

# MEDIA RATE BOOK

**MEDIA  
SOLUTIONS  
DIVISION**





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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%/50% (Front Part**) .....	
Back Page (of Part**) 40%/45% (Front Part**) .....	
Centrespread** .....	25%
Centrespread (Front Part)** .....	45%
Business Page 2 .....	30%
Business Page .....	20%
Business Right Hand .....	35%
SME .....	30%
Sports Right Hand .....	15%
Front and Back Page of Supplements .....	20%

\* 1st part and 2nd part of main paper.

\*\* Where applicable, priority to full colour.

+ In addition to the basic premium.

++ Subject to availability.

### Life!

Page 1 (27cm x 3col or 27cm x 6col)* .....	40%
Back Page** .....	20%
Page 2 .....	10%
Page 3** .....	25%
Page 5 and 7** .....	20%

Right Hand .....	10%
Specified Feature .....	0%
Centrespread* .....	10%

\* Priority to full colour.

\*\* Priority to full page full colour.

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified page/section (if available).....	+10%
Specified position within a page* .....	+25%
Odd shape .....	+25%
Odd size .....	+25%
Solus position** .....	60% of the page cost
Creative buys*** .....	70% of the page cost

or based on actual volume, whichever is greater.

\* Specified top left/right position need not be on the extreme top of page.

\*\* Maximum 50% of full page ad volume.

\*\*\* Applicable to colour advertisements only.

### FIXED RATES

Front Page Space (Full Colour)

#### Mon – Wed

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

#### Thur – Fri

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

#### Sat

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

### IN (MONDAY)

### LITTLE RED DOT (TUESDAY)

BASE RATE ..... \$10.00 p.c.cm

### COLOUR SURCHARGE

1 spot colour .....	\$300.00
2 spot colour .....	\$500.00
Full colour .....	\$700.00

### PREMIUM PAGES

Front Page .....	15%
Back Page .....	10%
Other specified pages .....	10%

## SERIES RATE

13 insertions .....	\$9.50 p.c.cm
26 insertions .....	\$9.00 p.c.cm
52 insertions .....	\$8.50 p.c.cm

Full Page of Little Red Dot & IN is 33cm X 6col

# CLASSIFIEDS

## RUN-ON\*

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

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

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

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

## SEMI-DISPLAY

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

Minimum 3cm

Mon – Wed ..... **\$41.00** p.c.cm

Thur – Sat ..... **\$44.00** p.c.cm

## DISPLAY (excluding job advertisements)

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

Minimum 3cm x 1col

Mon – Wed ..... **\$50.00** p.c.cm

Thur – Sat ..... **\$54.00** p.c.cm

(For multi cols, minimum depth is 4cm)

## JOB ADVERTISEMENTS – REFER TO JOBS SECTION

### SPECIAL-SHAPED ADS

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

### SPECIFIED POSITIONS\*

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

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

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

Out of Classification ..... **10%** premium

(min 48col cm for contract advertisers.)

Otherwise, min 80col cm)

\* Priority to full colour.

### 3-MONTH CONTRACT DISCOUNT

26 – 51 ads ..... **10%**

52 ads & above ..... **15%**

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

NOTE: Not applicable for Front Page.

## OBITUARIES (8col format) (wef 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 1800-289-9988.

### SEMI-DISPLAY

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

Minimum 3cm

Mon – Wed ..... **\$43.00** p.c.cm

Thur – Sat ..... **\$46.00** p.c.cm

### DISPLAY (JOB ADVERTISEMENTS)

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

Minimum 3cm x 1col

Mon – Wed ..... **\$52.00** p.c.cm

Thur – Sat ..... **\$56.00** p.c.cm

(For multi cols, minimum depth is 4cm)

### PREMIUM PAGES IN RECRUITMENT SECTION\*

Executive Appointments

Front Cover - 27cm x 6col (colour only) ..... **30%**

Page 2, 3, 5 or 7 ..... **50%**

Page 4 or 6 ..... **40%**

Left hand page ..... **20%**

Right hand page ..... **30%**

Back Page ..... **30%**

Centrespread ..... **20%**

Specific position within a page, Creative (Odd) shape ..... **25%**

Consecutive left or right pages,

running, facing pages ..... **10%** on subsequent ads

Ad in same page with another ad ..... **25%** on subsequent ads

Out of section, Minimum 60 col cm

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

\* Priority to full page full colour.

Jobs Section

Back Page ..... **30%**

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

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

\* Minimum 80 col cm

# NOTICES

Notices Section (6col format)

Mon – Sat ..... **\$76.00** p.c.cm

Out-of-Notices Section (6col format)

Mon – Sat ..... **\$78.00** p.c.cm

### PREMIUM PAGES IN NOTICES (Fridays only)

Left hand page ..... **20%**

Right hand page ..... **30%**

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

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

# DIGITAL

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

### HOMEPAGE

Leaderboard .....	\$33.00 cpm
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
Skimming (Desktop web, mobile web only) .....	\$74.00 cpm

### RUN-OF-SITE

Leaderboard .....	\$15.00 cpm
IMU (300x250) .....	\$15.00 cpm
Social Cards - Article Page (mobile web only) .....	\$15.00 cpm
Skimming (Desktop web, mobile web only) .....	\$74.00 cpm

## HOMEPAGE & RUN-OF-SITE

Transitional Ad .....	\$50.00 cpm
Billboard (Desktop web only) .....	\$50.00 cpm
Skimming (Desktop web, mobile web only) .....	\$74.00 cpm
Mobile Spin .....	\$50.00 cpm
Mobile Cards .....	\$50.00 cpm
Video Masthead .....	\$60.00 cpm

## ARTICLE PAGES

Mobile Scroller (mobile site 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
Promoted Stories (mobile web only) .....	\$30.00cpm

## 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, inclusive of Straits Times) ...

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

# THE SUNDAY TIMES

## DISPLAY

**BASE RATE** ..... \$61.00 p.c.cm

### COLOUR SURCHARGE

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

### PREMIUM PAGES

#### Main Paper

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

\* 1st part of main paper.

+ In addition to the basic premium.

\*\* Where applicable, priority to full colour.

++ Subject to availability.

#### LIFESTYLE

Front Page (27cm x 3col or 27cm x 6col)\* ..... **40%**  
 Back Page\*\* ..... **20%**  
 Page 2 ..... **10%**  
 Page 3\*\* ..... **25%**  
 Pages 5 and 7\*\* ..... **20%**  
 Right Hand ..... **10%**  
 Specified feature ..... **0%**  
 Centrespread\* ..... **10%**

\* Priority to full colour.

\*\* Priority to full page full colour.

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified section (if available) ..... **+ 10%**  
 Specified position within a page\* ..... **+ 25%**  
 Odd shape ..... **+ 25%**  
 Odd size ..... **+ 25%**  
 Solus position ..... **60%** of the page cost\*\*  
 Creative buys\*\*\* ..... **70%** of the page cost  
 or based on actual volume, whichever is greater.

\* Specified top left/right position need not be on the extreme top of page.

\*\* Maximum 50% of full page ad volume.

\*\*\* Applicable to colour advertisements only.

### FIXED RATES

Front Page Space (Full Colour)  
 15cm x 6col ..... **\$28,000.00**

## CLASSIFIEDS

### RUN-ON

(8-point type size, with first three words in bold and caps. Text set continuously)  
 Minimum 3 lines ..... **\$12.00** per line

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

### SEMI-DISPLAY

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

Minimum 3cm ..... **\$44.00** p.c.cm

### DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 7-point)  
 Minimum 3cm x 1col ..... **\$54.00** p.c.cm  
 (For multi cols, minimum depth is 4cm)

### JOB ADVERTISEMENTS – REFER TO JOBS SECTION

### SPECIAL-SHAPED ADS

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

### SPECIFIED POSITIONS\*

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

\* Priority to full colour.

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

Minimum 3cm x 1col .....	<b>\$63.00</b> 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) .....	<b>\$75.00</b> p.c.cm
Out-of-Executive Appointments Section (6col format) .....	<b>\$78.00</b> 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 .....	<b>\$13.00</b> 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 1800-289-9988.

### SEMI-DISPLAY

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

Minimum 3cm .....	<b>\$46.00</b> 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 .....	<b>\$56.00</b> p.c.cm
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(For multi cols, minimum depth is 4cm)

## NOTICES

Notices Section (6col format) .....	<b>\$76.00</b> p.c.cm
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Out-of-Notices Section (6col format) .....	<b>\$78.00</b> p.c.cm
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Only position loading for "Premium Pages" outside Executive Appointments & Notices Sections: Follow that of Display ads. Rates for Out-of-Executive Appointments Section and Out-of-Notices Section still apply.

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

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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



# THE BUSINESS TIMES / THE BUSINESS TIMES WEEKEND MAGAZINE

## DISPLAY

### BASE RATE

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

### COLOUR SURCHARGE

1 spot colour .....	<b>\$800.00</b>
2 spot colour .....	<b>\$2,400.00</b>
Full colour .....	<b>\$3,200.00*</b>

\* 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) .....	<b>20%</b>
Company News .....	<b>20%</b>
News Right .....	<b>25%</b>
News Left .....	<b>10%</b>
Centrespread .....	<b>15%</b>
Back Page, Pg 3#, Pg 5# .....	<b>30%</b>
Property .....	<b>20%</b>
Wealth & Investing/Leadership & Mgmt .....	<b>20%</b>
Life & Culture .....	<b>10%</b>
View from the top .....	<b>20%</b>
Other Features .....	<b>10%</b>
SME .....	<b>20%</b>

NOTE: News includes stock pages.  
# Priority to full page full colour.

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified page/section (if available) .....	<b>+ 10%</b>
Specified position within a page* .....	<b>+ 25%</b>
Odd shape .....	<b>+ 25%</b>
Odd size .....	<b>+ 25%</b>
Solus position .....	<b>60%</b> of the page cost**
Creative buys*** .....	<b>70%</b> of the page cost or based on actual volume, whichever is greater.

\* Specified top left/right position need not be on the extreme top of page.  
\*\* Maximum 50% of full page ad volume.  
\*\*\* Applicable to colour advertisements only.  
+ In addition to the basic premiums

### FIXED RATES

Front Page Space

#### Mon – Fri

12cm x 6col .....	<b>\$8,000.00</b>
24cm x 3col .....	<b>\$8,000.00</b>
18cm x 6co .....	<b>\$9,300.00</b>

#### Sat

8cm x 6 col .....	<b>\$6,000.00</b>
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### SHIPPING TIMES SCHEDULE RATE

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

## RECRUITMENT

Executive Appointments Section (6col format)

Mon – Fri .....	<b>\$24.00</b> p.c.cm
Sat .....	<b>\$18.00</b> p.c.cm

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

Mon – Fri .....	<b>\$24.00</b> p.c.cm
Sat .....	<b>\$18.00</b> p.c.cm

## NOTICES

Notices Section (6col format)

Mon – Fri .....	<b>\$26.00</b> p.c.cm
Sat .....	<b>\$19.50</b> p.c.cm

Out-of-Notices Section (6col format)

Mon – Fri .....	<b>\$26.00</b> p.c.cm
Sat .....	<b>\$19.50</b> p.c.cm

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

## ADVERTISING RATES - BUSINESS TIMES WEEKEND MAGAZINE

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

\* includes writing fee and client to provide images

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

Note: Advertorial fee is not Agency Commissionable.

## MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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

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

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

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

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

## DIGITAL

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

#### HOME PAGE & RUN-OF-SITE

Leaderboard + IMU (300x250) .....	\$33.00 cpm
Billboard (Desktop web only) .....	\$50.00 cpm
Half Page (300x600) .....	\$39.00 cpm
Transitional Ad .....	\$50.00 cpm
Skimming (Desktop web, mobile web only) .....	\$74.00 cpm
Mobile Spin .....	\$50.00 cpm
Mobile Cards .....	\$50.00 cpm
Video Masthead .....	\$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

#### 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
Promoted Stories (mobile web only) .....	\$30.00 cpm

**eNewsletter**

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

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

Audience Targeted IMU or Leaderboard ..... \$16.00 cpm

Audience Targeted Half Page ..... \$18.00 cpm

Contextually Targeted IMU or Leaderboard ..... \$16.00 cpm

Contextually Targeted Half Page ..... \$18.00 cpm

Pre-Roll Video ..... \$25.00 cpm

Social Cards ..... \$10.00 cpm

# THE NEW PAPER

## DIGITAL

### HOME PAGE, SECTION & RUN-OF-SITE

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

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

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

## DISPLAY

### BASE RATE

Sun – Wed .....	<b>\$37.00</b> p.c.cm
Thur – Sat .....	<b>\$39.00</b> p.c.cm

### COLOUR SURCHARGE

1 spot colour .....	<b>\$1,750.00</b>
2 spot colour .....	<b>\$5,250.00</b>
Full colour .....	<b>\$7,500.00</b>

### PREMIUM PAGES

Pages 2 and 5* .....	<b>30%</b>
Page 3* .....	<b>40%</b>
News Right .....	<b>20%</b>
Centrespread* .....	<b>20%</b>
News Left and Economic Section .....	<b>15%</b>
Front Page of Parts* .....	<b>30%</b>
Back Page* .....	<b>25%</b>
SME Forum .....	<b>15%</b>

### zbNOW / ZB Weekly (Tabloid)\*\*

Front Page – ZBNow (27cm x 3col or 27cm x 6col)* .....	<b>30%</b>
Centrespread .....	<b>0%</b>
Back page* .....	<b>20%</b>
Right Hand .....	<b>5%</b>
Page 3* .....	<b>10%</b>

\* 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) .....	<b>+10%</b>
Specified position within a page* .....	<b>+25%</b>
Odd shape .....	<b>+25%</b>
Odd size .....	<b>+25%</b>
Solus position .....	<b>60%</b> of the page cost**
Creative buys*** .....	<b>70%</b> 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 .....	<b>\$13,280.00</b>
18cm x 6col .....	<b>\$15,550.00</b>

#### Thur – Sat

12cm x 6col .....	<b>\$13,480.00</b>
18cm x 6col .....	<b>\$15,800.00</b>

## CLASSIFIEDS

### RUN-ON (EXCLUDING JOB ADVERTISEMENTS)

(10-point type size. Text set continuously)

Minimum 3 lines .....	<b>\$9.50</b> per line
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### RUN-ON (JOB ADVERTISEMENTS)

(10-point type size. Text set continuously)

Minimum 3 lines .....	<b>\$10.50</b> 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 1800-289-9988.

### SEMI-DISPLAY

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

Minimum 3cm & maximum 4cm .....	<b>\$27.00</b> 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 .....	<b>\$31.00</b> p.c.cm
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(For multi cols, minimum depth is 4cm)

### SPECIAL-SHAPED ADS

Minimum 80 col cm .....	<b>25%</b> premium
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(Subject to approval of layout)

### SPECIFIED POSITIONS\*

Front Cover (27cm x 8col) .....	<b>30%</b> premium
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(Position premium is applicable to space cost)

Specific positions with related Classification .....	<b>10%</b> premium
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(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.

## MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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

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

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

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

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

## DIGITAL

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

#### HOMEPAGE

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

#### RUN-OF-SITE

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

#### HOMEPAGE & RUN-OF-SITE

Transitional Ad ..... \$50.00 cpm  
Skinning (Desktop web, Mobile web) ..... \$74.00 cpm  
Video Masthead ..... \$60.00 cpm  
Mobile Spin ..... \$50.00 cpm  
Mobile Cards ..... \$50.00 cpm

### ARTICLE PAGES

Mobile Scroller (mobile site 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  
Promoted Stories (mobile web only) ..... \$30.00cpm

### eNewsletter

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

### RUN-OF-NETWORK

(within SPH, inclusive of Zaobao.SG)  
Audience Targeted IMU or Leaderboard ..... \$16.00 cpm  
Audience Targeted Half Page ..... \$18.00 cpm  
Contextually Targeted IMU or Leaderboard ..... \$16.00 cpm  
Contextually Targeted Half Page ..... \$18.00 cpm  
Pre-Roll Video ..... \$25.00 cpm  
Social Cards ..... \$10.00 cpm  
Video Masthead ..... \$60.00 cpm  
Mobile Spin ..... \$50.00 cpm  
Mobile Cards ..... \$50.00 cpm

# SHIN MIN DAILY NEWS

## DISPLAY

### BASE RATE

Sat – Tue .....	<b>\$21.00</b> p.c.cm
Wed – Fri .....	<b>\$24.00</b> p.c.cm

Joint rate with Lianhe Zaobao\*

Sat – Tue .....	<b>\$15.75</b> p.c.cm
Wed – Fri .....	<b>\$18.00</b> p.c.cm

\*Not applicable for front page.

### COLOUR SURCHARGE

1 spot colour	
Sat – Tue .....	<b>\$1,000</b>
Wed – Fri .....	<b>\$1,200</b>

2 spot colour	
Sat – Tue .....	<b>\$1,200</b>
Wed – Fri .....	<b>\$1,800</b>

Full colour	
Sat – Tue .....	<b>\$3,000</b>
Wed – Fri .....	<b>\$4,000</b>

### PREMIUM PAGES

Front Page (maximum 27cm x 6col) .....	<b>50%</b>
Page 2, 3 and 5 .....	<b>10%</b>
News page .....	<b>10%</b>
Centrespread .....	<b>5%</b>
Back page .....	<b>20%</b>
Fukan .....	<b>10%</b>
Entertainment .....	<b>10%</b>

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified page/section (if available) .....	<b>+ 10%</b>
Specified position within a page* .....	<b>+ 25%</b>
Odd shape .....	<b>+ 25%</b>
Odd size .....	<b>+ 25%</b>

Solus position .....	<b>60%</b> of the page cost**
Creative buys*** .....	<b>70%</b> 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 .....	<b>\$300.00</b>
Wed - Fri .....	<b>\$400.00</b>
Backpage Ear space (B/W / 2/C / F/C)	
Sat - Tue .....	<b>\$283.00</b>
Wed - Fri .....	<b>\$345.00</b>

## CLASSIFIEDS

<b>RUN-ON (Excluding Job Advertisements)</b>	
Mon – Sun .....	<b>\$6.50</b> per line <b>\$5.50</b> per line*

<b>RUN-ON (Job Advertisements)</b>	
Mon – Sun .....	<b>\$7.50</b> per line <b>\$6.50</b> per line*

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

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

<b>DISPLAY CLASSIFIEDS</b>	
Sat – Tue .....	<b>\$16.00</b> p.c.m <b>\$12.00</b> p.c.m*
Wed – Fri .....	<b>\$18.00</b> p.c.m <b>\$14.00</b> 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 .....	<b>10%</b>
26 – 51 ads .....	<b>15%</b>
52 ads & above .....	<b>20%</b>

\* Joint rate with Lianhe Zaobao.

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

Minimum 5cm x 2col

Sat – Tue .....	<b>\$16.00</b> p.c.cm
Wed – Fri .....	<b>\$18.00</b> p.c.cm

Sat – Tue .....	<b>\$12.00</b> p.c.cm*
Wed – Fri .....	<b>\$14.00</b> 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 .....	<b>\$25.00</b> p.c.cm
Mon – Sun .....	<b>\$19.00</b> 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 .....	<b>\$33.00</b> p.c.cm
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Out-of-Executive Appointments Section (6col format)

Mon – Sun .....	<b>\$36.00</b> p.c.cm
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Jobs (Classifieds Section) ..... Refer to Classifieds

## NOTICES

Notices Section (6col format)

Mon – Sun .....	<b>\$33.00</b> p.c.cm
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Out-of-Notices Section (6col format)

Mon – Sun .....	<b>\$36.00</b> p.c.cm
-----------------	-----------------------

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

## MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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

#### PREMIUM (As Per Rate Book)

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

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

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

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



# zbCOMMA / THUMBS UP / THUMBS UP JUNIOR

## zbCOMMA / Thumbs Up / Thumbs Up Junior

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

\* Full Page Full Colour  
 \*\* Half Page Full Colour

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

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

### NOTE

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

# BERITA HARIAN

## DISPLAY

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

### COLOUR SURCHARGE

1 spot colour .....	<b>\$850.00</b>
2 spot colour .....	<b>\$2,550.00</b>
Full colour .....	<b>\$3,450.00**</b>

\*\* 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) .....	<b>50%</b>
Back Page .....	<b>25%</b>
News .....	<b>10%</b>
Centrespread .....	<b>15%</b>
News Right .....	<b>20%</b>
Page 2 (max 27cm x 6col) .....	<b>10%</b>
Page 3 (priority to FPFC) .....	<b>25%</b>
Gah .....	<b>10%</b>

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified page/section (if available) .....	<b>+10%</b>
Specified position within a page* .....	<b>+ 25%</b>
Odd shape .....	<b>+ 25%</b>
Odd size .....	<b>+ 25%</b>
Solus position .....	<b>60%</b> of the page cost**
Creative buys*** .....	<b>70%</b> 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)

<b>BASE RATE</b> .....	<b>\$6.00</b> p.c.cm
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### COLOUR SURCHARGE

1 spot colour .....	<b>\$300.00</b>
2 spot colour .....	<b>\$500.00</b>
Full colour .....	<b>\$700.00</b>

### PREMIUM PAGES

Front page .....	<b>15%</b>
Back Page .....	<b>10%</b>
Centrespread .....	<b>10%</b>
Other specified pages .....	<b>20%</b>

### SERIES RATE

13 insertions .....	<b>\$5.50</b>
26 insertions .....	<b>\$5.00</b>
52 insertions .....	<b>\$4.50</b>

## CLASSIFIEDS

### RUN-ON

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

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

### SEMI-DISPLAY

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

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

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

### DISPLAY CLASSIFIEDS

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

Minimum 3cm x 1col (Excluding Job Advertisements) ... **\$14.00** p.c.cm

(For multi cols, minimum depth is 4cm)

Joint Rate with The Straits Times/The Sunday Times .... **\$10.00** p.c.cm

Minimum 3cm x 1col (Job Advertisements) ..... **\$16.00** p.c.cm

(For multi cols, minimum depth is 4cm)

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

### 3-MONTH CONTRACT DISCOUNT

13 – 25 ads .....	<b>10%</b>
26 – 51 ads .....	<b>15%</b>
52 ads & above .....	<b>20%</b>

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

Minimum 3cm x 1col

Mon – Sat ..... **\$20.00** p.c.cm

Mon – Sat ..... **\$15.00** p.c.cm\*

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

All Obituary category advertisement packages from \$1,000 (before GST)

come with Digital Obituary.

## RECRUITMENT

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

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

Jobs (Classifieds Section) ..... Refer to Classifieds

## DIGITAL

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

#### HOMEPAGE & RUN-OF-SITE

Leaderboard ..... \$14.00 cpm

Billboard (Desktop web) ..... \$50.00 cpm

IMU (300x250) ..... \$14.00 cpm

Half Page (300x600) ..... \$17.00 cpm

Transitional Ad ..... \$50.00 cpm

Video Masthead ..... \$60.00 cpm

Mobile Spin ..... \$50.00 cpm

Mobile Cards ..... \$50.00 cpm

## 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.

### 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

Promoted Stories (mobile web only) ..... \$30.00cpm

### eNewsletter

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

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

Audience Targeted IMU or Leaderboard ..... \$16.00 cpm

Audience Targeted Half Page ..... \$18.00 cpm

Contextually Targeted IMU or Leaderboard ..... \$16.00 cpm

Contextually Targeted Half Page ..... \$18.00 cpm

Pre-Roll Video ..... \$25.00 cpm

Social Cards ..... \$10.00 cpm

# BERITA MINGGU

## DISPLAY

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

### COLOUR SURCHARGE

1 spot colour .....	<b>\$900.00</b>
2 spot colour .....	<b>\$2,700.00</b>
Full colour .....	<b>\$3,650.00**</b>

\*\* 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) .....	<b>50%</b>
Back Page .....	<b>25%</b>
Centrespread .....	<b>15%</b>
News .....	<b>10%</b>
News Right .....	<b>20%</b>
Page 2 (maximum 27cm x 6col) .....	<b>10%</b>
Page 3 (priority to FPFC) .....	<b>25%</b>

### SPECIFIED POSITIONS/CREATIVE BUYS

Specified page/section (if available) .....	<b>+ 10%</b>
Specified position within a page* .....	<b>+ 25%</b>
Odd shape .....	<b>+ 25%</b>
Odd size .....	<b>+ 25%</b>
Solus position .....	<b>60% of the page cost**</b>
Creative buys*** .....	<b>70% of the page cost or based on actual volume, whichever is greater.</b>

\* 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).....	<b>\$5.00</b> per line
Minimum 3 lines (Job Advertisements).....	<b>\$6.00</b> per line

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

### SEMI-DISPLAY

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

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

Minimum 3cm (Job Advertisements) .....	<b>\$12.00</b> p.c.cm
Joint Rate with The Straits Times/ The Sunday Times .....	<b>\$9.00</b> 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) .....	<b>\$15.00</b> p.c.cm (Excluding Job Advertisements)
Joint Rate with The Straits Times/The Sunday Times ..	<b>\$11.00</b> p.c.cm
Minimum 3cm x 1col (For multi cols, minimum depth is 4cm) .....	<b>\$17.00</b> p.c.cm (Job Advertisements)
Joint Rate with The Straits Times/ The Sunday Times .....	<b>\$13.00</b> p.c.cm

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

Minimum 3cm x 1col .....	<b>\$20.00</b> p.c.cm
.....	<b>\$15.00</b> 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) .....	<b>\$29.00</b> p.c.cm
Out-of-Executive Appointments Section (6col format) .....	<b>29.00</b> p.c.cm
Jobs (Classifieds Section) .....	Refer to Classifieds

## NOTICES

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

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

## MASTER CONTRACT PRIVILEGES FOR BERITA HARIAN / BERITA MINGGU

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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

#### PREMIUM (As Per Rate Book)

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

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

3) Minimum size: 10 col cm.

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

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

# TAMIL MURASU

## DISPLAY

### BASE RATE

Mon – Fri .....	<b>\$8.00</b> p.c.cm
Sat – Sun .....	<b>\$10.00</b> p.c.cm

### COLOUR SURCHARGE

1 spot colour .....	<b>\$1,000.00</b>
2 spot colour .....	<b>\$1,600.00</b>
Full Colour .....	<b>\$4,000.00</b>

### PREMIUM PAGES

Front Page** .....	<b>50%</b>
Back Page*** .....	<b>25%</b>
Centrespread .....	<b>25%</b>
News Left .....	<b>10%</b>
News Right .....	<b>20%</b>
Page 3 .....	<b>30%</b>
Preferred page .....	<b>10%</b>
Sport page .....	<b>10%</b>

\*\* 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 .....	<b>\$1500.00</b> per Insertion
Sat – Sun .....	<b>\$1875.00</b> per Insertion

10cm x 6col

Mon – Fri .....	<b>\$2000.00</b> per Insertion
Sat – Sun .....	<b>\$2500.00</b> per Insertion

### BACK PAGE PACKAGE

Minimum 6 insertions within 3 months

11cm x 4col

Mon – Fri .....	<b>\$1020.00</b> per Insertion
Sat – Sun .....	<b>\$1320.00</b> per Insertion

10cm x 6col

Mon – Fri .....	<b>\$1500.00</b> per Insertion
Sat – Sun .....	<b>\$1875.00</b> per Insertion

## CLASSIFIEDS

### BASE RATE

Minimum 6cm/col	
Mon – Fri .....	<b>\$5.00</b>
Sat – Sun .....	<b>\$7.00</b>

Colour surcharge +10% of the base rate

### CLASSIFIEDS DISCOUNTS

12 Insertions (3 months) .....	<b>7.5%</b>
24 Insertions (6 months) .....	<b>10%</b>
48 Insertions (12 months) .....	<b>15%</b>

### OBITUARIES

(wef 12 April 2020)

Mon – Fri .....	<b>\$5.00</b> p.c.cm
Sat – Sun .....	<b>\$6.00</b> p.c.cm

In-memorium 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 .....	<b>\$ 7.00</b> p.c.cm
Sat – Sun .....	<b>\$ 8.00</b> p.c.cm

## RECRUITMENT

(minimum 8col cm)

Base Rate

Mon – Fri .....	<b>\$14.00</b> p.c.cm
Sat – Sun .....	<b>\$20.00</b> p.c.cm

## PUBLIC NOTICES

(minimum 8col cm)

Mon – Fri .....	<b>\$14.00</b> p.c.cm
Sat – Sun .....	<b>\$20.00</b> p.c.cm

Balance Sheet:

Mon – Fri .....	<b>\$34.00</b> p.c.cm
Sat – Sun .....	<b>\$54.00</b> p.c.cm

### TRANSLATION CHARGES

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

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) HOMEPAGE & RUN-OF-SITE

Leaderboard .....	\$14.00 cpm
Billboard (Desktop web) .....	\$50.00 cpm
Video Masthead.....	\$60.00 cpm
IMU (300x250) .....	\$14.00 cpm
Half Page (300x600) .....	\$17.00 cpm
Transitional Ad .....	\$50.00 cpm
Mobile Spin .....	\$50.00 cpm
Mobile Cards .....	\$50.00 cpm

### ARTICLE PAGES

Social Cards (desktop web & mobile web only) .....	\$14.00 cpm
In-Article video (desktop web & mobile web only) .....	\$20.00 cpm
Promoted Stories (mobile web only) .....	\$30.00cpm

### RUN-OF-NETWORK

(within SPH, inclusive of Tamil Murasu)

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

## MASTER CONTRACT PRIVILEGES FOR TAMIL MURASU

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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

# TABLA!

## DISPLAY

<b>BASE RATE</b> .....	<b>\$7.60</b> p.c.cm
Joint Rate with The Straits Times/	
The Sunday Times .....	<b>\$7.00</b> p.c.cm
Joint Rate with Tamil Murasu .....	<b>\$7.00</b> p.c.cm

### COLOUR SURCHARGE

1 spot colour .....	<b>\$1,000.00</b>
2 spot colour .....	<b>\$1,200.00</b>
Full Colour .....	<b>\$2,000.00</b>

### PREMIUM PAGES

Page 2 .....	<b>20%</b>
Pages 3 and Page 5* .....	<b>30%</b>
Pages 7 and Page 9* .....	<b>20%</b>
Pages 4 and Page 6 .....	<b>10%</b>
News Right .....	<b>10%</b>
Centrespread .....	<b>20%</b>
Back page* .....	<b>50%</b>

\* Priority to full colour.

### Specified Positions/Creative Buys

Specified page/section .....	<b>+ 10%</b>
Odd shape .....	<b>+ 25%</b>
Odd size .....	<b>+ 25%</b>
Solus position .....	<b>60%</b> of the page cost*
Creative buys** .....	<b>70%</b> 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) .....	<b>\$2,700.00</b>
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## MASTER CONTRACT PRIVILEGES

THIS MASTER CONTRACT PRIVILEGES FOR PRINT ONLY

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

### NOTE

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



# ASIAONE

## DIGITAL

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

#### HOMEPAGE & RUN-OF-SITE

Leaderboard	\$14.00 cpm
Billboard (desktop web)	\$30.00 cpm
IMU (300x250)	\$14.00 cpm
*Half Page (300x600)	\$17.00 cpm
Video Masthead	\$60.00cpm
Transitional Ad	\$50.00 cpm
Mobile Spin	\$50.00 cpm
*exclude Asiaone homepage	

#### RUN-OF-SITE

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

### HOMEPAGE & RUN-OF-SITE

Transitional Ad	\$50.00 cpm
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#### 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
Promoted Stories (mobile web only)	\$30.00cpm

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

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

# STOMP

## DIGITAL

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

#### HOMEPAGE & RUN-OF-SITE

Leaderboard	\$14.00 cpm
Billboard (desktop web)	\$30.00 cpm
IMU (300x250)	\$14.00 cpm
Half Page (300x600)	\$17.00 cpm
Transitional Ad	\$50.00 cpm
Skimming (Desktop web, Mobile web)	\$74.00 cpm
Video Masthead	\$60.00 cpm
Mobile Spin	\$50.00 cpm
Mobile Cards	\$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
Promoted Stories (mobile web only)	\$30.00cpm

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

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

# PRINT ADDITIONS

## SPECIAL NEWSPRINT

Publication	Min. No. of Pages	Booking Deadline
The Straits Times, The Sunday Times, The Business Times Berita Harian, Berita Minggu, Lianhe Zaobao, Shin Min Daily News, Tamil Murasu	4pp	12 weeks
Tabla!	8pp	

For costing, please call Ad Operations Team.

## INSERTS

		WEEKDAY (MON – FRI)			WEEKEND (SAT/SUN)		
		2 - 4 pp	6 - 12 pp	16 - 32 pp	2 - 4 pp	6 - 12 pp	16 - 32 pp
<b>The Straits Times</b>	Leaflet	\$46,970	\$55,620	\$65,760	\$54,390	\$64,280	\$79,110
<b>The Sunday Times</b>	Booklet	-	\$61,070	\$70,460	-	\$69,220	\$84,050
<b>Lianhe Zaobao</b>	Leaflet	\$26,090	\$31,280	\$36,590	\$31,410	\$37,080	\$45,740
	Booklet	-	\$34,000	\$39,200		\$38,730	\$48,580
<b>Berita Harian</b>	Leaflet	\$11,750	\$13,970	\$16,320	\$14,720	\$17,310	\$21,390
<b>Berita Minggu</b>	Booklet	-	\$15,210	\$17,560	-	\$18,680	\$22,670
<b>Tamil Murasu</b>	Leaflet	\$2,670	\$3,200	\$3,740	\$5,120	\$6,040	\$7,420
	Booklet	-	\$3,470	\$4,000		\$6,500	\$7,900
<b>The Business Times (Mon – Sat)</b>	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 & interactive print)

Within 7 calendar days: 25% of insert cost  
Within 3 calendar days:100% of insert cost

## INTERACTIVE PRINT

Animation of print advertisement on ePaper.

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

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# 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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

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

#### Double-Page Spread

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

Copy and illustration must be kept at least 5mm from spine and trim lines.  
For DPS ad, a gutter allowance of 5mm per page is recommended

## DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
Homepage + ROS Takeover	- Skinning - Super Leaderboard - Halfpage	- Skinning - Mobile Leaderboard - Mobile IMU	100%	\$4,500
Beauty Takeover	- Skinning	- Skinning		\$7,000
Fashion Takeover	- IMU	- Mobile Leaderboard		\$6,500
Life Takeover	- Halfpage	- Mobile IMU		\$6,000
Weddings Takeover				\$6,250

NOTE: There will be a 20% loading fee for Homepage and Fashion takeover for the months of March, April, May, September and October  
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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - Editor's Picks - 1 Facebook Article Post - Digital Interstitial in Her World digital magazine  Note: Traffic drivers creation and optimisation is at SPH's discretion.	4	\$5,500 (Including \$500 production - Non A/C)	4,500
Original Content			\$6,500 (Including \$1,500 production - Non A/C)	4,500
<b>WEDDINGS</b> Replicated Content* Optimised replicated content from print or other titles			\$2,500 (Including \$500 production - Non A/C)	2,000
<b>WEDDINGS</b> Original Content			\$3,500 (Including \$1,500 production - Non A/C)	2,000

# HARPERS 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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

Trimmed size .....	300 x 230mm
Text size .....	270 x 200mm
Bleed size .....	306 x 236mm

#### Double-Page Spread

Trimmed size .....	300 x 460mm
Text size .....	270 x 430mm
Bleed size .....	306 x 466mm

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

## DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
Homepage Takeover (incl "BAZAAR Exclusives")	- Skinning - Super Leaderboard - Halfpage	- Skinning - Mobile Leaderboard - Mobile IMU	100%	\$4,000
Fashion Takeover				\$3,250
Beauty Skin Takeover				\$2,600
Jewels and Watches Takeover	- Skinning - IMU	- Skinning - Mobile Leaderboard - Mobile IMU		\$2,600
Bazaar Life Takeover	- Halfpage			\$2,250
Bazaar Junior Takeover				\$2,250
Bazaar Art Takeover				\$2,250

NOTE: There will be a 20% loading fee for Homepage and Fashion takeover for the months of March, April, May, September and October. 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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - 1 Facebook Article Post - Digital Interstitial in Harpers Bazaar Singapore digital magazine	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

# 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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

## TECHNICAL SPECIFICATIONS

### Full Page

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

### Double-Page Spread

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

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

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

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

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

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

## DIGITAL

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

NOTE: There will be a 20% loading fee for Homepage and Fashion takeover for the months of March, April, May, September and October  
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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - Editor's Picks	4	\$3,500 (Including \$500 production - Non A/C)	3,000
Original Content	- 1 Facebook Article Post - Digital Interstitial in Female digital magazine		\$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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

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

#### Double-Page Spread

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

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

## DIGITAL

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

NOTE: There will be a 20% loading fee for Homepage and Fashion takeover for the months of March, April, May, September and October 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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - 1 Facebook Article Post - Digital Interstitial in Nuyou digital magazine  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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

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

#### Double-Page Spread

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

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

## DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
Homepage + Events	- Skinning - Halfpage - IMU	- Skinning - Mobile IMU (Top) - Mobile IMU (Bottom)	100%	\$2,500
Fashion + Beauty				\$2,500
People + Videos + Lifestyle				\$4,500
Watches & Jewellery				\$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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - 1 Facebook Article Post - Digital Interstitial in ICON digital magazine  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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

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

#### Double-Page Spread

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

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

## DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
Homepage	- Skinning - Halfpage - IMU	- Skinning - Mobile IMU (Top) - Mobile IMU (Bottom)	100%	\$2,750
Interviews + Events				\$2,500
Fashion & Watches + Lifestyle				\$5,000
Gourment & 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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - 1 Facebook Article Post - Digital Interstitial in The Peak SG digital magazine  *Option to include Gallery format * Post live on site for 12 months  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

# 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/Master Contract

3 insertions/issues	5%
6 insertions/issues	10%
12 insertions/issues	15%

### TECHNICAL SPECIFICATIONS

#### Full Page

Trimmed size .....	275 x 220mm
Text size .....	255 x 185mm
Bleed size .....	281 x 226mm

#### Double-Page Spread

Trimmed size .....	275 x 440mm
Text size .....	255 x 420mm
Bleed size .....	281 x 446mm

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

## DIGITAL

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (Mobile)	SOV / IMP	RATE (PER WEEK)
Homepage Takeover	- Skinning - Superleaderboard - Halfpage	- Skinning - Mobile Leaderboard - Mobile IMU	100%	\$3,000
ROS Takeover	- Skinning - IMU - Halfpage	- Skinning - Mobile IMU (Top) - Mobile IMU (Bottom) <i>* 25% does not allow fixed creative position for IMU x 2 (Top and Bottom)</i>		\$2,800

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	- Native Inline - Sponsored Highlight - eNewsletter display - Editor's Picks - 1 Facebook Article Post	4	\$3,500 (Including \$500 production - Non A/C)	3,000
Original Content	- Digital Interstitial in Home & Decor digital magazine  Note: Traffic drivers creation and optimisation is at SPH's discretion.		\$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 (PER WEEK)
Homepage Bundle Takeover (HOMEPAGE + EVENTS/WIN + SUBSCRIBE)	- Skinning - Superleaderboard - Halfpage	- Skinning - Mobile Leaderboard - Mobile IMU	100%	\$3,250
Food Section Takeover	- Skinning - IMU - Halfpage	- Skinning		\$2,112.50
Family Section Takeover		- Mobile IMU (Top)		\$2,112.50
Beauty & Health Takeover		- Mobile IMU (Bottom)		\$2,112.50
Style & Great Women Takeover		\$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	- Native Inline - Sponsored Highlight - eNewsletter Highlight - Editor's Picks - 1 Facebook Article Post*	4	\$3,200 (Including \$500 production - Non A/C)	3,300
Original Content	*Can include carousel ad format for FB post (+\$500) Note: Traffic drivers creation and optimisation is at SPH's discretion.		\$4,200 (Including \$1,500 production - Non A/C)	3,300

# HARDWAREZONE.COM

## DIGITAL

### HOMEPAGE

Leaderboard .....	\$100.00 cpm
Billboard (Desktop web only) .....	\$120.00 cpm
IMU (300x250) .....	\$100.00 cpm

### RUN-OF-SITE (Excludes Forum)

Billboard (Desktop web only) .....	\$60.00 cpm
Leaderboard .....	\$40.00 cpm
IMU (300x250) .....	\$40.00 cpm
In-Article Video .....	\$140.00 cpm
Mobile Scroller .....	\$55.00 cpm
Social Cards .....	\$15.00 cpm

### HOMEPAGE & RUN-OF-SITE (Excludes Forum)

Transitional Ad .....	\$140.00 cpm
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### FORUM HOMEPAGE

Leaderboard .....	\$60.00 cpm
Billboard (Desktop web only).....	\$80.00 cpm
IMU (300x250) .....	\$60.00 cpm

### FORUM RUN-OF-SITE

Billboard (Desktop web only).....	\$40.00 cpm
Mobile Scroller .....	\$55.00 cpm

### FORUM HOMEPAGE & RUN-OF-SITE

In-Article Video .....	\$50.00 cpm
Transitional Ad .....	\$50.00 cpm

### ELECTRONIC DIRECT MAILER (EDM)

60,000 emails .....	\$12,000.00
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CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATE (PER CONTENT)
Original Advertorial	<ul style="list-style-type: none"> <li>- 2 weeks x Native Inline</li> <li>- 4 weeks x Sponsored Textlinks</li> <li>- 1 x Digital Interstitial (direct to online advertorial) on HWM e-mag in 1 issue</li> <li>- 1 x Facebook post</li> <li>- EDM blast to 30,000 names*</li> </ul> <p>Note: Traffic drivers creation and optimisation is at SPH's discretion.</p>	4	\$16,000

# MAGAZINE DIGITAL

## MAGAZINE EDM BUYS

TITLE NAME	EMAILS	BLAST	PRICE
HER WORLD DATABASE	25,000	1	\$5,000
HOME AND DECOR DATABASE	20,000	1	\$4,000
HOME AND DECOR NEWSLETTER HIGHLIGHT (EVERY FRIDAY)	18,000	1	\$1,000
HARPER'S BAZAAR DATABASE	7,000	1	\$1,400
FEMALE DATABASE	5,000	1	\$1,000
THE SINGAPORE WOMEN'S WEEKLY DATABASE	5,000	1	\$1,000
HARDWAREZONE EDM (SG)	60,000	1	\$12,000

## MAGAZINE NETWORK SOLUTIONS

BUNDLE NAME	EMAILS	BLAST	PRICE
<b>SPHM Women Network EDM Package</b> (Her World + Female + Nuyou + Harper's BazaarSG + Home & Decor + Singapore Women's Weekly + ICON)	60,000	1	\$12,000
<b>SPHM Luxury Network EDM Package</b> (Harper's Bazaar SG + ICON + Peak)	18,000	1	\$3,600
<b>SPHM Fashion Network EDM Package</b> (Her World + Female + Nuyou + Harper's Bazaar SG + ICON)	40,000	1	\$8,000
<b>SPHM Home Network EDM Package</b> (Singapore Women's Weekly + Home & Decor)	22,500	1	\$4,500

## MAGAZINE NETWORK SOLUTIONS

RON DISPLAY BUYS	Magazines RON / Women's Network CPM	Luxury Network CPM	MINIMUM BUY
Standard Banners	\$15.00	\$20.00	\$3,000
Skimming	\$45.00	\$50.00	
Social Cards	\$20.00	\$25.00	
In-Article Video / Dynamic video interstitial	\$20.00	\$25.00	
Promoted Stories	\$25.00	\$25.00	
Video Masthead	\$45.00	\$45.00	
Mobile Cards	\$35.00		No min buy
Mobile Scroller	\$35.00		
Trans Ad bundle	\$50.00		

### RON SPH Magazine Women:

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

### RON SPH Magazine Luxury:

The Peak, ICON, Harper Bazaar Singapore, Female

# HEALTH NO.1

## PRINT

### Run-On Book (ROB)

Full Page (FP) .....	\$2,800
Half Page (HP) .....	\$1,650

### Premium Positions / Position Loading

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

### TECHNICAL SPECIFICATIONS

Full Page / IFC / IBC / OBC	
Trimmed size .....	195 x 285mm
Text size .....	165 x 265mm
Bleed size .....	205 x 295mm

### Half Page Vertical

Trimmed size .....	98 x 285mm
Text size .....	45 x 265mm
Bleed size .....	108 x 295mm

### Half Page Horizontal

Trimmed size .....	195 x 145mm
Text size .....	165 x 125mm
Bleed size .....	205 x 155mm

### Double-Page Spread

Trimmed size .....	390 x 285mm
Text size .....	370 x 265mm
Bleed size .....	400 x 295mm

## SPECIFICATIONS FOR HEALTH NO. 1 (MAGAZINE)

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

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

# 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/Master Contract

3-5 insertions/issues	20%
6-11 insertions/issues	30%
12-18 insertions/issues	35%
19-26 insertions/issues	40%

### TECHNICAL SPECIFICATIONS

Full Page / IFC / IBC / OBC	
Trimmed size .....	270 x 215mm
Text size .....	240 x 190mm
Bleed size .....	280 x 225mm

### Half Page Vertical

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

### Half Page Horizontal

Trimmed size .....	135 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/Master Contract

2 insertions	10%
4 insertions	15%

### TECHNICAL SPECIFICATIONS

Full Page / IFC / IBC / OBC	
Trimmed size .....	286 x 211mm
Bleed size .....	292 x 217mm

### 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.



# SINGAPORE

## ADVERTISING RATES

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

## PREMIUM POSITION

Front Half.....	15%
Specific Position.....	15%

## FREQUENCY DISCOUNT

2 insertions .....	10%
4 insertions .....	15%

### TECHNICAL SPECIFICATIONS (height x width, mm)

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

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

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

### MANDATORY MATERIAL REQUIREMENTS

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

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

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

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

## 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	<ul style="list-style-type: none"> <li>- Half Page Ad / Display Ad</li> <li>- eNSMan newsletter bottom banner</li> </ul>	\$2,000
Contest Giveaway with Prize Sponsorship	<ul style="list-style-type: none"> <li>- Half Page Ad / Display Ad</li> <li>- eNSMan newsletter bottom banner</li> <li>- SAFRA Facebook post</li> </ul>	\$2,000 + \$1,000 value worth of prize
Digital Advertorial	<ul style="list-style-type: none"> <li>- Leaderboard / Half Page Ad</li> <li>- eNSMan newsletter giveaway highlight</li> <li>- SAFRA Facebook post</li> <li>- Instagram story</li> <li>- Telegram post</li> </ul>	\$4,000

# DIGITAL OUTDOOR ADVERTISING

Location	Description	No. of screens	Media Rates Dimension	Production & License Fee (per 4 weeks)	Ad Duration	Ad Frequency per screen
Bedok Town Square	Outdoor LED	1	\$12,000	-	30 sec	6 spots / hr
	Outdoor LED Wrap	1	\$25,000	LED Wrap: \$3,900	30 sec	6 spots / hr
	Outdoor LED Branding	1	\$50,000	LED Branding: \$1,800 onwards	30 sec	6 spots / hr
Buzz Network	In-Store Screen (Not audio enabled)	27	\$ 2,950	-	30 sec	6 spots / hr
HDB Hub	Outdoor LED	1	\$18,000	-	30 sec	6 spots / hr
	Outdoor LED & Top Mount Branding	1	\$15,000	Top Mount Branding: \$6,000 onwards	30 sec	3 spots / hr
	Indoor Digital Network	4	\$ 7,800	-	30 sec	6 spots / hr
One Raffles Place	Outdoor LED	1	\$50,000	-	30 sec	6 spots / hr
Paragon	Indoor Shopping Network	11	\$10,000	-	30 sec	6 spots / hr
SingHealth Institutions	Wellness TV Network	250	\$15,000	-	30 sec	2 spots / hr
South Beach Network	Podium LED	1			30 sec	6 spots / hr
	Event Plaza Dual LEDs	2	\$20,000	-	30 sec	6 spots / hr
	In-Lift Screen	26			30 sec	6 spots / hr
Tiong Bahru Plaza	Outdoor LED	1	\$10,000	-	30 sec	6 spots / hr
Marina Square	Atrium LED (Not audio enabled)	1	\$12,000	-	30 sec	6 spots / hr
VivoCity	Mega Screen	1	\$18,000	-	30 sec	10 spots / hr
	Link Bridge 1 (Not audio enabled)	1	\$ 8,000	-	30 sec	6 spots / hr
	Link Bridge 2 (Not audio enabled)	1	\$ 8,000	-	30 sec	6 spots / hr
	Link Bridge 3 (Not audio enabled)	1	\$ 8,000	-	30 sec	6 spots / hr
	Lifestyle Pillars A1	2	\$10,000	-	10 sec	120 spots / hr
	Lifestyle Pillars B1	2	\$10,000	-	10 sec	120 spots / hr
	Lifestyle Pillars B2	2	\$10,000	-	10 sec	120 spots / hr
	Lifestyle Pillars C1	2	\$10,000	-	10 sec	120 spots / hr
	Lifestyle Pillars C2	2	\$10,000	-	10 sec	120 spots / hr
	Lifestyle Pillars A2+S	3	\$10,000	-	10 sec	120 spots / hr
	Ultra Wide Screen @ B2 (Not audio enabled)	1	\$10,000	-	10 sec	60 spots / hr
Taxi Stand	2	\$ 6,000	-	30 sec	6 spots / hr	
Marina Bay Link Mall / One Raffles Quay	Digital Panels (Not audio enabled)	7	\$ 3,500	-	10 sec	12 spots / hr
FairPrice	Essential-Retail Network (Not audio enabled)	226	\$ 7,000	-	15 sec	12 spots / hr
	Purchase with Purchase Network (Not audio enabled)	80	\$20,000	-	15 sec	12 spots / hr
Jurong Point	Outdoor LED	1	\$18,000	-	30 sec	6 spots / hr

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

# DIGITAL OUTDOOR ADVERTISING

Location	Description	Operation Hours	Screen / Wrap Dimension	Display Resolution (px)(W) x (H)
Bedok Town Square	Outdoor LED	08:00 - 21:30 (Mon - Sun)	4.6m (W) x 2.6m (H)	1920 x 1080
	Outdoor LED Wrap	08:00 - 21:30 (Mon - Sun)	6.6m (W) x 3.6m (H)	300 dpi
	Outdoor LED Branding	08:30 - 22:00 (Mon - Sun)	1m (H) x 0.26m (H)	
Buzz Network	In-Store Screen (Not audio enabled)	07:00 - 23:00 (Mon - Sun)	32 inches	1920 x 10
HDB Hub	Outdoor LED	08:00 - 22:00 (Mon - Sun)	5.28m (W) x 3.2m (H)	1920 x 1080
	Outdoor LED & Top Mount Branding		5.72m (W) x 1.05m (H)	300 dpi
	Indoor Digital Network		55 inches	TVC: 1920 x 1080 Digital Poster: 1080 x 1920
One Raffles Place	Outdoor LED	07:00 - 21:00 (Mon - Sun)	13.6m (W) x 7.2m (H)	1920 x 1080
Paragon	Indoor Shopping Network	07:00 - 22:00 (Mon - Sun)	42 inches	TVC: 1920 x 1080 Digital Poster: 1080 x 1920
SingHealth Institutions	Wellness TV Network	08:00 - 18:00 (Mon - Fri) 08:00 - 13:00 (Sat)	32 - 42 inches	1024 x 576
South Beach Network	Podium LED	07:00 - 23:00 (Mon - Sun)	7.68m (W) x 6.24m (H)	1920 x 1080
	Event Plaza Dual LEDs		5.12m (W) x 4.8m (H)	
	In-Lift Screen	00:00 - 23:59 (Mon - Sun)	13.3 inches	768 x 432
Tiong Bahru Plaza	Outdoor LED	10:00 - 22:00 (Mon - Sun)	12.8m (W) x 3.84m (H)	TVC: 1280 x 360 Digital Poster: 1920 x 1080
Marina Square	Atrium LED (Not audio enabled)	10:00 - 22:00 (Mon - Sun)	7.2m (W) x 2m (H)	3840 x 1080
VivoCity	Mega Screen	10:00 - 22:00 (Mon - Sun)	14.6m (W) x 2.1m (H)	7680 x 990
	Link Bridge 1 (Not audio enabled)		7.3m (W) x 1.4m (H)	5760 x 1080
	Link Bridge 2 (Not audio enabled)		7.3m (W) x 1.4m (H)	
	Link Bridge 2 (Not audio enabled)		7.3m (W) x 1.4m (H)	
	Lifestyle Pillars A1	10:00 - 22:00 (Mon - Sun)	1.2m (W) x 2.74m (H)	1920 x 4320
	Lifestyle Pillars B1		1.2m (W) x 2.74m (H)	
	Lifestyle Pillars B2		1.2m (W) x 2.74m (H)	
	Lifestyle Pillars C1		1.2m (W) x 2.74m (H)	
	Lifestyle Pillars C2		1.2m (W) x 2.74m (H)	
	Lifestyle Pillars A2+S		1.2m (W) x 2.74m (H)	
	Ultra Wide Screen @ B2 (Not audio enabled)	08:00 - 00:00 (Mon - Sun)	6.1m (W) x 0.5m (H)	8000 x 750
Taxi Stand	10:00 - 22:00 (Mon - Sun)	1.2m (W) x 0.7m (H)	1920 x 1080	
Marina Bay Link Mall / One Raffles Quay	Digital Panels (Not audio enabled)	10:00 - 22:00 (Mon - Sun)	43 - 55 inches	1920 x 1080
FairPrice	Essential-Retail Network (Not audio enabled)	Store operating hours (min 10 hours per day)	55 inches	1920 x 1080
	Purchase with Purchase Network (Not audio enabled)	Store operating hours (min 16 hours per day)	32 - 43 inches	1920 x 1080
Jurong Point	Outdoor LED	10:00 - 22:00 (Mon - Sun)	14.8m (W) x 2.4m (H)	6660 x 1080

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
			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	Image	6 secs	S\$1,500 per week				
		Video	15 secs	S\$2,500 per week (excl. production)				
	AUDIO PREROLL	Image	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 Greenway V, Yio Chu Kang and Ang Mo Kio MRT stations provided.

Call 65348000 [www.fareast.com.sg](http://www.fareast.com.sg)  
Visit our sales gallery at Sunrise Terrace from 10am to 7pm  
Atala's impression • Terra & condore easy  
Atala's impression • Terra & condore easy

Far East Organization  
ENGINEERING BETTER LIVES  
Celebrating 35 years in Singapore

Far East Organization is the only developer in the world to win IFABCI Prix d'Excellence awards, the highest honour in international real estate.

### 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

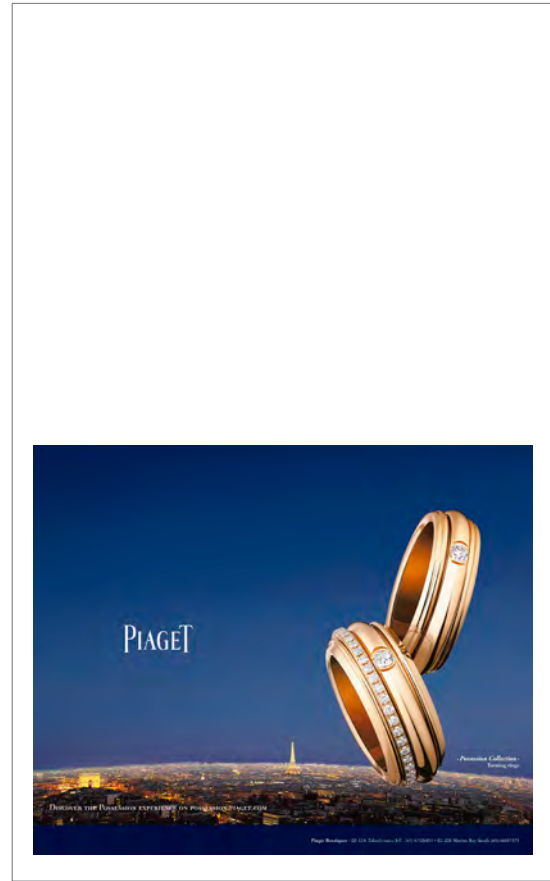
54cm x 6col x **Base Rate + 35% (News + Right Hand Page Premium Loading) + 1 Spot Colour surcharge**

#### 2-Spot Colour/Full Colour advertisement

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

HALF PAGE (27cm x 6col)

SAMPLES OF PAGE FORMATS



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](http://www.struoc.com) by 10 October.

**SOFA**  
Eye catching design with minimalist aesthetics to detail

**COFFEE TABLE**  
Perfect for a relaxed string session or a family table party in your backyard

**CABINET**  
Tried the bathroom table, get age storage solutions

Like us on [struocfurniture](#) for latest updates on store locations and all our funky prices

Get your guesses on [www.struoc.com](#) from the [struocfurniture](#) page

Be inspired by what [struocfurniture](#) can achieve

Be inspired by our collection of "young" at [struoc](#)

**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<sup>®</sup> technology prepares you for what's ahead.

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

Leader in sportiness.



Audi Q3 fuel consumption: 6.0 – 6.7l/100km | combined CO<sub>2</sub> emissions: 139 – 155g/km  
Terms & conditions apply. Actual speed/turnover may vary from model shown.

 AudiSingapore

## RIGHT HAND

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

# RATE CALCULATOR FOR CLASSIFIEDS

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

## FULL PAGE (54cm x 8col)

### 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



D01 RAFFLES PL/ MARINA/ CHINATOWN PTE APTS FOR SALE

Excellent Location
BEST PRICE
CITY GATE @ Beach Road, 1/2/3rm dual key fr 5925k

SUNSHINE PLAZA, 3+, 1345 sq ft. High floor. Near Dhoby Ghaut MRT. Asking \$710. Tom Leow 9631 3193 DTZ

Good Investment
CITYGATE NEW STACK (e-lease) 1/2/3. Dual key/PH. City/Garden. Mixed Dept. Developer Sale fr \$9xxk.

VERY CHEAP! VERY good rental potential. Dual key available. Near MRT/ CBD growth area \$100882. Joy

New Launch
\$9XXK UPI CITYGATE. Res. 1/2/3rm City/Sea view CBD Top Quality Finishes. Sports/MRT/sports hub \$11835132

D08 LITTLE INDIA HOUSES FOR SALE

CITYLIGHTS 2+1. HIGH floor Panoramic view fr master/ hall. Walk to MRT, amenities 5 neeq. Judy T 91004-0011

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

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D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

CALL US FOR PRIORITY PREVIEW SOPHIA HILLS. 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.

Cobroke with ERA No.1 TOP Project Sales 2012 - 2014

Jay Choong Close deal Hotline: 90051250

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

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D09 ORCHARD/ CAIRNHILL PTE APTS FOR SALE

D10 BUKIT TIMAH/ HOLLAND RD/ TANGLIN PTE APTS FOR SALE

Priced to Sell
3-RM, FARRER RD. 183051 Waterfall Garden. Near MRT. Good layout. Bright F'hold. \$2.9M 9222 8888

Good Investment
NASSIM 4-BDRM in lush landscape. F'hold best add price. Botanic Gdn/Tanjong Pagar. Call gemShirn 91941195

Must View
NATHAN SUITES JUST TOP 20% disc. Fr \$1800psf. FH 3rms. 1443 sq ft. Fr \$317M / 4rms 2067sf \$4.9M. Grab!

D10 BUKIT TIMAH/ HOLLAND RD/ TANGLIN PTE APTS FOR SALE

NATHAN SUITES JUST TOP 20% disc. Fr \$1800psf. FH 3rms. 1443 sq ft. Fr \$317M / 4rms 2067sf \$4.9M. Grab!

GOOODWOOD RES BRAND New Exclusive 3+4 Bdrms/1970/ 2454 sqft. Jane Ang 9129-7576 Luxury Homes

D10 BUKIT TIMAH/ HOLLAND RD/ TANGLIN PTE APTS FOR SALE

BOULEVARD VUE, 1 unit per floor. Fantastic layout, 4+1, 4489 sq ft. High Fr. \$34.5M. Samuel 98153223, Christie

One Catchment 340sq lush Holland V. \$6.8M Tanglin Hill 2885sf, low rise walk up. Rare! \$4.5M

PRIME LOCATION
BOULEVARD VUE, 1 unit per floor. Fantastic layout, 4+1, 4489 sq ft. High Fr. \$34.5M. Samuel 98153223, Christie

Excellent Location
JERVOIS RD. FH. 2347 sq ft. 4+1, spacious, high fr. Good layout, tasteful. GCB enclave/Orchard/ MFC

Must Not Miss
FIRE SALE! MUST Grab Rare! 175essania 2500sqm/4M MRT M05 \$154M/ \$2.1M/ \$4.6M 21/2 the Edge on Calenhill 4rm 231sf 4.3M removed \$3Karbalea 4rm 2067sqft \$3.9M Grounds fr pool view

Must View
ASTRID MEADOW 2056 sqft Exclusive low rise condo Lush Greenery. Good yield F'hold. Lyn 9633-5822

URGENT! JERVOIS REGENCY \$2.4M, 2485sq ft. Penthouse/ Roof terr, 3 rms, FH. River Valley, 9363-6292 Gibson

Just Top
NATHAN SUITE, JUST TOP 20% disc. FH. Fr \$1800psf New showflat. Daily 12-5pm 3-rm 1443sf \$3.17M 3-rm 1776sf \$3.05M 3.31rm 4rm 2067sf \$2.01 4.51rm FH 4747sf \$23.02 \$9.25M

Must Not Miss
553.5ML/EMERALD HILL - 3-BDRM+ utility/ maid rm 1535sqft, 5 mins walk to Somerset MRT. Charming Unblock Views. 4/ 5000sq FH avail. Call 96187858

Priced To Sell
TRIZON 18945F 3-RM. Face pool. Tenanted @ \$6.9K. Call 912016. Serious seller! Hurry! Sherman 9815 1636

D11 BUKIT TIMAH/ HOLLAND RD/ TANGLIN PTE APTS FOR SALE

PRICE TO SELL
LATITUDE 4-BDRM, 2788 sq ft. Stack old. High fr. Panoramic view. Sell vacant. Great World. Exclusive Agt

D21 LIU/PIDAN/ CLEMENTY RD/ SUNSEY/ PT TIMAH HOUSES FOR RENT

Fire Sale
THE HILLSIDE FH, 3-bdrms. 1302sf. 90B. No facing. No Moon Sun. Asking \$1.42M. Neg. Open House Sun 4pm

Excellent Location
D10 NASSIM MANSION High fr. Bright unit. 4+ family 3477 sq ft. Tenanted. F7 facilities. 9238 5600. Mavis

Excellent Location
BLOSSOMVALE 2 BDRM FH 844 sq ft. Condo. Near MGS. Pet Hwa. Future MRT. amenities. \$1.29M. Neg.

Must Not Miss
D10 PARVIS 20135F 4+1 bdr face pool. Gr8 facilities. Within mins to MRT & HV. Sole agt. 94553343 Kelly

Must Sell
THE HILLSIDE 4 bdrms, 1518 sq ft. Well kept & cond. Near west sun greenery. FH. \$1.75M. Ben 81326333

Must Not Miss
CLOSETO NATURE. Le Wood 3bdrm 1259 sqft. Spacious. Best Stack Pet Hwa. Douglas 9674-7654

Must Not Miss
FLORIDIAN 3+1, 1345 sq ft. F7. Futur. Designer decor. Fully furnished. Fully parkable lease. \$2.6M. 9045 5000

Must Not Miss
SPRINGDALE CONDO 2-RM. 926 sqft. Quiet facing. Move-in cond. Future MRT. 999 yrs. Arthur 9762-7227

Must Not Miss
THE STERLING, PHO2 3+1. 1464 sqft. MRT, shop, MGS & amenities. Greenery! full facilities. Owner \$1393737

Must View
HOME PARK 1, 1496 sq ft. 3+1 hilltop unit, exclusive, good cond. Bright & breezy. Call 918 8867 Eldora

Must View
D'LEEDON JUST TOP! Low\$! 2rm 786sf, high fr \$1.48M, 915sf, \$1.66M. Rent: 2rms \$3.5k, 5+Study, 54k. More!

Must View
SIGNATURE PK 2RM 10333sf, \$12M neg. High Fr. Pool view. Best Pet Hwa. Best Time w/ Pet Owner. Future MRT. Fr

Must View
GARDENISTA 3+STUDY X 2 1059/ 1663 sq ft. Mid/ high fr. Pool view. Nice. Serious seller. Andy Tan 92289398

Must View
CAVENISH PK 1270 sq ft. 3+1 Bdrms. Pool view! F7 facilities. Aspac 9023-6389

Must View
CLEMINTI PK 2350SF 3+1, privacy, F7 facilities, 2 attached. lift Aspac 90236389

Must View
SIGNATURE PK 1690SF, 4+1 F'reno. FH. F7 facilities. \$1.9m. Shirley 9109-9282

D12 BALESTIER/ TOA PAYOH/ SERANGOON/ BOON KENG HOUSES FOR SALE

Must Not Miss
RIVERSIDE MELODES DI-RECT DEVELOPER sales. FH immed occupation. Ideal for own stay. 2/3/4-bdrms avail. Jean 9642 2299.

Must Not Miss
D'LEEDON JUST TOP! Low\$! 2rm 786sf, high fr \$1.48M, 915sf, \$1.66M. Rent: 2rms \$3.5k, 5+Study, 54k. More!

D'LEEDON JUST TOP! Low\$! 2rm 786sf, high fr \$1.48M, 915sf, \$1.66M. Rent: 2rms \$3.5k, 5+Study, 54k. More!

Colour sales logo

Full colour display ad

Black & white sales logo

Full colour picture

Magenta semi-display

Black & white display ad

Semi-display ad

Colour screening

Run-on ad

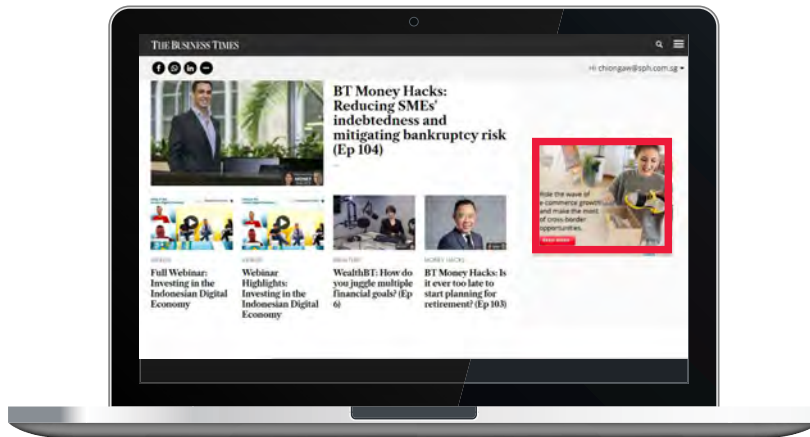
Bold 1st 3 words



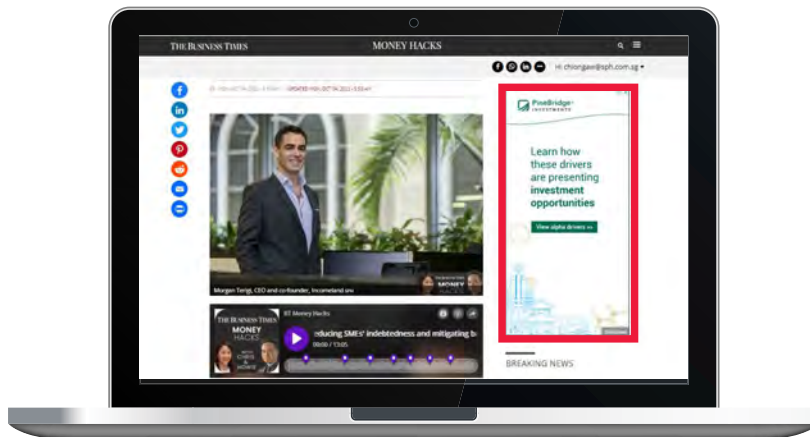
# SAMPLES OF DIGITAL BANNER AD FORMATS



Transitional ad on Web Browser  
(1366 x 624px)



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



Halfpage  
(300 x 600px)



Leaderboard  
(728 x 90px)

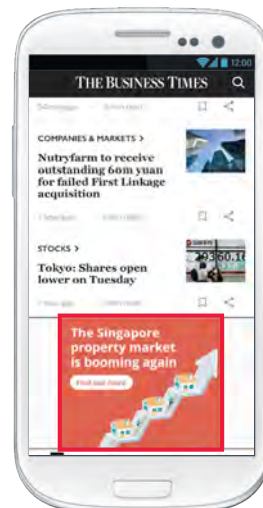
# BANNERS ON MOBILE APPS



Full Page Splash ad  
(750 x 1334px)



In-Page banner  
(320 x 50px)



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

# RATE OF COMMON AD SIZES

## THE STRAITS TIMES

	Black & White	1-spot colour	2-spot colour/Full colour
<b>Monday – Wednesday</b>			
<b>Full page (54cm x 6col)</b>			
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
<b>Half page (27cm x 6col)</b>			
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
<b>Quarter page (27cm x 3col)</b>			
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
<b>Junior page (37cm x 5col)</b>			
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
<b>Junior page (43cm x 5col)</b>			
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
<b>Thursday – Friday</b>			
<b>Full page (54cm x 6col)</b>			
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
<b>Half page (27cm x 6col)</b>			
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
<b>Quarter page (27cm x 3col)</b>			
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
<b>Junior page (37cm x 5col)</b>			
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
<b>Junior page (43cm x 5col)</b>			
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
<b>Saturday</b>			
<b>Full page (54cm x 6col)</b>			
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
<b>Half page (27cm x 6col)</b>			
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
<b>Quarter page (27cm x 3col)</b>			
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
<b>Junior page (37cm x 5col)</b>			
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
<b>Junior page (43cm x 5col)</b>			
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
<b>Full page (54cm x 6col)</b>			
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
<b>Half page (27cm x 6col)</b>			
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
<b>Quarter page (27cm x 3col)</b>			
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
<b>Junior page (37cm x 5col)</b>			
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
<b>Junior page (43cm x 5col)</b>			
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
<b>Full page (54cm x 6col)</b>				
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
<b>Half page (27cm x 6col)</b>				
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
<b>Quarter page (27cm x 3col)</b>				
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
<b>Junior page (37cm x 5col)</b>				
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
<b>Junior page (43cm x 5col)</b>				
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
<b>Full page (33cm x 6col)</b>				
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
<b>Half page (17cm x 6col)</b>				
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
<b>Quarter page (17cm x 3col)</b>				
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
<b>Junior page (27cm x 4col)</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
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
<b>Full page (54cm x 6col)</b>				
ROP	\$4,536.00	\$5,386.00	\$7,086.00	\$7,986.00
NL (+10%)	\$4,989.60	\$5,839.60	\$7,539.60	\$8,439.60
NR (+20%)	\$5,443.20	\$6,293.20	\$7,993.20	\$8,893.20
<b>Half page (27cm x 6col)</b>				
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
<b>Quarter page (27cm x 3col)</b>				
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
<b>Junior page (37cm x 5col)</b>				
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
<b>Junior page (43cm x 5col)</b>				
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
<b>Full page (54cm x 6col)</b>				
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
<b>Half page (27cm x 6col)</b>				
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
<b>Quarter page (27cm x 3col)</b>				
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
<b>Junior page (37cm x 5col)</b>				
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
<b>Junior page (43cm x 5col)</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
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
<b>Full page – 54cm x 6col</b>				
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
<b>Half page – 27cm x 6col</b>				
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
<b>Quarter page – 27cm x 3col</b>				
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
<b>Junior page – 37cm x 5col</b>				
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
<b>Junior page – 43cm x 5col</b>				
ROP	\$2,150.00	\$3,150.00	\$3,750.00	\$6,150.00
NL (+10%)	\$2,365.00	\$3,365.00	\$3,965.00	\$6,365.00
NR (+20%)	\$2,580.00	\$3,580.00	\$4,180.00	\$6,580.00

Note: All prices do not include GST charges.

# SPECIFICATIONS

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

## ACCEPTABLE SIZES FOR DISPLAY, A6\* & N6\*

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

## ACCEPTABLE SIZES FOR RECRUITMENT

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

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

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

## ACCEPTABLE SIZES FOR NOTICES

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

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

## ACCEPTABLE SIZES FOR TAMIL MURASU

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

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

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

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

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

## ACCEPTABLE SIZES FOR CLASSIFIEDS

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

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

## MINIMUM ADVERTISEMENT SIZE FOR RECRUITMENT & NOTICES

All English & Malay publications (B/W & Colour)

Recruitment .....	<b>10col cm</b>
Notices .....	<b>10col cm</b>
Corrigendum .....	<b>3cm x 1col</b>

All Chinese publications (B/W & Colour)

Recruitment / Notices .....	<b>10col cm</b>
Corrigendum .....	<b>3cm x 1col</b>

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

## SPECIFICATIONS FOR BUSINESS TIMES WEEKEND MAGAZINE

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

## SPECIFICATIONS FOR zbCOMMA / THUMBS UP / THUMBS UP JUNIOR

### zbCOMMA

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

### Thumbs Up

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

### Thumbs Up Junior

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

## MINIMUM POINT SIZE FOR RECRUITMENT & NOTICES/CLASSIFIEDS

English Publications .....	<b>7-point</b>
Malay Publications .....	<b>7-point</b>
Chinese Publications .....	<b>9-point</b>
Tamil Publication .....	<b>10-point</b>
Reverse text for Black/White copies	
English/Malay Publications .....	<b>10-point</b>
Chinese Publications .....	<b>12-point</b>

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

## SPECIFICATIONS FOR ELECTRONICALLY TRANSMITTED ADVERTISEMENT MATERIALS

### 1) PHOTOSHOP COLOUR SETTINGS AND FILE FORMAT

#### Colour Profile

RGB = Adobe 1988 or SRGB

CMYK = ISONNewspaper26v4.icc

Grayscale = ISONNewspaper26v4\_gr.icc

#### Picture File Format

Photoshop EPS/PSD/JPG/TIFF

PSD – flatten layers to minimize printing discrepancy

JPG – save with maximum quality

EPS – save in 8 bits/channel

TIFF – no compression

Bitmap – lineart with minimum 600dpi

Resolution: 200dpi

Note: No compression for all images

All 4C images must be in CMYK mode

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

### 2) TONAL CURVE

#### Grayscale Images

Highlight: 3% to 5%

Shadow: 92% to 95%

#### Full Colour Images

Highlight: 4%Cyan 3% Magenta 3% Yellow

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

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

Overall colour – total sum percentage should not exceed 240%

### 3) COLOUR & TONE DENSITY

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

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

#### 2nd Colour Advertisement

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

### 4) ARTWORK & PDF CREATION:

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

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

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

### 6) TYPOGRAPHY AND RULES:

#### Black Overprint

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

#### Fonts, Rules & Point Size

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

### 7) PRESS PRODUCTION NOTES:

#### Screening

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

#### Resolution

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

#### Dot Gain

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

#### Double Truck (Centrespread and Across Gutter Images)

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

#### Set-Off & See Through

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

#### Misregistration

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

#### Colour Proof

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

#### Colour Reproduction

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

#### Ink Density

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

#### SPH Spot Colour Guide

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



## 8) QR code

Below are some recommendations to consider when using QR code, to minimise any scanning issues;

- It is recommended for QR to be in single black instead of 4C. The minimum size for QR should be at least 1cm by 1cm. Do proportion accordingly based on the overall size of the creative.

- Consider keeping text and QR in vector instead of JPEG. Rasterised QR may give rise to scanning issues.

- Consider using url shortener such as bit.ly for embedding URLs into the QR code. This will generate a simpler QR which generally has less scanning issues.

- If shortened URL is not possible, pls use a bigger QR code to minimise potential scanning issues.

## SPH Radio - Submission Deadline & Technical Specification

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

### Copy Deadline

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

### Material Submission Deadline

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

#### Audio Medium

- CD Audio
- CD Data
- Download links

#### Audio Format

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

#### Digital Format

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

### Collection Of Materials

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

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

## SPH Magazine Materials

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

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

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

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

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

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

# DEADLINES FOR ELECTRONIC COPY

## DISPLAY

Publications	Positions	Copy Deadline
<b>The Straits Times / The Sunday Times</b>	News, Money, Sports	<b>5:00pm</b> on eve of publication for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays and Mondays
	Life! , Sunday Life! ROP, Cinema	<b>12 noon</b> on eve of publication for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays and Mondays
	IN / Little Red Dot	<b>5:00pm</b> on Fridays
<b>The Business Times</b>	All positions	<b>5:00pm</b> on eve of publication for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Mondays
<b>Berita Harian / Berita Minggu / Tamil Murasu</b>	All positions	<b>5:00pm</b> on eve of publication for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays and Mondays
<b>Lianhe ZaoBao</b>	News, Econ, Sports	<b>5:00pm</b> on eve of publication for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays and Mondays
	Now, Cinema ROP, ZB Weekly	<b>12 noon</b> on eve of publications for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays <b>5:00pm</b> on Fridays for Mondays
	ZbCOMMA	<b>12 noon</b> on Tuesdays for Wednesdays
<b>Shin Min Daily News</b>	All positions	<b>5:00pm</b> on eve of publications for Tuesdays to Saturdays <b>5:00pm</b> on Fridays for Sundays and Mondays
<b>Thumbs Up</b>	All positions	7 clear working days from publication date
<b>Tabla!</b>	All positions	<b>5:00pm</b> on Wednesdays for Fridays
<b>All Publications</b>	Supplements	2 clear days (from date of supplement) by <b>5:00pm</b> Eg Monday <b>5:00pm</b> 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)	Display**
	Run-on / Semi-Display*	
<b>The Straits Times/ The Sunday Times</b>	<b>12 noon</b> one clear working day (eg 12 noon Monday for Wednesday) <b>5.00pm</b> Thursday for Sunday <b>5.00pm</b> Thursday for Monday <b>12 noon</b> Friday for Tuesday	<b>1.30pm</b> on eve for Tuesday to Saturday (eg <b>1.30pm</b> Monday for Tuesday) <b>4.00pm</b> Friday for Sunday <b>5.00pm</b> Friday for Monday
<b>Berita Harian/ Berita Minggu</b>	<b>12 noon</b> one clear working day (eg 12 noon Monday for Wednesday) <b>5.00pm</b> Thursday for Sunday <b>5.00pm</b> Thursday for Monday <b>12 noon</b> Friday for Tuesday	<b>1.30pm</b> for Tuesday to Saturday (eg <b>1.30pm</b> Monday for Tuesday) <b>4.00pm</b> Friday for Sunday <b>5.00pm</b> Friday for Monday
<b>Lianhe Zaobao Shin Min Daily News</b>	<b>12 noon</b> one clear working day (eg 12 noon Monday for Wednesday) <b>5.00pm</b> Thursday for Sunday <b>5.00pm</b> Thursday for Monday <b>12 noon</b> Friday for Tuesday	<b>1.30pm</b> on eve for Tuesday to Saturday <b>4.00pm</b> Friday for Sunday <b>5.00pm</b> Friday for Monday

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

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

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

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

### LATE COPY SURCHARGE

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

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

### HANDLING FEE

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

## RECRUITMENT / NOTICES (BOOKING & COPY DEADLINES)

Publications	Copy Deadline (Electronic Copies Only)
The Straits Times/ The Sunday Times	1.30pm on eve for Tuesdays to Saturdays 4.00pm Fridays for Sundays 5.00pm Fridays for Mondays
The Business Times/ Shipping Times	1.30pm on eve for Tuesdays to Fridays 5.00pm Fridays for Mondays
Berita Harian/ Berita Minggu#	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 counter@sph.com.sg on weekends and public holidays.

### LATE COPY SURCHARGE

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

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

## TAMIL MURASU (BOOKING & COPY DEADLINES)

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

All classifieds advertisements will be semi-display formats.

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

# CANCELLATION DEADLINES

## DISPLAY ADVERTISEMENTS

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

- (i) The Straits Times
  - a) Front page
  - b) Pages 2 & 3
  - c) Front page Sport (Saturday)
- (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 ALL EXCEPT NON-CANCELLABLE PREMIUM POSITIONS

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

# GENERAL TERMS & CONDITIONS

## 1. DEFINITIONS AND INTERPRETATION

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

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

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

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

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

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

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

**"SPH"** means SPH Media Limited and/or its related entities, affiliates and/or subsidiaries, as the context suggests.

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

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

1.2 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.

1.3 The expression "person" means any individual, corporation, partnership, association, limited liability company, trust, governmental or quasi-governmental authority or body or other entity or organisation.

1.4 The headings are for convenience only and shall not affect the interpretation of these Terms.

1.5 References to a statute or statutory provision include that statute or provision as from time to time modified, re-enacted or consolidated, whether before or after the date of these Terms, so far as such modification, re-enactment or consolidation applies or is capable of applying to any transaction entered into in accordance with these Terms and (so far as liability thereunder may exist or can arise) shall include also any past statute or statutory provision (as from time to time modified, re-enacted or consolidated) which such statute or provision has directly or indirectly replaced.

## 2. AGENCY

2.1 SPH shall be entitled to treat the Agency and any parties who contract with SPH as agents for their principals as having the requisite authority, and the Agency and any parties who contract with SPH as agents for their principals shall be deemed to be warranted that it/they have the requisite authority, to act as the Advertiser's agent with respect to all matters concerning the Advertiser's advertising on any SPH Platform including the content, size and all other specifications, date(s) of publications and to receive all notices and other communications from SPH, and the instruction, direction or agreement of the Agency with respect to any such matter shall constitute the instruction, direction or agreement, as the case may be, of the Advertiser and any notice or communication given or sent by SPH to Agency shall be regarded as a notice or communication given or sent to the Advertiser.

2.2 The Advertiser shall ratify all statements or actions of the Agency which purport to have been made or taken by the Agency on behalf of the Advertiser.

2.3 The Advertiser shall not without the prior written consent of SPH:

- terminate the appointment of any Agency without appointing any other agency which is at that time an advertising agency accredited or approved by SPH to act as its agent in place thereof; or
- appoint any other person as its agent whether in addition to or in replacement of any Agency who is not at that time an advertising agency accredited or approved by SPH.

2.4 SPH shall be entitled to refuse to deal with or act on any request, instruction or notice of any person acting as an agent of the Advertiser who is not an Agency or is not an advertising agency accredited or approved by SPH.

2.5 In the event that SPH receives contradictory or inconsistent requests, instructions or notices with respect to any matter from the Advertiser and an Agency or from more than one Agency purporting to act on behalf of the Advertiser, SPH shall be entitled in its sole discretion to rely upon and act on any of those requests, instructions, or notices to the exclusion of the others and/or to deal with only the Advertiser or one of those Agencies with respect to that matter.

2.6 The Advertiser shall immediately inform SPH in writing in the event that the Advertiser has terminated the services of the Agency failing which SPH shall continue to treat the Agency as the agent of the Advertiser.

2.7 In the event that the Advertiser engages an Agency, SPH will liaise directly with the Agency for all matters in relation to the Advertising Contract and the relevant advertisement(s) and invoice the Agency for the relevant sums payable, and all

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

### 3. PAYMENT

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

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

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



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



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

## 7. NOTICES

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

## 8. AGENCY'S LIABILITY

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

## 9. PERSONAL DATA

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

## 10. CONFIDENTIALITY

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

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

## 11. GENERAL

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

# PRINT PLATFORM TERMS & CONDITIONS

## 1. DEFINITIONS AND INTERPRETATION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

“**Scheduled Insertion Date**” in relation to any Insertion means the date of the edition of a Publication specified by the Advertiser for publication of that Insertion provided that where any edition is published with respect to any period and does

not bear any specific date, the Scheduled Insertion Date shall be the first day of that period.

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

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

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

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

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

- 1.2 Unless the context otherwise requires or permits, references to a singular number or entity shall include references to the plural number or entity and vice versa; and words denoting any gender shall include all genders.
  - 1.3 Unless otherwise defined in these Conditions, capitalised terms and expressions used in these Conditions shall have the same meaning as is given to those terms and expressions in the General Terms and Conditions.
  - 1.4 The expression “person” means any individual, corporation, partnership, association, limited liability company, trust, governmental or quasi-governmental authority or body or other entity or organisation.
  - 1.5 The headings to these Conditions are to facilitate references and shall not affect or influence in any way the construction of any of these Conditions.
  - 1.6 These Conditions hereby incorporate by reference the terms of the Advertising Contract, the General Terms and Conditions and any other applicable Platform T&Cs. In the event of any inconsistency among the terms in the Advertising Contract, the General Terms and Conditions, these Conditions and any other applicable Platform T&Cs, then the terms in the Advertising Contract will prevail over the terms in all other such documents; and the terms in these Conditions will prevail over the terms in any other applicable Platform T&Cs and the General Terms and Conditions.
- ## 2. RESERVATIONS/CONFIRMATION OF RESERVATIONS
- 2.1 All Reservations shall be made only by the Advertiser itself or through an Agency.
  - 2.2 Each Reservation shall specify the date of publication of the Insertion, the Publication in which the Insertion is to be published, the size and colour of the Insertion and the page or

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

- 2.3 Nothing in any Advertising Contract shall be construed to impose upon SPH any obligation to accept any Reservation.
- 2.4 SPH shall have no obligation whatsoever in respect of any Reservation which SPH before the Copy Deadline for that Reservation notifies the Advertiser or its Agency that it is unable to accept or act upon.
- 2.5 Any Reservation made shall not be revised or amended in any way by the Advertiser or the Agency on behalf of the Advertiser except with the prior written consent of SPH or in accordance with Condition 7.1. No Reservation shall be cancelled or withdrawn except in accordance with the terms of any Advertising Contract or with the prior written consent of SPH.
- 2.6 Where Reservations are made for Advertisements to appear on a specified date (limited only to display advertisements and appointments and notices booked out of the appointments and notices section of all newspapers) the Advertiser must confirm the booking:
  - (a) within 7 working days from the date of Reservation if the insertion date is more than 15 days from the date of Reservation;
  - (b) within 3 working days from the date of Reservation if the insertion date is less than 15 working days;
  - (c) by the end of the day when the Reservation is made if the insertion date is 5 working days or less from the date of Reservation.

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

### 3. CANCELLATION

- 3.1 In the event that the Advertiser wishes to effect a Cancellation (which, for the avoidance of doubt, includes the Cancellation of a Fall-Back Reservation), the Advertiser shall submit to SPH at the Designated Address a written request therefore by the Cancellation Deadline, provided always that the Advertiser shall not be entitled to cancel any Reservation for Insertions that SPH has designated as non-cancellable due to the position of the Insertion or otherwise.
- 3.2 In the event that the Advertiser fails to meet the Cancellation Deadline in relation to any Cancellation, SPH shall be entitled, at SPH's discretion, to ignore the Cancellation entirely or with respect to any part thereof.
- 3.3 In the event that any Cancellation is received after the Cancellation Deadline and acted upon by SPH, SPH shall be entitled to charge the Advertiser a cancellation charge determined as follows:
  - (a) where the notice of cancellation is received by SPH more than two (2) clear Business Days before the publication date of the Insertion, the cancellation charge shall be the amount which is greater of:
    - (i) the sum equal to twenty-five percent (25%) of the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and

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

- (b) where the notice of Cancellation is received by SPH less than or on the date two (2) Business Days before the publication date of the Insertion, the cancellation charge shall be the amount equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates.
- 3.4 SPH shall be entitled to revise and amend from time to time the contents of any Cancellation Deadline Notice by giving notice thereof to any Agency or the Advertiser.
- 3.5 In the event that the Advertiser attempts to effect a Cancellation of any Reservation for Insertions that SPH has designated as non-cancellable, SPH shall be entitled to charge the Advertiser a cancellation charge equal to the total sum which would have been payable by the Advertiser to SPH under any Advertising Contract for the publication of the Insertion to which the Cancellation relates, and SPH shall also be entitled, at SPH's discretion to either ignore the said Cancellation or act on the said Cancellation.

### 4. COPY DEADLINES AND INSERTIONS

- 4.1 The Advertisers shall submit to SPH at the Designated Address a copy initialed by the Advertiser or an Agency;
  - (a) of every insertion corresponding in every aspect to the Insertion intended to be published: and
  - (b) of each Amendment setting out exactly the manner in which the Insertion to which the Amendment relates is proposed to be amended or revised by the Copy Deadline relating thereto unless the Reservation in respect thereof has been cancelled in accordance with the terms of the Advertising Contract.
- 4.2 SPH shall be entitled (but not obliged) to:
  - (a) regard any initial appearing on any copy of any Insertion as the initial of the Advertiser or an Agency or the authorised representative of the Advertiser or Agency (as the case may be) in the absence of any indication to the contrary in such copy;
  - (b) treat any copy of any Insertion submitted to SPH as corresponding in every aspect to the Insertion to be published; and
  - (c) disregard and ignore any Amendment which does not set out exactly the manner in which the Insertion to which the Amendment relates is proposed to be revised.
- 4.3 In the event that the Advertiser fails to fully comply with Condition 4.1 by the Copy Deadline in relation to any Insertion, SPH shall be entitled to charge the Advertiser for the entire space reserved for that Insertion as if such Insertion had been published in its entirety in the edition of the Publication reserved by the Reservation for that Insertion notwithstanding that space or any part thereof may have been re-sold and/or otherwise used by SPH.
- 4.4 In the event that the Advertiser fails to fully comply with Condition 4.1 by the Copy Deadline in relation to any Amendment, SPH shall be entitled to ignore that Amendment and to publish the Insertion without that Amendment.
- 4.5 In the event that:
  - (a) any Insertion is published in the Publication notwithstanding the failure of the Advertiser to fully comply with Condition 4.1 by the Copy Deadline with respect to that Insertion; or
  - (b) any Insertion is published incorporating any Amendment notwithstanding the failure of the Advertiser to fully comply with Condition 4.1 by the Copy Deadline with respect to that Amendment, SPH shall be entitled to charge the advertiser a surcharge of the amount(s) in respect thereof stipulated in the Copy Deadline Surcharge Notice current or applicable at that time.

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

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

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

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

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

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

## 5. REVOCATION OF DISCOUNT, PRIVILEGES AND CONCESSIONS

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

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

- 5.2 The revocation of all such discounts, reductions, rebates, privileges and concessions pursuant to Condition 5.1 shall be retroactive to the date of commencement of the Specified Period and the Advertiser shall pay SPH any and all amounts due to SPH as a consequence of such revocation within seven

(7) days of the date of invoice or statement, notwithstanding that the Advertiser or any Agency may have been billed and/or may already have paid for those Insertions published during the Specified Period at the discounted or reduced rate(s) or may have been granted the rebates, privileges and concessions.

## 6. MEASUREMENT AND QUALITY

- 6.1 All Insertions must comply with the size and other specifications of SPH which may vary from time to time at SPH's sole discretion. Insertion space will be measured in accordance with the 'head to foot' rule used by SPH.
- 6.2 All calculations of sizes are based on unit centimeter height by column width. All fractions of a centimetre will be treated as a full centimetre.
- 6.3 SPH shall be entitled to charge the Advertiser a fee for each of the following services at such rate or rates as SPH may determine from time to time:
- (a) translation of any Insertion.
  - (b) the typesetting of any Insertion; and
  - (c) the design or editing of any Insertion.
- 6.4 SPH shall not be responsible or liable for any deficiency in the quality of reproduction of any design or photograph in the publication of any Insertion in any Publication in the event that the designs, photographs and materials provided to SPH for the purpose do not meet the standards and requirements stipulated by SPH.

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

## 7. RE-SCHEDULING, REPOSITIONING AND RE-PUBLICATION

- 7.1 The Advertiser may re-schedule the Scheduled Insertion Date once with respect to any Insertion which is the subject of a Reservation provided that:
- (a) written notice thereof is given to SPH at Designated Address:
    - (i) not less than seven (7) business days before the original Scheduled Insertion Date for a colour Insertion; and
    - (ii) not less than four (4) business days before the original Scheduled Insertion Date for a black and white Insertion;
  - (b) the re-scheduled date shall not extend beyond forty-five (45) business days from the original Scheduled Insertion Date; and
  - (c) where any Scheduled Insertion Date with respect to any Insertion has been re-scheduled under this Condition, the Reservation with respect to that Insertion shall subsequently not be cancellable by the Advertiser.
- 7.2 Notwithstanding that SPH may have accepted a Reservation with respect to any Insertion in any edition of any Publication, in the event that publication of that edition of the Publication is delayed or deferred, or ceases, for any reason whatsoever or in the event that SPH considers that it is impractical to publish the Insertion in that edition of the Publication or in any page of that edition and or of the size specified by the Advertiser given the prevailing constraints and/or any change of circumstances, SPH shall be entitled:
- (a) to postpone or re-schedule the publication of that Insertion and any such postponement or rescheduling shall not affect the obligations of the Advertiser to pay for the publication of the Insertion at the rate(s) applicable if that Insertion had been published on schedule;
  - (b) to reposition any Insertion to another page or section of the Publication and/or
  - (c) to publish the Insertion in an alternative publication belonging to SPH (including any internet edition of such alternative publication). Under no circumstances shall SPH be liable to the Advertiser



for any liability, damages, losses, costs or expenses incurred by the Advertiser arising from or in connection with such postponement or re-scheduling of the publication or repositioning of any Insertion, or the publication of the Insertion in an alternative publication to SPH.

- 7.3 SPH may at its sole and absolute discretion and at no additional fees or charges to the Advertiser, reproduce, display and re-publish any Insertion (or part thereof) which has been published in a Publication, on any other Publications or on any SPH Sites ("Re-Publication") pursuant to its rights under the General Terms and Conditions. Notwithstanding the foregoing, SPH reserves the right to impose any applicable fees or charges for any Re-Publication, if such Re-Publication is separately agreed to in writing between SPH and the Advertiser.

## 8. CLASSIFIEDS CONTRACTS

- 8.1 Period Contracts relate only to Classifieds advertisements.
- (a) A Period Contract is a contract of commitment for a three-month period and relates only to the Publication referred to. Contract discounts do not apply to joint edition advertisements which are charged at a lower "Joint Rate". Advertisements committed under a Period Contract must fall under the same classification group. For example, a contract for property advertisements will only cover Advertisements within the property classifications.
  - (b) Unless otherwise provided, a Classifieds contract will not terminate unless either party to the contract gives prior written notice. A Classifieds contract will comprise Period Contracts and the number of Insertions committed under each Period Contract (i.e. for each 3-month period) must be fulfilled accordingly, failing which a surcharge will be levied for the affected Period Contract. [In this provision, "Contract" shall mean a Period Contract or a Classifieds contract, as the case may be.]
  - (c) For the avoidance of doubt, all Classifieds contracts and Period Contracts and Annual Contracts are not retroactive. Insertions placed before a Contract start date shall not qualify for Contract discounts or form part of the Contract commitment.
  - (d) A Period Contract is only for the benefit of the Advertiser who is a party to the Contract and third parties shall not benefit from the Contract. Only the name of the Advertiser who is a party to the Contract may appear on the advertisement.
  - (e) Discounts will be accruable and given up-front for each period term in accordance with the number of actual insertions. The scale of discounts would be accorded based on a specific number of actual insertions for a specified period. In the event that the specified number of placements are not fulfilled by the Advertiser within the said period, then the specified discount shall not apply to insertions for the entire contract period (and SPH shall have the right to claim from the Advertiser an amount equivalent to such specified discount) and insertions shall be charged at the rate(s) as specified in the Advertising Contract. For the avoidance of doubt, the Advertiser will not be entitled to a higher discount should the Advertiser make a higher number of insertions than originally agreed.

## 9. JOINT RATES

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

# DIGITAL PLATFORM TERMS & CONDITIONS

## 1. DEFINITIONS AND INTERPRETATION

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

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

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

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

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

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

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

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

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

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

- [A] refuse to accept any copy of any Advertisement or Amendment;
  - [B] decline to Publish or cease the Publication of that Advertisement/Amendment, or to develop, design and/or host the Website; or
  - [C] require that the Agency/Advertiser makes such revision or modification to the form and/or content of that Advertisement/Amendment or Website by a deadline specified by SPH; or
  - [D] edit, revise, re-arrange, amend or modify the form and/or content of the Advertisement/Amendment or Website on its own accord and in such manner as it considers appropriate before it Publishes the Advertisement/Amendment or develops, designs and hosts the Website, and all costs incurred by SPH in this regard shall be borne by the Agency/Advertiser.
- 2.5 In any case where SPH declines to Publish or ceases to Publish any Advertisement/Amendment and/or to develop, design and/or host a Website by reason of Condition 2.4(a) or 2.4(b) or the Agency/Advertiser fails to make revision or modification to the form and/or content of that Advertisement/Amendment and/or Website to the satisfaction of SPH within the deadline specified by SPH, SPH shall not be (a) liable to the Agency and/or its Advertiser for any damages and/or loss suffered by the Agency and/or its Advertiser; or (b) required to refund the Agency/Advertiser for any payments already made by the Agency/Advertiser.
- 2.6 In the event that any claim or allegation is made by any person that any Advertisement/Amendment or Website is defamatory of or infringes in any way any right of that person or any other person, SPH shall be entitled to cease or suspend further Publication of such Advertisement/Amendment or developing, designing and/or hosting of Website forthwith and/or SPH shall Publish an apology or retraction in such form and terms

- as it considers appropriate and/or enter into any compromise or settlement agreement with such person without
- (a) any further reference or authority from the Agency/Advertiser;
  - (b) further investigation or inquiry into the validity or merits of such claims;
  - (c) incurring any liability to the Agency/Advertiser; and
  - (d) without affecting any of the Agency's/Advertiser's representations, warranties obligations to SPH under the Agreement.

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

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

### 3. CANCELLATION

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

### 4. RE-SCHEDULING AND REPOSITIONING

- 4.1 Advertisements may be displayed in random rotation and the Agency/Advertiser agree that advertisement spaces on which the Agency's/Advertiser's Advertisements are displayed may display advertisements from other agencies/advertisers by rotation.
- 4.2 Display of Advertisements is subject to space availability. In the event that any selected space is not available, SPH reserves the right to re-schedule the date of first Publication of any Advertisement to the next available date.
- 4.3 The Agency/Advertiser may re-schedule the commencement of any Advertising Contract once provided that:
- (a) written notice thereof is given to SPH not less than seven (7) Business Days before the original scheduled date; and



(b) the re-scheduled date shall not extend beyond forty-five (45) Business Days from the original scheduled date.

In the event that the Agency/Advertiser is unable to meet one or both sub-conditions (a) and (b) above, SPH may still accede to Agency/Advertiser's request subject to such other terms and conditions which SPH may impose on Agency/Advertiser which Agency/Advertiser shall agree to.

- 4.4 Notwithstanding acceptance of any re-scheduling request by SPH, SPH shall be entitled to postpone or re-schedule the Publication of such Advertisement without affecting the obligation of the Agency/Advertiser to pay for the Publication of the Advertisement and SPH shall not be liable to the Agency/Advertiser for any liability, damages, losses, costs or expense incurred by the Agency/Advertiser arising from or in connection with such postponement or re-scheduling of the Publication of any Advertisement.
- 4.5 In the event that the Advertisement positions are adjusted or changed whether in terms of size, configuration or otherwise, SPH reserves the right to re-position any Advertisements provided that the value of the position allocated by SPH is equivalent to the Advertising Fees.

## 5. EDMS and MOBILE DIRECT MAILERS

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

## 6. WEBSITE

- 6.1 SPH shall own the Website, graphics, user interface, screen designs and the overall 'look and feel' and all programming codes contained therein.
- 6.2 SPH shall not be liable for any damages, losses, costs, claims and expenses incurred by the Agency/Advertiser due to virus, malfunction, interruption, unavailability, maintenance, suspension and downtime occurring on the Website or any part of it. SPH shall have the right to suspend the Website or the services thereat at any time and for any reason, with or without notice, but if such suspension lasts or is to last for more than seven (7) days the Agency/Advertiser will be notified of the reason.
- 6.3 SPH shall be entitled to use all information contained in the Website including but not limited to the Agency/Advertiser's information and content submitted by the Agency/Advertisers for:
- (a) responding to the Agency/Advertiser's requests and queries;
  - (b) providing goods and services to the Agency/Advertisers;

- (c) verifying and Processing the Agency/Advertiser's personal particulars;
- (d) communicating with the Agency/Advertiser;
- (e) enforcing SPH's contractual and legal rights and obligations;
- (f) marketing research, user profile and statistical analysis;
- (g) sending the Agency/Advertiser information, promotions, updates and marketing and advertising materials in relation to SPH's goods and services and those of third party organisations;
- (h) complying with law, the requests of law enforcement and regulatory officials, or orders of court; and
- (i) any other purpose for which SPH has obtained the Agency/Advertiser's consent.

## 7. THIRD PARTY SERVER

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

# RADIO PLATFORM TERMS & CONDITIONS

## 1. DEFINITIONS AND INTERPRETATION

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

## 2. CANCELLATION

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

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

## 3. RESCHEDULING

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

#### **4. PRODUCTION/ PROGRAMME SUBMISSION**

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

#### **5. RIGHT OF REJECTION**

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

#### **6. LISTENER PARTICIPATION**

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

# OUT-OF-HOME PLATFORM TERMS & CONDITIONS

## 1. DEFINITIONS AND INTERPRETATION

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

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

- (a) four (4) weeks prior to the commencement date of their display, for static and events bookings; and
- (b) two (2) weeks prior to the commencement date of their display, for digital bookings.
- 2.6 For Event bookings, a security deposit (the "Deposit") of such amount as may be determined by SPH, from time to time, shall be paid for an application under sub-Clause 2.1. The Deposit shall be held by SPH for the due performance and faithful observance of the User's obligations under these Conditions. The Deposit shall be refunded to the User upon the conclusion of the Event, free of interest, after all outstanding charges and/or deductions under these Conditions have been made or settled, as applicable.
- 2.7 For Event bookings, the full amount of the Fee for the use of the Event Space, shall be paid by the User together with the Deposit at the time of the submission of the application under sub-Clause 2.1. If, in such case, the full Fee is not paid before the said date, the booking shall be deemed cancelled by the User, notwithstanding anything else in these terms and conditions. In such event, any amount already paid to and held by SPH shall be forfeited and the User shall have no claims against SPH in respect of the same or any other matters.
- 2.8 Where an application under sub-Clause 2.1 is approved, the application form shall be endorsed with the signature of SPH's authorised representative. Once approved, the relevant Event Space, Advertisement Space and/or Advertisement Display shall be reserved for the User for the period specified in the application/booking form, subject to the receipt of the Fee and/or deposit payments.
- 2.9 Where an application under sub-Clause 2.1 is rejected, the User will be informed, as soon as reasonably possible, and the amount of the Fee and the Deposit already paid shall be returned to the User, free of any interest. SPH may, but shall not be obliged to, give reasons for rejecting an application.
- 3. CANCELLATION**
- 3.1 All Advertising Contracts are non-cancellable. Any cancellation requested must be in writing and Agency/Advertiser will thereafter be liable to pay the Total Contract Sum due to SPH as indicated in the Advertising Contract. Notwithstanding any of the foregoing, SPH reserves the right to enter into other advertising contracts with third parties for the same Advertisement Space and/or Event Space (as the case may be) and duration as stated in the Advertising Contract.
- 4. APPROVALS BY AUTHORITIES & AGENCIES**
- 4.1 The User shall, at the User's expense, obtain all approvals, permits, licences, consents and/or exemptions for the use of any Event Space, Advertisement Space, Advertisement Display and the holding of any Event or display of Advertisements thereat/thereon, and/or the provision of Advertisement services by the Company, from the relevant authority, body or agency, including (without limitation) the Building Control Authority, the Fire Safety Bureau, the Public Entertainment Licensing Unit, the National Environmental Agency, Urban Redevelopment Authority, Singapore Land Authority, the Gambling Suppression Branch of the Criminal Investigation Department, the International Federation of Phonograms & Videograms International (IFPI) and the Composers & Authors Society of Singapore (COMPASS).
- 4.2 The User represents and warrants that all approvals, permits, licences, consents and/or exemptions submitted to SPH are complete, adequate, valid and authentic. The User agrees that SPH shall be entitled to rely on such representation and warranty without independently verifying the same.
- 4.3 SPH's approval of an application under sub-Clause 2.1 upon the request of the User shall not in any way be construed as relieving the User from its obligation under sub-Clause 4.1 or as SPH having obtained the requisite approval, permit, licence, consent and/or exemption from such authority or body, on the User's behalf.
- 4.4 Final confirmation of the Advertising Contract by SPH is subject to SPH's receipt of all necessary or desirable approvals by the building owner, Building and Construction Authority and/or any other relevant authorities that may be required in respect of the Advertising Contract or any part thereof. SPH and all its subsidiaries, contractors, suppliers, agents and employees will not be liable to the User in any way for any rejection or non-approval of the User's booking / application under this sub-Clause.
- 4.5 All advertising copies / visuals submitted to SPH shall be deemed to have complied with the applicable provisions of the Singapore Code of Advertising Practice and any other relevant authorities' guidelines for outdoor advertising and SPH shall not be required to verify this independently, provided however that such materials shall always be subject to SPH's approval.
- 5. SUB-LETTING AND ASSIGNMENT**
- 5.1 The User shall not sub-let any part of the Site. The User shall not assign or transfer the User's rights, benefits and/or obligations without the prior written consent of SPH.
- 6. FEE**
- 6.1 The Fee to be paid by the User under these terms and conditions shall be set out in the application form under sub-Clause 2.1 and be subject to the prevailing rate of the Goods and Services Tax, or such other equivalent tax within the applicable territory.
- 6.2 For Event bookings, the Fee shall be for the use of the Site and the provision of Advertisement services by SPH only. All other services, structures and equipment, including, exhibition panels, tables, chairs, sound systems, lighting and other equipment, shall be at the User's expense. Save as provided under sub-Clause 9.6, SPH may, but shall not be obliged to, provide any additional services or equipment as may be requested in writing by the User, at a cost to be agreed between SPH and the User.
- 6.3 Unless otherwise informed by SPH, all payments to the Company shall be by way of cheques made out to SPH Media Limited.
- 6.4 The rate of the Fee may be changed by SPH upon written notification to the User.
- 7. SECURITY**
- 7.1 The User shall be entirely responsible for the security, safety and insurance of the User's Advertisements, Advertisement Displays and equipment, goods and products on display at any Event Space and/or Advertisement Space. SPH does not warrant, nor shall anything in these Conditions imply that SPH warrants, the security or safety of any of the User's Advertisements, Advertisement Displays and equipment, goods and products on display left in any Event Space and/or Advertisement Space. All such items shall be left at the Site at the User's risk and shall be insured by the User against loss or damage.
- 8. EXCLUSION OF LIABILITY AND INDEMNITY**
- 8.1 SPH shall not be liable and the User shall not have any claim against SPH for any loss or damage arising from SPH's omission to hold or promptly hold any event, conduct sales of goods and/or services, correctly display any Advertisement and/or promptly or correctly erect/install any Advertisement Display, provided, such omission is not due to the gross negligence of SPH, its employees or its agents. The User shall bring the fact of any such omission to the attention of SPH for SPH to take such remedial action, as SPH may deem fit.

- 8.2 In cases where SPH has agreed to provide electricity to the User, SPH shall not be liable and the User shall not have any claim against SPH for any loss or inconvenience caused by any temporary interruption to or failure of such electricity supply, provided such interruption or failure is not due to the negligence of SPH, its employees or agents.
- 8.3 SPH shall not be liable and the User shall not have any claim against SPH for any damage or loss suffered by the User, its employees and agents or any other person arising from or in connection with the use of the Site and the provision of Advertisement services by SPH.
- 8.4 The User shall hold harmless, fully indemnify SPH and keep SPH fully indemnified from and against all claims, demands, actions, losses, costs and expenses of any nature whatsoever (including legal costs) which may arise in respect of
- (i) the use of any of the User's products and/or services and SPH's promotion/advertisement of the same,
  - (ii) the infringement of copyright, trademark, patent or other rights whatsoever in respect of any Advertisement, product or services,
  - (iii) the infringement of any intellectual property rights relating to dramatic, literary, artistic and/or musical work,
  - (iv) the User's failure to obtain the requisite approvals, permits, licences, consents and/or exemptions under sub-Clause 4.1 above or
  - (v) any obstruction to and /or removal of the Advertisement or Advertisement Panel by the building owner or due to any change in governmental building, development or zoning policies and plans or the law (and the regulations made thereunder) in respect of buildings and /or advertisements.
- 9. USE OF THE SITE**
- Event Bookings**
- 9.1 Installation and dismantling of any Advertisements, Advertisement Displays and any other equipment, exhibits, structures, display materials and apparatus relating to or necessary for the holding of any Event (the "Works"), shall only be permitted on the Site during certain hours of the day, to be communicated by SPH to the User. The User shall provide its own lighting for the Works.
- 9.2 The User shall put up warning signs and cordon off areas where the Works are being carried out, in accordance with relevant laws, regulations and/or guidelines. The obligation of the User under this sub-Clause shall be without prejudice to the right of SPH to stipulate the number and type of warnings to be put up and the areas to be cordoned off during the Works. The User shall follow and observe the highest standards and degree of safety at all times during the performance of the Works.
- 9.3 The User shall ensure that no damage is done to the ceilings, walls, floors, fittings, fixtures and/or any other part of the Site. The User shall provide adequate protection to the ceilings, walls, floors and/or other existing surfaces and structures at the Site when the Works are being carried out, including, the padding of those parts of any structures or equipment which come into contact with any surfaces at the Site, with carpet or other protective material.
- 9.4 The User shall promptly and fully comply with all instructions given by SPH or the owner of the Site and its authorised agents regarding the Works, and the plans and layout relating to and the conduct, management and organisation of any Event, or Advertisement display.
- 9.5 The Site shall not be used for any purpose, which, in the opinion of the owner of the Site, is a nuisance or may give cause for complaints by other occupants of the building housing the Site. SPH has the right to enter into any part of the Site used for such purpose to bring any Event, business activity or Advertisement causing nuisance or complaints to an end without any liability to the User or any other person.
- 9.6 The User and / or the User's agent/advertiser may only install, erect, operate and/or use such audio and/or visual equipment as have been approved by the relevant building owner and/or authorities (as the case may be) at the relevant Event Space, if applicable.
- 9.7 The User shall be entirely responsible for crowd control and shall take necessary precautions to ensure orderliness during any Event or Business activity.
- 9.8 A joint inspection of the Site by representatives of SPH and the User shall be made prior to the commencement of and following the completion of the Works.
- General**
- 9.9 Without limiting the generality of sub-Clause 9.5, the Site shall not be used for any activity, which, in the opinion of SPH or that of the owner of the Site, is political or religious in nature.
- 9.10 The opinion of SPH and/or the owner of the Site with respect to the matters in sub-Clauses 9.2 and 9.3 shall be final, conclusive and binding on the User.
- 9.11 No Event, business activity and/or Advertisement shall be held or displayed at the Site without the prior approval of the SPH. The User shall forthwith stop/remove any such Event, goods or services or Advertisement upon notification by SPH, failing which, SPH shall have the right to stop/remove the Event/Goods & Services/Advertisement and do all acts, deeds and things necessary thereto, and claim the expenses arising therefrom from the User.
- 9.12 All Events, Business activity and/or Advertisements and/or Advertisement Displays shall be in accordance with the drawings, plans and other graphic descriptions and specifications submitted under sub-Clause 2.2. Any unauthorised, unapproved or illegal Advertisements, Advertisement Displays, goods and services will be removed without notice by SPH and all costs incurred in connection with such removal shall be borne by the User.
- 9.13 No electrical equipment or fittings of any kind shall be attached to or used in conjunction with existing electrical equipment or fittings, or electricity power outlets at the Site, without the prior written permission of SPH.
- 9.14 The User shall ensure that the Site is kept clean at all times, to the satisfaction of SPH, from the commencement of any Event, and/ or Advertisement, right up to the end of the same.
- 9.15 There shall be no playing of audio and/or visual equipment in Event Spaces and/or Advertisement Spaces that are not venues/spaces approved for the playing of such equipment. Any doubts regarding the approval status of any Event Space and/ or Advertisement Space should be clarified by the User with SPH before the playing of audio and/or visual equipment therein.
- 9.16 The User shall not ask for donations from the public at the Site without the prior permission of SPH, the owner of the Site and the relevant governmental authorities.
- 9.17 For Event bookings, all property and equipment belonging to the User must be removed from the Site by the time stipulated by SPH and/or its agents or employees following the completion of any Event. SPH shall have the right to possess, remove, sell, destroy or otherwise dispose of any property and equipment not removed by the User from the Site without any claim for compensation, damages or costs. Any cost incurred by SPH in the removal or disposal of property and equipment left behind by the User shall be deducted from the Deposit, and where such sum exceeds the Deposit available, against the User directly.
- 9.18 For Event bookings, the Site must be cleaned to the satisfaction of SPH and rubbish must be removed, on the last day of any Event or Advertisement, before any Event Space, Advertisement



Space, and/or Advertisement Display is handed over to SPH, failing which, SPH will proceed with such cleaning/removal itself and deduct the expenses incurred in connection with the same against the Deposit, and where such sum exceeds the Deposit available, against the User directly.

9.19 SPH reserves the right to remove any Advertisement, placard, sign or other material placed at the Site or to obscure the same from the view of the public for the purposes of carrying out any necessary repairs, maintenance, decoration or other works at the Site or any part thereof. In the event that SPH exercises its aforementioned rights and public's view of the Advertisement is substantially compromised in SPH's sole determination, SPH will pro-rate the advertisement cost for the duration of such substantial compromise and issue a credit note for the relevant amount to the Agency (acting on behalf of the Advertiser).

## **10. TERMINATION**

10.1 SPH may, in its absolute discretion, at any time, without assigning any reasons whatsoever, forthwith terminate in writing, the booking of the Site and/or the provision of Advertisement services by SPH. For Event bookings, the User shall immediately clean and restore the Site as required under these terms and conditions and vacate the Site, provided however that, SPH may, but shall not be obliged to, grant a longer time as may be requested by the User to clean, restore and/or vacate the Site. In the event of such termination, SPH may, at its sole discretion, but shall not be obliged to, refund to the User the balance of the Fee after deduction of the pro-rated Fee for the use of the Site and Advertisement services provided by SPH. The User also agrees that in the event of such termination, the User shall have no claim whatsoever against SPH for any damages, losses, costs, expenses or other claims.

10.2 In the event that SPH exercises its right to terminate the booking of the Site and/or the provision of Advertisement Services under sub-Clause 10.1 because of the default, breach, misconduct and/or negligence of the User, the User shall immediately clean and restore the Site as required under these terms and conditions and vacate the Site, provided however that, SPH may, but shall not be obliged, to grant a longer time as may be requested by the User to clean, restore and/or vacate the Site. Any amount paid in respect of the Fee together with the Deposit (where applicable) shall be forfeited by SPH and the User shall have no claims against SPH in respect of such forfeiture.

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