

## 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 <sup>^</sup>	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	
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

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

Publications	Run-on	Semi-display	Display	Obituaries	Greetings
Shin Min Daily News <sup>#</sup>	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 <sup>##</sup>	–	S\$8.00	S\$10.00	S\$15.00	S\$10.00
Berita Minggu <sup>##</sup>	–	S\$9.00	S\$11.00	S\$15.00	S\$11.00

## 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 <sup>^^</sup>	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
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 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
Shin Min Daily News <sup>#</sup>	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 <sup>##</sup>	–	S\$8.00	S\$12.00
Berita Minggu <sup>##</sup>	–	S\$9.00	S\$13.00

## Conditions For Joint Rate

1. Instructions for joint insertions must be given when booking is made.
2. Instructions for joint copy must be issued simultaneously.
3. Size and setting must be identical.
4. 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

Shin Min Daily News, 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
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 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