



# NEWSPAPER

## THE STRAITS TIMES

### DISPLAY

#### Base Rate

Mon-Wed	Thur-Fri	Sat
\$ 41.50 p.c.cm	\$ 44.50 p.c.cm	\$ 45.00 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	+10%
Pages 2 and 3 (27cm x 4col or 27cm x 8col)	50%
Page 4	40%
Pages 5 and 7 (full colour)#	50%
Page 9 (full colour)#	45%
Front Page (of Part**) 40%/45% (Front Part**)	
Back Page (of Front Part*)#	40%
Centrespread (main paper**)	20%
Centrespread (Front Part*) **	40%
Money Page 1, (Mon to Fri) / (27cm x 4col or 27cm x 8col)	40%
Money Page 1, Sat (27cm x 4col or 27cm x 8col)	20%
Money Page 2	20%
Money Page	10%
SME (Wed)	20%
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

# Priority to full page full colour / special buy

#### Life! - Colour

Page 1 (27cm x 4col or 27cm x 8col)*	35%
Back Page**	15%
Page 3**	20%
Page 5 and 7**	10%
Right Hand	5%
Specified Feature	0%
Centrespread*	0%

\* 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**

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

\*\* Or actual ad size, whichever is higher

\*\*\* Applicable to colour advertisements only

#### Fixed Rates

##### Front Page Space (12cm x 8col, full colour)

Mon - Wed	Thur - Fri	Sat
\$ 18,049.20	\$ 18,423.60	\$ 18,486.00

### Digital Life (Wednesday) Mind Your Body (Thursday) Urban (Friday)

Base Rate and Colour Surcharges Similar to The Straits Times

#### Premiums

Front Page	35%
Back Page	20%
Other specified pages/positions	15%
Page 2	15%

### 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 Digital Life, Mind Your Body, Urban, Little Red Dot & IN  
is 33cm X 6col

### CLASSIFIED

#### RUN-ON\*

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

Minimum 3 lines ..... \$ 11.00 per line

\* Advertisements booked after 12 noon on Wednesdays for the immediate Saturday's publication will be charged \$12.00 per line

#### SEMI-DISPLAY

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

	Mon - Wed	Thur - Sat
Minimum 3cm	\$ 33.00 p.c.cm	\$ 35.00 p.c.cm

#### DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 6-point)

	Mon - Wed	Thur - Sat
Minimum 3cm x 1col.....	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm

(For multi cols, minimum depth is 4cm)

#### DISPLAY (job advertisements)

	Mon - Wed	Thur - Sat
Minimum 3cm x 1col.....	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm

(For multi cols, minimum depth is 4cm)

#### SPECIAL-SHAPED ADS

Minimum 100 col cm ..... 25% premium  
(Subject to approval of layout)

#### SPECIFIED POSITIONS\*

Front page (27cm x 10col).....	30% premium
Centrespread	30% premium
Within related classification/Out of Classification	10% premium

(Minimum 100 col cm; Travel Classification minimum 150 col cm)

\* Priority to full colour

### 3-MONTH CONTRACT DISCOUNT

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

### Obituaries

	Mon – Sat
Minimum 3cm x 1col .....	\$ 43.00 p.c.cm

### Recruitment

#### EXECUTIVE APPOINTMENTS

	Mon – Wed	Thur – Sat
Recruit Section (10col format) .....	\$ 40.00 p.c.cm	\$ 43.00 p.c.cm
Out of Recruit Section (8col format) .....	\$ 52.00 p.c.cm	\$ 56.00 p.c.cm

CLASSIFIED JOBS ..... Refer to Classified

#### PREMIUM PAGES IN RECRUIT SECTION\*

##### Executive Appointments

Front Cover - 27cm x 10col (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 100 col cm (eg 'Display' ads in Recruit) ..... 25%

\* Priority to full page full colour

##### Classified Jobs

Back Page .....	30%
Specific position within related classification* .....	10%
Creative (odd) shape* .....	25% premium

\* Minimum 100 col cm

Note: Minimum size for premium position for black & white ad in Recruit & Notices Sections: 60 col cm. Minimum size for colour ad in Recruit Section: 135 col cm & Notices Sections: 108 col cm.

- "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads

### Notices

	Mon – Wed	Thur – Sat
Notices Section (8 col format).....	\$ 50.00 p.c.cm	\$ 54.00 p.c.cm
Out of Notices Section.....	\$ 52.00 p.c.cm	\$ 56.00 p.c.cm

#### PREMIUM PAGES IN NOTICES (Fridays only)

Left hand page.....	20%
Right hand page.....	30%

### International Edition (Singapore & Malaysia)

Black & White .....	(ST + NST) less 15%
1 Spot/2 Spot .....	(ST + NST) less 15%
plus respective colour surcharges.	
Full colour .....	(ST + NST) less 20%

- All Recruitment/Notices/Classified advertisements must be for "All Regions"

# thesundaytimes

## DISPLAY

Base Rate ..... \$ 43.50 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%
Think .....	20%
Front Part * .....	+15%
Right Hand .....	+10%
Pages 2 and 3 (27cm x 4col or 27cm x 8col) .....	50%
Page 4 (27cm x 4col or 27cm x 8col) .....	40%
Pages 5 and 7 (full colour) ** .....	50%
Page 9 (full colour) ** .....	45%
Centrespread *** .....	20%
Back Page of main paper** (27cm x 8col or 54cm x 8col)*** .....	40%
Invest .....	20%

\* Pages before centrespread or 1st part of main paper.

+ In addition to the basic premium

\*\* Priority to full page full colour

\*\*\* Priority to full colour only

#### LIFESTYLE

Front Page (27cm x 4col or 27cm x 8col)* .....	35%
Back Page** .....	15%
Page 3** .....	20%
Pages 5 and 7** .....	10%
Right Hand .....	5%
Specified feature .....	0%
Centrespread .....	0%

\* 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 page cost**
Creative buys*** .....	70% of page cost**

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

\*\* Or actual ad size, whichever is higher

\*\*\* Applicable to colour advertisements only

### Fixed Rates

#### Front Page Space

(12cm x 8col, full colour) ..... \$ 18,298.80

## CLASSIFIED

#### RUN-ON

(6-point type size, with first three words in bold and caps. Text set continuously)  
Minimum 3 lines ..... \$ 11.00 per line

#### SEMI-DISPLAY

(6-point type size, with choice of bold and light prints, paragraphing, indentation and tabulation. Single col only.)  
Minimum 3cm ..... \$ 35.00 p.c.cm

#### DISPLAY (excluding job advertisements)

(Use of logo, border, screening, reverse print, picture, type size exceeding 6-point)  
Minimum 3cm x 1col ..... \$ 43.00 p.c.cm  
(For multi cols, minimum depth is 4cm)