

# SpotBuy

## BUYING SPOTS

Cost per spot = Base Rate x Programme Loading

Base Rates:	
5 seconds	\$ 175
10 seconds	\$ 350
15 seconds	\$ 500
20 seconds	\$ 700
25 seconds	\$ 850
30 seconds	\$ 1,000
35 seconds	\$ 1,175
40 seconds	\$ 1,350
45 seconds	\$ 1,525
50 seconds	\$ 1,700
55 seconds	\$ 1,850
60 seconds	\$ 2,000
120 seconds	\$ 4,000

**Note:**

- All exceeding commercial duration will be charged at the rate of the next higher 5-sec interval.  
~ Example: A 21-second spot will be charged at the 25-second rate.
- For commercials between the duration of 60 and 120 seconds, the base rate is calculated by adding the rate for 60 seconds and the rate of the remaining duration.  
~ Example: Base Rate of 75-sec = Base Rate of 60-sec + Base Rate of 15-sec  
= \$2,000 + \$500  
= \$2,500
- For commercials between the duration of 120 and 180 seconds, the base rate is calculated by adding the rate for 120 seconds and the rate of the remaining duration.  
~ Example: Base Rate of 145-sec = Base Rate of 120-sec + Base Rate of 25-sec  
= \$4,000 + \$850  
= \$4,850
- Commercials beyond the duration of 180-sec are subject to Mediacorp's approval of the storyboard.

## PROGRAMME LOADING FACTOR

This is the multiplier factor tagged to a programme and differs for every programme. You may check the loadings for each programme on eIBS.

Festive loadings (November-December) will be made available by 1 October. Bookings made before the festive rate announcement will not be rate protected.

### Normal Spot Buying Example:

Length of commercial = 30 seconds

Programme loading = 3x

Cost per spot = (Base Rate) x (Programme Loading)

Therefore, cost per spot = \$1,000 x 3  
= \$3,000

## PREMIUM POSITIONING PRICING

A premium position loading of 10% of a commercial's airtime rate applies for each of the following specifications:

### A Specified Commercial Break

For example:

- First commercial break in the programme, or
- Last commercial break in the programme

### A Specified Position Within The Commercial Break

For example:

- First spot in the break, or
- Last spot in the break

If there is more than one specification, then loadings are multiplied by the number of specifications. For example, for the first spot in the first commercial break, a loading of 20% will be charged for the 2 specifications.

Please note that premium positioning is only applicable for fully paid spots.

Note: All prices do not include GST charges | \* All media rates shown here are subject to changes and revisions.

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# The Master Contract

Commit your advertising budget on Mediacorp and you can be sure of high returns. By signing a Master Contract, you are entitled to a Fixed Bonus Quantum Scheme (FBQ) which means you'll get free bonus airtime. And if you renew your Master Contract before its expiry date, you can enjoy Early Bird Bonus equivalent to 12% of your total nett investment. You'll also be rewarded with Volume Discount, meaning we'll give you an upfront cash discount, according to the level of your expenditure.

## EARLY BIRD BONUS

An advertiser who renews his Master Contract before its expiry date will enjoy Early Bird Bonus airtime equivalent to 12% of his total nett investment (after Volume Discount).

### Note:

- Early Bird Bonus airtime can be used any time within the 12-month contract period except during the festive period of November and December.
- Mediacorp will recover any bonus airtime used that does not commensurate with the actual 12-month nett expenditure.

## VOLUME DISCOUNT

Where an advertiser signs a Master Contract for a commitment on his TV expenditure for a 12-month period, he enjoys an upfront cash discount, according to his level of expenditure with Channel 5, Channel 8 and Channel U.

Annual Gross Expenditure Level	Volume Discount
\$ 25,000 ~ <\$ 50,001	2.5%
\$ 50,001 ~ <\$ 100,001	3.0%
\$100,001 ~ <\$ 200,001	4.0%
\$200,001 ~ <\$ 300,001	5.0%
\$300,001 ~ <\$ 400,001	6.0%
\$400,001 ~ <\$ 500,001	7.0%
\$500,001 ~ <\$ 600,001	8.0%
\$600,001 ~ <\$ 700,001	9.0%
\$700,001 ~ <\$ 800,001	10.0%
\$800,001 ~ <\$ 900,001	11.0%
\$900,001 ~ \$1,000,000	12.0%

### Note:

- The Master Contract can be signed at any time in the year.
- Volume Discount is given from the first dollar invested with Channel 5, Channel 8 and Channel U.
- An advertiser may upgrade his level of expenditure during the contract period. The new level of discount will be applied from the point of upgrading. No retrospective discount will be given.
- Packages will not be entitled to any Volume Discount or any further discounts off the package price.

## FIXED BONUS QUANTUM

FBQ is a simple bonus structure. A fixed Special Bonus (SB) is pegged to every level of nett commitment in the Master Contract. You can opt to convert your Special Bonus (SB) to Flexi-Fringe Bonus (FFB) at twice its value.

Nett Commitment	Special Bonus (SB) or	Flexi-Fringe Bonus (FFB)
\$1,000,001 and above	18%	36%
\$500,001 ~ <\$1,000,001	15%	30%
Below \$500,001	12%	24%

The above FBQ structure is effective from November 1999

### For example:

#### New Contract / Renewal

At \$400,000 nett commitment, client can choose SB at 12% or FFB at 24%. A combination of SB and FFB is allowed. For example, instead of 12% SB, client can opt for 5% SB instead and the remaining 7% (of SB) can be converted into 14% FFB. Therefore, the client will get 5% SB + 14% FFB.

#### FBQ Upgrading

Commit \$400,000 nett	12% SB	= \$48,000
Upgrade to \$600,000 nett		
Increment of \$200,000 nett	15% on \$200,000	= \$30,000
	Total SB	= \$78,000

### Note:

- Advertisers can opt for Special Bonus or Flexi-Fringe Bonus.
- Early Bird Bonus (12%) remains. Advertisers can however opt to convert it into Flexi-Fringe Early Bird Bonus at twice the value (ie. 24%).
- Flexi-Fringe Bonus airtime is scheduled by Mediacorp. No dictation of programmes will be entertained.

## GUIDELINES TO THE USE OF BONUS AIRTIME

- Bonus airtime can be used in all programmes except News programmes and special programmes.
- Bonus spots will be confirmed 3 working days before the date of telecast (inclusive). Prior to that, such spots may be pre-empted by paid spots.
- Bonus airtime cannot be used to buy premium positions, programme sponsorship, packages or bundles.
- Bonus airtime cannot be used in the months of November and December.
- All bonus airtime must be used within the specified 12-month contract period and only during January to October. No extension of the deadline will be allowed.