
Mobile Cards (mobile web only).....	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm

SPECIFIC SECTION

Leaderboard + IMU (300x250).....	\$28.00 cpm
Leaderboard + *Halfpage (300x600).....	\$34.00 cpm
Skimming (desktop web & mobile web only)	\$74.00 cpm

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

*only applicable on section landing page

ARTICLE PAGES

Mobile Scroller (mobile web only).....	\$55.00 cpm
In-Article video (desktop web & mobile web only)	\$50.00 cpm
Social Cards (desktop web & mobile web only).....	\$33.00 cpm
Skimming (desktop web & mobile web only)	\$74.00 cpm

eNewsletter

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

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....	\$10.00 cpm

THE NEW PAPER

DIGITAL

HOMEPAGE, SECTION & RUN-OF-SITE

Leaderboard.....	\$14.00 cpm
Billboard (desktop web only).....	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm
IMU (300x250).....	\$14.00 cpm
Half Page (300x600).....	\$17.00 cpm
Transitional Ad	\$58.00 cpm
Skinning (desktop web & mobile web only)	\$74.00 cpm
Mobile Spin (mobile web only).....	\$50.00 cpm
Mobile Cards (mobile web only).....	\$50.00 cpm

ARTICLE PAGES

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

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....	\$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
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RUN-ON (JOB ADVERTISEMENTS)

(10-point type size. Text set continuously)

Minimum 3 lines	\$10.50 per line
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For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 6289 8833.

SEMI-DISPLAY

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

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

OBITUARIES (8col format) (wef 12 April 2020)

Minimum size: 5cm x 2col **\$ 40.00** p.c.cm
All Obituary category advertisement packages from \$1,000
(before GST) come with Digital Obituary.
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.

DIGITAL

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

HOME PAGE

Leaderboard.....\$25.00 cpm
Billboard (desktop web only).....\$50.00 cpm
IMU (300x250).....\$25.00 cpm
Halfpage (300x600).....\$29.00 cpm

RUN-OF-SITE

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

HOME PAGE & RUN-OF-SITE

Transitional Ad\$58.00 cpm
Skinning (desktop web & mobile web only)\$74.00 cpm
Video Masthead (desktop web & mobile web only)\$60.00 cpm
Mobile Spin (mobile web only).....\$50.00 cpm
Mobile Cards (mobile web only).....\$50.00 cpm

ARTICLE PAGES

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

eNewsletter

Lianhe Zaobao eNewsletter
(Basic Pack - 2 weeks)\$3,000 per package

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....\$10.00 cpm

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

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

*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*
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RUN-ON (Job Advertisements)

Mon - Sun	\$7.50 per line	\$6.50 per line*
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For eye catchers like sales logos, property and vehicle photos, screening and drop caps for run-on advertisements please call Classifieds Hotline at 6289 8833.

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

NOTE

The above terms and conditions are subject to revision.
For Integrated Master Contract Privileges, please reach out to your account managers.

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 12 April 2020)

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.

All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.

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

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

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.

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

Note: zbCOMMA is an epaper on zbschools.sg

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

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
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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 6289 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 12 April 2020)

Minimum 3cm x 1col

Mon – Sa.....	\$20.00 p.c.cm
Mon – Sat	\$15.00 p.c.cm*

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

All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.

RECRUITMENT

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

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 only).....	\$50.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm
Transitional Ad	\$58.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm
Mobile Spin (mobile web only).....	\$50.00 cpm
Mobile Cards (mobile web only).....	\$50.00 cpm

ARTICLE PAGES

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

eNewsletter

Berita Harian eNewsletter (1 month).....	\$2,000 per package
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RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....	\$10.00 cpm

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

BERITA MINGGU

DISPLAY

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

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 6289 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 12 April 2020)

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

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

All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.

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.

NOTE

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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

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 (wef 12 April 2020)

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 +30% of the base rate.

All Obituary category advertisement packages from \$1,000 (before GST) come with Digital Obituary.

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

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.

TAMIL MURASU

DIGITAL

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

HOME PAGE & RUN-OF-SITE

Leaderboard	\$14.00 cpm
Billboard (desktop web only)	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm
Transitional Ad	\$58.00 cpm
Mobile Spin (mobile web only)	\$50.00 cpm
Mobile Cards (mobile web only)	\$50.00 cpm

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

ARTICLE PAGES

Social Cards (desktop web & mobile web only)	14.00 cpm
In-Article video (desktop web & mobile web only)	\$20.00 cpm

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only)	\$10.00 cpm

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.

NOTE

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For Integrated Master Contract Privileges, please reach out to your account managers.

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
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ASIAONE

DIGITAL

Cross-platforms (Desktop web, Mobile web, Mobile Apps) HOMEPAGE & RUN-OF-SITE

Billboard (desktop web)	\$50.00cpm
Transitional Ad.....	\$58.00cpm
Mobile Spin (mobile web only).....	\$50.00cpm
Video Masthead (desktop web & mobile web only).....	\$60.00cpm
*exclude Asiaone homepage	

HOMEPAGE

Leaderboard.....	\$25.00cpm
IMU (300x250)	\$25.00cpm

RUN-OF-SITE

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

ARTICLE PAGES

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

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....	\$10.00 cpm

STOMP

DIGITAL

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

HOMEPAGE & RUN-OF-SITE

Leaderboard.....	\$14.00 cpm
Billboard (desktop web only).....	\$30.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm
Transitional Ad	\$58.00 cpm
Skinning (desktop web & mobile web only)	\$74.00 cpm
Video Masthead (desktop web & mobile web only)	\$60.00 cpm
Mobile Spin (mobile web only).....	\$50.00 cpm
Mobile Cards (mobile web only).....	\$50.00 cpm

ARTICLE PAGES

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

RUN-OF-NETWORK

(within SPH News Network, includes The Straits Times, The Business Times, Lianhe Zaobao, STOMP, The New Paper, Berita Harian, Tamil Murasu, 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 (desktop web & mobile web only).....	\$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, Shin Min Daily News, Tamil Murasu	4pp	12 weeks
Tabla!	8pp	12 weeks

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
The Sunday Times	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
Berita Minggu	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			

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.

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

Within 7 calendar days: 25% of insert cost

Within 3 calendar days: 100% of insert cost

MISCELLANEOUS CHARGES (wef December 2020)**Handling Fee* (Clause 11.4 (c))**

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

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

Run-On Book (ROB)

Full Page (FP)	\$4,900
Double Page Spread (DPS)	\$9,800

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$13,730
Full-Page Facing Contents.....	\$ 6,370
Full-Page Facing Masthead/Ed's Note	\$ 6,125
FP Outside Back Cover (OBC)	\$ 7,350
FP Inside Back Cover (IBC).....	\$7,356
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability).....	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,200
Copy & Layout + Product Shoot	\$2,100
Copy & Layout + Model/Talent Shoot	\$3,300

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue.....	10%
12 insertions or more for the same issue.....	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
HOMEPAGE + POV + INDEPENDENCE + WELLNESS + LIFE	- Skinning / Leaderboard / Billboard - IMU / Half-page - In-article video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article video (optional)	100%	\$8,500
STYLE Includes following: - Fashion - Watches & Jewellery - Beauty - Awards	- Skinning / Leaderboard / Billboard - IMU / Half-page - In-article video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article video (optional)		\$8,500

NOTE:

- If creative production is undertaken by SPH, applicable production costs need to be added on
- Fully agency commissionable
- No brand safety on 100% SOV, Skinning, Takeover buys
- No launch on Weekends or Public Holidays
- Impressions are estimated for reference purposes only, actual delivery is not guaranteed
- 20% loading fee is applicable for the months of March, April, May, September and October (based on campaign start date)
- All listed ad units are included in Page Takeovers and no third-party ads will be served during the campaign period
- All ad units need to run for the takeover - any ad unit exclusion will affect volume of impressions delivered
- Section takeover does not include any branded content buy

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)	NOTE
Original Advertorial	- 1x Sponsored eNewsletter - 1x HW Facebook Article Post	4	\$6,500 (Including \$1,500 production - Non A/C)	4,500	- Social media posts subject to Editorial discretion and not shared to advertiser for approval
Replicated Advertorial - From other SPH titles (print or digital)	Note: Traffic drivers creation and optimisation is at SPH's discretion		\$5,500 (Including \$500 production - Non A/C)	4,500	- Translation fee of \$500 is applicable if necessary - Does not apply for any Awards content or Templated print content - Social media posts subject to Editorial discretion - no vetting from Advertiser

HARPER'S BAZAAR

PRINT

Run-On Book (ROB)	
Full Page (FP)	\$4,900
Double Page Spread (DPS)	\$9,800

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$12,740
Full-Page Facing Contents.....	\$6,370
Full-Page Facing Masthead/Ed's Note	\$6,125
FP Outside Back Cover (OBC)	\$7,835
FP Inside Back Cover (IBC)	\$6,370
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability).....	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials).....	\$1,400
Copy & Layout + Product Shoot	\$2,400
Copy & Layout + Model/Talent Shoot	\$3,800

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue.....	10%
12 insertions or more for the same issue.....	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
HOMEPAGE + NEWGEN + EVENTS + VIDEOS + BAZAAR MAN	- Skinning/ Leaderboard / Billboard - IMU / Half-page - In-article Video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article Video / Mobile Scroller (optional)	100%	\$4,000
FASHION	- Skinning/ Leaderboard / Billboard - IMU / Half-page - In-article Video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article Video / Mobile Scroller (optional)		\$3,250
JEWELS AND WATCHES + CELEBRITY	- Skinning/ Leaderboard / Billboard - IMU / Half-page - In-article Video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article Video / Mobile Scroller (optional)		\$3,250
BEAUTY + LIFESTYLE	- Skinning/ Leaderboard / Billboard - IMU / Half-page - In-article Video (optional)	- Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article Video / Mobile Scroller (optional)		\$3,250

NOTE: 20% loading fee is applicable for the months of March, April, May, September and October (based on campaign start date).
Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x HBS Facebook Article Post Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$4,000 (Including \$500 production - Non A/C)	3,000
Original Content			\$5,000 (Including \$1,500 production - Non A/C)	3,000

FEMALE

PRINT

Run-On Book (ROB)

Full Page (FP)	\$4,500
Double Page Spread (DPS)	\$9,000

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$12,600
Full-Page Facing Contents.....	\$5,850
Full-Page Facing Masthead/Ed's Note	\$5,625
FP Outside Back Cover (OBC)	\$7,650
FP Inside Back Cover (IBC)	\$5,850
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability).....	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,400
Copy & Layout + Product Shoot	\$2,400
Copy & Layout + Model/Talent Shoot	\$3,800

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue.....	10%
12 insertions or more for the same issue.....	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Homepage	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard - IMU	100%	\$2,750
Culture	- Skinning/ Leaderboard/ Billboard - Halfpage - IMU	- Mobile Skinning/ Mobile Leaderboard - IMU		
Fashion	- Skinning/ Leaderboard/ Billboard	- Mobile Skinning/ Mobile Leaderboard		\$2,500
Beauty	- Halfpage	- IMU		\$2,500
Watches & Jewellery	- IMU	- IMU		\$2,000

NOTE: 20% loading fee is applicable for the months of March, April, May, September and October (based on campaign start date).
Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x FEMALE Facebook Article Post	4	\$3,500 (Including \$500 production - Non A/C)	3,000
Original Content	Note: Traffic drivers creation and optimisation is at SPH's discretion.		\$4,500 (Including \$1,500 production - Non A/C)	3,000

NUYOU

PRINT

Run-On Book (ROB)

Full Page (FP)	\$3,800
Double Page Spread (DPS)	\$7,600

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$10,716
Full-Page Facing Contents	\$4,940
Full-Page Facing Masthead/Ed's Note	\$4,750
FP Outside Back Cover (OBC)	\$6,482
FP Inside Back Cover (IBC)	\$4,940
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability)	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,200
Copy & Layout + Product Shoot	\$2,100
Copy & Layout + Model/Talent Shoot	\$3,300

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue	10%
12 insertions or more for the same issue	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Homepage	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard - IMU	100%	\$1,250
Lifestyle	- Skinning/ Leaderboard/ Billboard - Halfpage - IMU	- Mobile Skinning/ Mobile Leaderboard - IMU		
Beauty + Celebs	- Skinning/ Leaderboard/ Billboard	- Mobile Skinning/ Mobile Leaderboard		\$2,000
Fashion + Time and Jewellery	- Halfpage - IMU	- IMU		\$1,750

Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x NUYOU Facebook Article Post Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$2,500 (Including \$500 production - Non A/C)	2,000
Original Content			\$3,500 (Including \$1,500 production - Non A/C)	2,000

ICON

PRINT

Run-On Book (ROB)

Full Page (FP)	\$4,900
Double Page Spread (DPS)	\$9,800

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$12,740
Full-Page Facing Contents	\$6,370
Full-Page Facing Masthead/Ed's Note	\$6,125
FP Outside Back Cover (OBC)	\$7,350
FP Inside Back Cover (IBC)	\$6,370
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability)	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,400
Copy & Layout + Product Shoot	\$2,400
Copy & Layout + Model/Talent Shoot	\$3,800

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue.....	10%
12 insertions or more for the same issue.....	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Homepage	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard - IMU	100%	\$2,500
Events	- Skinning/ Leaderboard/ Billboard - Halfpage - IMU	- Mobile Skinning/ Mobile Leaderboard - IMU		
Fashion & Beauty	- Skinning/ Leaderboard/ Billboard	- Mobile Skinning/ Mobile Leaderboard		\$2,500
People + Videos + Lifestyle	- Halfpage	- IMU		\$4,500
Watches & Jewellery	- IMU	- IMU		\$1,250

NOTE: Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x ICON Facebook Article Post Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$4,000 (Including \$500 production - Non A/C)	3,000
Original Content			\$5,000 (Including \$1,500 production - Non A/C)	3,000

THE PEAK SINGAPORE

PRINT

Run-On Book (ROB)

Full Page (FP)	\$5,900
Double Page Spread (DPS)	\$11,800

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$15,340
Full-Page Facing Contents	\$7,670
Full-Page Facing Masthead/Ed's Note	\$9,588
FP Outside Back Cover (OBC)	\$9,300
FP Inside Back Cover (IBC)	\$7,670
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability).....	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,400
Copy & Layout + Product Shoot	\$2,400
Copy & Layout + Model/Talent Shoot	\$3,800

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue.....	10%
12 insertions or more for the same issue.....	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Homepage	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard - IMU	100%	\$2,750
Interviews + Events	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard		\$2,500
Fashion & Watches + Lifestyle	- IMU	- IMU		\$5,000
Gourmet & Travel				\$4,000

NOTE: Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x THE PEAK Facebook Article Post	4	\$4,000 (Including \$500 production - Non A/C)	3,000
Original Content	Note: Traffic drivers creation and optimisation is at SPH's discretion.		\$5,000 (Including \$1,500 production - Non A/C)	3,000

HOME & DECOR

PRINT

Run-On Book (ROB)

Full Page (FP)	\$3,600
Double Page Spread (DPS)	\$7,200

Premium Positions / Position Loading

Inside Front Cover Spread (IFCS)	\$9,810
Full-Page Facing Contents	\$4,680
Full-Page Facing Masthead/Ed's Note	\$5,850
FP Outside Back Cover (OBC)	\$5,450
FP Inside Back Cover (IBC)	\$4,680
Double Page Spread (DPS) Before Contents	20%
Specified Position (subject to availability)	15%

Print Advertorial (Production Cost Per Page)

Copy & Layout (with provided materials)	\$1,200
Copy & Layout + Product Shoot	\$2,100
Copy & Layout + Model/Talent Shoot	\$3,300

Volume Discount

3-5 insertions for the same issue	5%
6-11 insertions for the same issue	10%
12 insertions or more for the same issue	15%

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Site Takeover	<ul style="list-style-type: none"> - Skinning/ Leaderboard / Billboard - IMU / Half-page - In-article Video (optional) 	<ul style="list-style-type: none"> - Mobile Skinning / Mobile Leaderboard - IMU / Half-page - In-article Video / Mobile Scroller (optional) 	100%	\$3500

NOTE : Site Takeover includes all of the above listed ad units, and no third party ads will be served during the campaign period.

*Excludes sponsored content pages, Tag pages and Search pages.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	<div>- 1x Sponsored eNewsletter</div> <div>- 1x HOME & DECOR Facebook Article Post</div> <div>Note: Traffic drivers creation and optimisation is at SPH's discretion.</div>	4	\$3,500 (Including \$500 production - Non A/C)	3,000
Original Content			\$4,500 (Including \$1,500 production - Non A/C)	3,000

THE SINGAPORE WOMEN'S WEEKLY

DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PERWEEK)
Homepage	- Skinning/ Leaderboard/ Billboard - Halfpage	- Mobile Skinning/ Mobile Leaderboard - IMU	100%	\$3,250
EVENTS/WIN + SUBSCRIBE	- Skinning/ Leaderboard/ Billboard - Halfpage - IMU	- Mobile Skinning/ Mobile Leaderboard - IMU		
Food	- Skinning/ Leaderboard/ Billboard	- Mobile Skinning/ Mobile Leaderboard		\$2,112.50
Family	- Halfpage	- Mobile Leaderboard		\$2,112.50
Beauty & Health	- IMU	- IMU		\$2,112.50
Style & Great Women				\$2,925

NOTE: Page Takeovers include all of the above listed ad units, and no third party ads will be served during the campaign period.

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Replicated Content* Optimised replicated content from print or other titles	- 1x Sponsored eNewsletter - 1x SWW Facebook Article Post Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$3,200 (Including \$500 production - Non A/C)	3,300
Original Content			\$4,200 (Including \$1,500 production - Non A/C)	3,300

HARDWAREZONE.COM

DIGITAL

CORE HOMEPAGE

Leaderboard.....	\$33.00 cpm
IMU (300x250).....	\$33.00 cpm

CORE RUN-OF-SITE

Leaderboard.....	\$15.00 cpm
IMU (300x250).....	\$15.00 cpm
Half Page	\$15.00 cpm
In-Article Video (desktop web & mobile web only).....	\$50.00 cpm
Social Cards (desktop web & mobile web only).....	\$15.00 cpm

CORE HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$58.00 cpm
Billboard (desktop web only).....	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$50.00 cpm
Skinning (desktop web & mobile web only)	\$74.00 cpm

FORUM HOMEPAGE

Leaderboard.....	\$33.00 cpm
IMU (300x250).....	\$33.00 cpm
Half Page	\$33.00 cpm

FORUM HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$58.00 cpm
Billboard (desktop web only).....	\$50.00 cpm
Video Masthead (desktop web & mobile web only)	\$50.00 cpm
Skinning (desktop web & mobile web only)	\$74.00 cpm

ELECTRONIC DIRECT MAILER (EDM)

60,000 emails	\$12,000.00
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DIGITAL

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)	KPI (PVs)
Original Advertorial	- 1x HWZ Facebook Article Post - EDM blast (30,000 emails) Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$16,000 (Including \$8000 production - Non A/C)	4,000

LIFESTYLE MEDIA DIGITAL

LIFESTYLE MEDIA EDM BUYS

TITLE NAME	EST. EMAILS	BLAST	PRICE
HER WORLD	20,000	1	\$5,000
HOME & DECOR	16,000	1	\$4,000
HARPER'S BAZAAR	5,500	1	\$2,750
HARDWAREZONE (SG)	60,000	1	\$12,000
	30,000	1	\$6,000

LIFESTYLE MEDIA NETWORK SOLUTIONS

BUNDLE NAME	EST. EMAILS	BLAST	PRICE
Lifestyle Media Women Network EDM Package (Her World + Female + Nuyou + Harper's BazaarSG + Home & Decor + Singapore Women's Weekly + ICON)	50,000	1	\$12,000
Lifestyle Media Luxury Network EDM Package (Harper's Bazaar SG + ICON + Peak)	8,000	1	\$3,600

LIFESTYLE MEDIA NETWORK SOLUTIONS

RON DISPLAY BUYS	Lifestyle Media RON	Women's Network CPM	Luxury Network CPM
Standard Banners	-	\$15.00	\$20.00
Social Cards (desktop web & mobile web only)	\$20.00	\$20.00	\$25.00
In-Article Video (desktop web & mobile web only)	\$20.00	\$20.00	\$25.00
Video Masthead (desktop web & mobile web only)	\$45.00	-	-
Mobile Scroller (mobile web only)	-	\$35.00	\$35.00
Trans Ad	\$40.00	\$40.00	\$40.00

Lifestyle Media RON:

Her World, Nuyou, Female, Home & Decor Singapore, ICON, Singapore Women Weekly, Harper's Bazaar Singapore, The Peak, Hardware zone

Lifestyle Media Women's RON:

Her World, Nuyou, Female, Home & Decor Singapore, ICON, Singapore Women Weekly, Harper's Bazaar Singapore

Lifestyle Media Luxury RON:

The Peak, ICON, Harper Bazaar Singapore, Female

UWEEKLY

PRINT

Run-On Book (ROB)

Full Page (FP)	\$3,900
Half Page (HP)	\$2,300
One Third	\$1,500
Banner	1,200
Double Page Spread (DPS)	\$7,000

Premium Positions / Position Loading

Inside Front Cover (IFC)	\$4,500
FP Outside Back Cover (OBC)	\$5,000
FP Inside Back Cover (IBC)	\$4,000

Volume Discount

3-5 insertions for the same issue	20%
6-11 insertions for the same issue	30%
12-18 insertions for the same issue	35%
19-26 insertions for the same issue	40%

Half Page Vertical

Trimmed size	270 x 105mm
Text size	240 x 80mm
Bleed size	280 x 115mm

Half Page Horizontal

Trimmed size	35 x 215mm
Text size	105 x 190mm
Bleed size	145 x 225mm

One Third Vertical

Trimmed size	270 x 70mm
Text size	240 x 45mm
Bleed size	280 x 80mm

One Third Horizontal

Trimmed size	90 x 215mm
Text size	60 x 190mm
Bleed size	100 x 225mm

Banner

Trimmed size	45 x 215mm
Text size	35 x 190mm
Bleed size	55 x 225mm

Double-Page Spread

Trimmed size	270 x 430mm
Text size	240 x 400mm
Bleed size	280 x 440mm

DIGITAL

Display Ad Unit	SOV	Rate (1 week)	Desktop View	Mobile View	Dimension (WxH) in Pixels
Leaderboard	50%	\$600	•	•	879 x 183
Half Page	50%	\$600	•	•	500 x 250
IMU	50%	\$500	•	•	250 x 250
Splash	50%	\$800	•	•	640 x 880
TVC Spot with Skinning (Homepage)	Fixed	\$1,500	•	•	800 x 450 (Desktop) 640 x 880 (Mobile)

Content Solutions	Traffic Drivers	Duration	Rate
Digital Advertorial	Main Page Rotator Web Banners Facebook Post Instagram Post & Instagram Story	2 weeks	\$3,000

ONENESS

PRINT

Run-On Book (ROB)

Full Page (FP)	\$1,500
Half Page (HP)	\$ 800

Premium Positions / Position Loading

Inside Front Cover (IFC)	\$3,000
FP Outside Back Cover (OBC)	\$3,500
FP Inside Back Cover (IBC)	\$3,000

Volume Discount

2 insertions	10%
4 insertions	15%

Half Page Vertical

Trimmed size	143 x 211mm
Bleed size	149 x 217mm

MATERIALS REQUIREMENTS

Artwork (in high-res PDF format in CMYK Colours) to be supplied by advertiser
Material submission: 3 weeks before print dateline.

eNSMAN

DIGITAL

AD UNIT	SOV / IMP	RATE (2 WEEKS)	
		HOMEPAGE	RUN-OF-SITE
Leaderboard	25%	\$1,200	\$1,200
Half Page		\$1,000	\$1,000
IMU		\$800	\$800

CONTENT SOLUTIONS	ENTITLEMENTS	RATE
Deals Redemption	- Half Page Ad / Display Ad - eNSMan newsletter bottom banner	\$2,000
Contest Giveaway with Prize Sponsorship	- Half Page Ad / Display Ad - eNSMan newsletter bottom banner - SAFRA Facebook post	\$2,000 + \$1,000 value worth of prize
Digital Advertorial	- Leaderboard / Half Page Ad - eNSMan newsletter giveaway highlight - SAFRA Facebook post - Instagram story - Telegram post	\$4,000

DIGITAL OUTDOOR ADVERTISING

Location	Description	No. of screens	Media Rates (per 4 weeks)	Ad Duration	Ad Frequency per screen	Operation Hours	Screen Dimension	File Format (TVC/Digital Poster/Wrap)	Display Resolution (px) (W) x (H)
Bedok Town	Outdoor LED	1	\$12,000	30 sec	6 spots / hr	08:00 - 22:00 (Mon - Sun)	4.6m (W)) x 2.6m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
HDB Hub	Outdoor LED	1	\$18,000	30 sec	6 spots / hr	08:00 - 22:00 (Mon - Sun)	5.28m (W) x 3.2m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
	Indoor Digital Network	4	\$7,800	30 sec	6 spots / hr		55 inches	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1080 x 1920
One Raffles Place	Outdoor LED	1	\$50,000	30 sec	6 spots / hr	07:00 - 21:00 (Mon - Sun)	13.6m (W) x 7.2m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
Paragon	Indoor Shopping Network	10	\$10,000	30 sec	6 spots / hr	07:00 - 22:00 (Mon - Sun)	43 inches	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1080 x 1920
SingHealth Institutions	Wellness Network	210	\$18,000	30 sec	2 spots / hr	08:00 - 18:00 (Mon - Fri) 08:00 - 13:00 (Sat)	32 - 42 inches	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
South Beach Network	Podium LED	1	\$20,000	30 sec	6 spots / hr	07:00 - 23:00 (Mon - Sun)	7.68m (W) x 6.24m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
	In-Lift Screen	26		30 sec	6 spots / hr	00:00 - 23:59 (Mon - Sun)	13.3 inches		
Tiong Bahru Plaza	LED	1	\$10,000	30 sec	6 spots / hr	10:00 - 22:00 (Mon - Sun)	12.8m (W) x 3.84m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	3840 x 1080
VivoCity	Mega Screen	1	\$28,000	30 sec	10 spots / hr	10:00 - 22:00 (Mon - Sun)	16.2m (W) x 2.363m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	7760 x 1080
	VivoCity LinkBridge 1	1	\$10,000	30 sec	6 spots/hr	10:00 - 22:00 (Mon - Sun)	8.4m (W) x 2.363m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	3840 x 1080
	VivoCity LinkBridge 2	1	\$10,000	30 sec	6 spots/hr	10:00 - 22:00 (Mon - Sun)	8.4m (W) x 2.363m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	3840 x 1080
	VivoCity LinkBridge 3	1	\$10,000	30 sec	6 spots/hr	10:00 - 22:00 (Mon - Sun)	8.4m (W) x 2.363m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	3840 x 1080
	VivoCity LinkBridge Network	3	\$24,000	30 sec	6 spots/hr	10:00 - 22:00 (Mon - Sun)	8.4m (W) x 2.363m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	3840 x 1080
	Ultra Wide Screen @ B2	1	\$12,000	10 sec	6 spots / hr	08:00 - 00:00 (Mon - Sun)	7.2m (W) x 0.675m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	7680 x 720
	Taxi Stand	2	\$6,000	30 sec	6 spots / hr	10:00 - 22:00 (Mon - Sun)	1.2m (W) x 0.7m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080

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.

File Format • TVC: MP4 (25 FPS, Audio 70 DBM) • Digital Poster: JPEG, PNG • Wrap: Adobe Illustrator CC (Save in layers)

DIGITAL OUTDOOR ADVERTISING

Location	Description	No. of Screens	Media Rates (per 4 weeks)	Ad Duration	Ad Frequency per screen	Operation Hours	Screen Dimension	File Format (TVC/Digital Poster/Wrap)	Display Resolution (px) (W) x (H)
Cross St Exchange	Digital Network	2	\$10,000	30 sec	6 spots/hr	08:00 - 22:00 (Mon - Sun)	Atrium: 8m(W) x 1.6m (H) Podium: 4.8m(W) x 2.7m (H)	TVC: mp4 (25FPS) Digital Poster: JPEG/PNG	1920 x1080
Jurong Point	Facade LED	1	\$15,000	30-sec	6 spots/hr	10:00 - 22:00 Monday - Sunday only	14.8m (W) x 2.4m (H)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	7760 x 1080
112 Katong	Atrium LED	1	\$10,000	30-sec	6 spots/hr Monday - Sunday only	10:00 - 22:00 x 2.5m (H)	4.5m (W)	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG	1920 x 1080
Coffee Shop	Network Screens	100	\$38,500	30-sec	6 spots/hr	07:00 - 23:00 Monday - Sunday only	40 - 50 inches	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	1920 x 1080
FairPrice	Essential-Retail Network	173	\$7,000	15-sec	12 spots/hr	Store operating hours (min. 10 hours per day)	32 - 43 inches	TVC: MP4 (25 FPS) Digital Poster: JPEG/PNG Non audio-enabled	Provide both Landscape : 1920 x 1080 Landscape (Digital Poster) : 1920 x 1080 Portrait : 1080 x 1920

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.

File Format • TVC: MP4 (25 FPS, Audio 70 DBM) • Digital Poster: JPEG, PNG • Wrap: Adobe Illustrator CC (Save in layers)

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	S\$550	S\$430	S\$430	S\$480	S\$230
			45 sec (1.3x)	S\$715	S\$559	S\$559	S\$624	S\$299
			60 sec (1.5x)	S\$825	S\$645	S\$645	S\$720	S\$345
	Money FM 89.3/ ONE FM 91.3/ UFM100.3/ 96.3 好 FM/		30 sec	S\$320	S\$260	S\$240	S\$280	S\$210
			45 sec (1.3x)	S\$416	S\$338	S\$312	S\$364	S\$273
			60 sec (1.5x)	S\$480	S\$390	S\$360	S\$420	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	S\$6,000	S\$3,500	S\$3,500	S\$5,000	-
			60 sec	S\$7,000	S\$3,700	S\$3,700	S\$6,000	S\$3,000
			60 sec	S\$15,000	S\$10,000	S\$9,000	S\$12,000	S\$5,000
			60 sec	S\$7,000	S\$5,500	-	S\$6,000	-
			60 sec	S\$8,000	S\$6,500	S\$6,000	S\$7,000	S\$5,500
	MONEY FM 89.3 ONE FM 91.3 Kiss92 96.3 好 FM UFM100.3	Open Talk (Two week)	60 sec	S\$10,800	S\$6,300	S\$6,300	S\$9,000	-
			60 sec	S\$12,600	S\$6,600	S\$6,600	S\$10,800	S\$5,400
			60 sec	S\$27,000	S\$18,000	S\$16,200	S\$21,600	S\$9,000
			60 sec	S\$12,600	S\$9,900	-	S\$10,800	-
			60 sec	S\$14,400	S\$11,700	S\$10,800	S\$12,600	S\$9,900
Mobile Rates	SPLASH ADSPACE	Audio	6 secs	S\$1,500 per week				
		Video	15 secs	S\$2,500 per week (excl. production)				
	AUDIO PREROLL	Audio	15 secs	S\$15 per CPM				
	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
*Subject to availability. Prices and specifications are subject to change without notice. © 2019 Far East Organization. All rights reserved. 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)



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.

TORINO
Eye catching design with exceptional attention to detail.



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



CORONA
Stylish like industrial style, get your storage solution.



Like us on [Facebook](#) for contest updates, get some inspiration and see our funky prices.
Like and guess on, you should have the [Struöcfurniture](#) prizes.
Be rewarded by what [Struöcfurniture](#) has achieved.
Be rewarded by our collection of "prizes" at home.

Struöcfurniture
Good Looks • Great Price

Vorsprung durch Technik 

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 S178,999, or lease it from S1,788 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 operating costs may vary from model shown.

 AudiSingapore

RIGHT HAND

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

RATE CALCULATOR FOR CLASSIFIEDS

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

FULL PAGE (54cm x 8col)

[illegible]

FRONT COVER

**Size (colcm) x Base Rate + Front
Cover Loading + Full Colour Surcharge**

	Mon - Wed	Thu - Sun
Full Page (full colour) (54cm x 8col)	\$42,300.00	\$44,892.00
Half Page (full colour) (27cm x 8col)	\$23,940.00	\$25,063.00

WITHIN CLASSIFIEDS (NON-JOBS)

Size (colcm) x Base Rate + Full Colour Surcharge

	Mon - Wed	Thu - Sun
Full Page (full colour) (54cm x 8col)	\$31,500.00	\$33,228.00
Half Page (full colour) (27cm x 8col)	\$20,700.00	\$21,564.00

WITHIN CLASSIFIEDS (JOBS)

Size (colcm) x Base Rate + Full Colour Surcharge

	Mon - Wed	Thu - Sun
Full Page (full colour) (54cm x 8col)	\$32,364.00	\$34,092.00
Half Page (full colour) (27cm x 8col)	\$21,132.00	\$21,996.00

Note: All prices do not include GST charges

CLASSIFIEDS ADVERTISEMENTS

C18 | THE STRAITS TIMES | WEDNESDAY, JULY 1, 2015

Properties

D01
RAFFLES PL/MARINA/
CHINATOWN
PTE APTS FOR SALE

Excellent Location



CITY GATE Beach Road, 1/2/3rm dual key fr 9295k. Iconic/Good view. Selling fast. See Cheng 96221700

SUNSHINE PLAZA, 3+1, 1345 sq ft. High floor. Near Dhoby Ghaut MRT. Asking \$1.42m. Tom Leow 9631 3193 DTZ



CITYGATE NEW STACK re-leased 1/2/3. Dual Key/PH. City/Seaview. Mixed Devt. Developer Sale fr \$99k.

Good Investment



VERY CHEAP! VERY good rental potential. Dual keys avail. Near MRT/ CBD/ growth area. \$1000B21 Joy

New Launch



S9XK UPI CITYGATE Res. 1/2/3rm City/Sea view CBD Top Quality Finishes. Spas/MRT/sports hub \$1835132

D08
LITTLE INDIA
HOUSES FOR SALE

Must View



CITYLIGHTS 2+1, High floor Panoramic view fr master/ hall/ walk to MRT, amenities 5 neq. July 1 9904-001

Must Not Miss



Developer sale FH brand new D09 3rm 1313sf \$2.58m only 3% Commission Set / Sun Tum - 6pm

WATERSCAPE CAVENAGH 06-06 2rm 1066sf \$2.22m 02-14 3rm 1313sf \$2.58m 06-13 4rm 1561sf \$3.63m Presidential Add/ Opp. Cptd Item ACS Jr / St Margaret Pti Savills 9767 6611 Mei

Scotts Sq 1227 sf, \$3400 psf Orchard View 2530 sf... \$8m Urban Suites 2002sf... \$5.2m Laurels 1019 sf... \$2600 psf Astoria Apt 3035 sf... \$5m Duchess Res 2992 sf... \$5.7m 4779 sf, 4+1/PH... \$1500 psf Eileen Koh 9022-5599 ERA

CITY SQUARE RES 2-bdrm, 840 sq ft. High fr. Pool/ city view. F/ facilities. Shop Mall /MRT. Siva 9106 3766 SLB

Colour screening



TYRWHITT 139, FH 1+1, 455sf. Tenanted. Near 2 MRTs, amenities. Low quantum. Annie 9229-3012

KENTISH LODGE 3RM 1184sf Walk to MRT, short drive to CTE & town. No shared space. Call 9605014

PRISTINE HGTS, FH 1156sf, 3+1 bdrm, 8 mins walk MRT High floor, Fantastic view. Hurry! Teresa 9669 8492

PRISTINE HGTS, FH 1156sf, 3+1 bdrm, 8 mins walk MRT High floor, Fantastic view. Hurry! Teresa 9669 8492

D09
ORCHARD/ CAIRNHILL
PTE APTS FOR SALE

CALL US FOR PRIORITY PREVIEW



SOPHIA HILLS
A HUNDRED YEARS IN THE MAKING

First development in Singapore with three conservation buildings to be restored into residents' Clubhouse, Kindergarten cum Childcare centre and Restaurant, which brings added convenience for residents.

• Walk to Dhoby Ghaut MRT Interchange/ Plaza Singapura

• Mins drive to Orchard Shopping District/ Central Business District (CBD)

• Located at the heart of Singapore Art and Cultural - SMU/NAFA/SOTA etc

• Nestled within tranquil area - Istana Park, Emily Park and Fort Canning park

• 493 units of 1/1+5/2+2+5/2DK/3/3+utility and 4+utility

Appointed marketing agent:

DTZ 9794 7926 9181 1212
Chris Wang Joe Leow

Developer: Hot Map Sunway Mount Sophia Pte Ltd • Tel: 2013255333 • Temp of land: 99 years from 20 Dec 2013 • Developer's licence no: C3180 • Lot no: 107 7059 AND 7064 T113 • SP approval: A0712-0113-2013-AP1 dated 9 Oct 2014 • Sept 2014 / Sept completion: 13 Aug 2014 / 13 Aug 2014

Cobroke with ERA No.1 TOP Project Sales 2012 - 2014
Your One Stop Connection to ALL ERA Projects

"I provide you real-time Project updates/ E-brochure/ On-site Presentation!"
You Deserve the BEST!

Jay Choong 90051250
Close deal Hotline: 90051250
www.jaychoong.com

RESIDENCES AT EMERALD HILL Up to 35% Attractive Sales Promotion in the heart of Orchard! Excellent Shale & Stone Greenery View! Exclusive 11 Freehold units with full facilities & swimming pool. Close to 3 MRTs & 4 bus stops. Penthouse/200sq ft. 5+1 bdrm. Near Sunway Mall, 111/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/1221/1222/1223/1224/1225/12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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

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

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.

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%)	\$5443.20	\$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.

DEADLINES FOR NEWS 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
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
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
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.

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
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 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	1.30pm on eve for Tuesdays to Fridays 5.00pm Fridays for Mondays
Berita Harian/ Berita Minggu[#]	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
Lianhe Zaobao/ 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)
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 classcmr@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 & Recruitment/ Notices	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. 5.00pm 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-memoriam	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.

PRINT CANCELLATION DEADLINES

NEWS DISPLAY ADVERTISEMENTS

(1) **Non-cancellable Premium Positions***

- (i) The Straits Times
 - a) Front page
 - b) Pages 2 & 3
- (ii) The Sunday Times
 - a) Front page
 - b) Pages 2 & 3
- (iii) The Business Times
 - a) Front page
- (iv) Lianhe Zaobao
 - a) Front page
- (v) Shin Min Daily News
 - a) Front page
 - b) Front page ear spaces
- (vi) Berita Harian/Berita Minggu
Tamil Murasu
 - a) Front page

* All these positions 100% cancellation surcharge applicable.

(2) **Other Positions (incl. Classifieds, Recruitment & Notices Ads)**

14 Business Days for full and spot colour advertisements
10 Business Days for black and white advertisements

(3) **Supplements** **14 Business Days**

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

CANCELLATION SURCHARGE FOR NEWS TITLES 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.

LIFESTYLE MEDIA PRINT ADVERTISEMENTS

CANCELLATION NOTICE FOR ALL LIFESTYLE MEDIA PRINT ADVERTISEMENTS

The cancellation deadline* is the same as the booking deadline for magazines. Advertisements withdrawn after cancellation date will be charged at full rate.

Note: *For guaranteed premium positions, at least 3 months notice from Booking/Cancellation deadline is required for cancellation. i.e. Inside Front Cover Spread (IFCS), Outside Back Cover (OBC), Facing Contents Page, Front Cover Reverse Gatefold, etc.

GENERAL TERMS & CONDITIONS

Updated as of 13 September 2023

For Advertising Terms & Conditions, refer to https://www.sph.com.sg/tnc/general_advertising/

CONTACTS

For contacts, refer to <https://www.sph.com.sg/contact-us/>

SPECIFICATIONS

For specifications, refer to <https://www.sph.com.sg/ad-types-and-formats/>

