

ST Classifieds Rates (Except Executive Appointments & ST Jobs)

Publications	Run-on Rate Per Line (Minimum 3 Lines)	Semi-display Rate Per Col Cm (Minimum 3cm x 1col)	Display* Rate Per Col Cm	Obituaries** Rate Per Col Cm	Greetings Rate Per Col Cm (Minimum 5cm x 2col)
The Straits Times	S\$12.00 S\$13.00 [^]	Mon – Wed: S\$41.00 Thur – Sat : S\$44.00	Mon – Wed: S\$50.00 Thur – Sat : S\$54.00	S\$63.00	Mon – Wed: S\$50.00 Thur – Sat : S\$54.00
The Sunday Times	S\$12.00	S\$44.00	S\$54.00	S\$63.00	S\$54.00
Lianhe Zaobao	S\$9.50	S\$27.00	S\$31.00	S\$40.00	
Lianhe Wanbao	S\$6.50	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	S\$25.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00
Shin Min Daily News	S\$6.50	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	S\$25.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00
Berita Harian	S\$5.00	S\$10.00	S\$14.00	S\$20.00	S\$14.00
Berita Minggu	S\$5.00	S\$11.00	S\$15.00	S\$20.00	S\$15.00
The New Paper	S\$5.30	–	S\$16.00	–	S\$16.00

ST Classifieds Joint Rates (Except Executive Appointments & ST Jobs)

Publications	Run-on	Semi-display	Display	Obituaries	Greetings
Lianhe Wanbao [#]	S\$5.50	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	S\$19.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00
Shin Min Daily News [#]	S\$5.50	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	S\$19.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00
Berita Harian ^{##}	–	S\$8.00	S\$10.00	S\$15.00	S\$10.00
Berita Minggu ^{##}	–	S\$9.00	S\$11.00	S\$15.00	S\$11.00
The New Paper ^{##}	S\$4.00 [@]	–	S\$12.00	–	S\$12.00

ST Jobs (Executive Appointments & Jobs) & Notices Rates

Publications	Run-on Rate Per Line (Minimum 3 Lines)	Semi-display Rate Per Col Cm (Minimum 3cm x 1col)	Display Rate Per Col Cm	Executive Appointments Rate Per Col Cm (6col format)	Notices Rate Per Col Cm (6col format)
The Straits Times	S\$13.00 S\$14.00 ^{^^}	Mon – Wed: S\$43.00 Thur – Sat : S\$46.00	Mon – Wed : S\$52.00 Thur – Sat : S\$56.00	Mon – Sat : S\$75.00	Mon – Sat : S\$76.00
The Sunday Times	S\$13.00	S\$46.00	S\$56.00	S\$75.00	S\$76.00
Lianhe Zaobao	S\$10.50	S\$27.00	S\$31.00	S\$46.00	S\$46.00
Lianhe Wanbao	S\$7.50	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	S\$33.00	S\$33.00
Shin Min Daily News	S\$7.50	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	Sat – Tues : S\$16.00 Wed – Fri : S\$18.00	S\$33.00	S\$33.00
Berita Harian	S\$6.00	S\$11.00	S\$16.00	S\$28.00	S\$30.00
Berita Minggu	S\$6.00	S\$12.00	S\$17.00	S\$29.00	S\$31.00
The New Paper	S\$5.30	–	S\$16.00	S\$19.00	S\$19.00
The Business Times			–	Mon – Fri : S\$24.00 Sat : S\$18.00 (Tabloid)	Mon – Fri : S\$26.00 Sat : S\$19.50 (Tabloid)

ST Jobs Joint Rates

Publications	Run-on	Semi-display	Display
Lianhe Wanbao [#]	S\$6.50	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00
Shin Min Daily News [#]	S\$6.50	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00	Sat – Tues : S\$12.00 Wed – Fri : S\$14.00
Berita Harian ^{##}	–	S\$8.00	S\$12.00
Berita Minggu ^{##}	–	S\$9.00	S\$13.00
The New Paper ^{##}	S\$4.00 [@]	–	S\$12.00

Conditions For Joint Rate

- Instructions for joint insertions must be given when booking is made.
- Instructions for joint copy must be issued simultaneously.
- Size and setting must be identical.
- All joint insertions must be published within 7 days, either side, from the date of publication.

Note: For International Joint Rates, please refer to SPH Rate Book.

Special Ads

Loadings apply for special positions, centrespread and creative executions - please call your sales representative for more information.

Discounts

3-MONTH CONTRACT DISCOUNTS

The Straits Times, The Sunday Times & Lianhe Zaobao:
 26-51 ads 10%
 52 ads & above 15%
 Daily (90 calendar days, including Sundays & Public Holidays) 20%
 Note: Not applicable for Front Page

Lianhe Wanbao, Shin Min Daily News,
 The New Paper, Berita Harian & Berita Minggu:
 13 - 25 ads 10%
 26 - 51 ads 15%
 52 ads & above 20%

Colour Surcharge

	1 Spot	2 Spot	Full Colour
The Straits Times	S\$3,800	S\$9,900	S\$9,900
The Sunday Times	S\$3,800	S\$9,900	S\$9,900
Lianhe Zaobao	S\$1,750	S\$5,250	S\$7,500
Lianhe Wanbao	Sat – Tues : S\$1,000 Wed – Fri : S\$1,200	Sat – Tues : S\$1,200 Wed – Fri : S\$1,800	Sat – Tues : S\$3,000 Wed – Fri : S\$4,000
Shin Min Daily News	Sat – Tues : S\$1,000 Wed – Fri : S\$1,200	Sat – Tues : S\$1,200 Wed – Fri : S\$1,800	Sat – Tues : S\$3,000 Wed – Fri : S\$4,000
The New Paper	S\$1,200	S\$1,800	S\$4,000
The Business Times	S\$800	S\$2,400	S\$3,200
Berita Harian	S\$850	S\$2,550	S\$3,450
Berita Minggu	S\$900	S\$2,700	S\$3,650

If a colour other than those given in our Web Offset Colour Guide is required, a 10% surcharge on the applicable colour rate will apply.