



# Discount Plan

Enjoy the benefits of Mediacorp Radio's Volume Discount scheme when you sign a Master Contract for one calendar year. Being a flexible scheme, you can choose to upgrade your Master Contract commitment and enjoy even higher discounts during the validity period.

Nett Commitment	Volume Discount
\$ 10,000 – \$ 75,000	8%
\$ 75,001 – \$150,000	14%
\$150,001 – \$250,000	20%
\$250,001 – \$350,000	25%
\$350,001 – \$500,000	30%
\$500,001 and Above	35%

## EARLY BIRD INCENTIVE DISCOUNT

An advertiser who renews his Master Contract before its expiry will enjoy a 10% Early Bird Incentive Discount. (effective 1 Jan 2011)

**Note:**

- Early Bird Incentive is applicable to Spot Buys and Sponsorship Programmes only.
- Volume Discount is applicable to Spot Buys only.
- If an advertiser fails to meet its Nett Commitment during the Contract Period, its Volume Discount shall be withdrawn or reduced based on actual expenditure.
- Volume Discount, Total Audience Plan, Full Week Plan, Cross Language Station Buys are to be computed after Early Bird Incentive Discount.
- Packages will not be entitled to any Volume Discount or any further discounts off the package price.

## TOTAL AUDIENCE PLAN (TAP)

Using the TAP, advertisers can enjoy a discount when they purchase spots spreading across multiple time belts on any station. Use this incentive to stretch your advertising dollars and maximise Reach & Frequency with TAP!

- For spots spread equally across:
- 4 time belts, enjoy 8% off rates
  - 5 time belts, enjoy 12% off rates

## FULL WEEK PLAN (FWP)

Advertisers can enjoy a 15% off when they purchase 35 x 30sec spots spreading across 5 time belts from Monday to Sunday.

Morning	1 Spot
Lunch	1 Spot
Day	1 Spot
Evening	1 Spot
Night	1 Spot

Refer to the Advertising Rates on page 1 for the various timebelts.

**Note:**

- Expenditure of TAP and FWP may be credited towards the Master Contract commitment.
- The above TAP and FWP cannot be used in combination with each other.

## CROSS-LANGUAGE STATION BUYS

Advertisers can enjoy 8% off their plan rates for:

- 1) 3 or more Cross-Language Station Buys.  
For example, 987FM, YES 933 and Ria 89.7FM.
- 2) 2 Cross-Language Station buys for
  - 938NOW and Capital 95.8FM
  - Any station and Symphony 924

To qualify for the above discounts, identical schedules are to run on the 2 or 3 stations.