

## RATES AND SPECIFICATIONS

### PRINT

FULL COLOUR	(S\$)
ROB Full Page	2,500
Outside Back Cover (OBC)	3,700
Inside Front Cover (IFC)	3,200
Inside Back Cover (IBC)	2,900
Double-Page Spread (DPS)	5,000
½ Page Vertical	1,900
½ Page Horizontal	1,650

### PREMIUM POSITIONING

Front half	15%
Facing editorial	15%
Right-hand page	15%
Front half right-hand, facing editorial	25%

### FREQUENCY DISCOUNT

3 insertions	5%
6 insertions	10%
12 or more insertions	15%

(Within 12 months, subject to a signed master contract)

### TECHNICAL SPECIFICATIONS (HEIGHT X WIDTH)

SIZE (in mm)	TRIMMED SIZE	BLEED SIZE	TEXT SIZE
Full Page	275 x 205	281 x 211	255 x 185
DPS	275 x 410	281 x 416	255 x 390
½ Page Vertical	275 x 100	281 x 106	255 x 90
½ Page Horizontal	135 x 205	141 x 211	125 x 185

Copy and illustration must be kept at least 5mm from spine and trim lines. For DPS ad, a gutter allowance of 5mm per page is recommended.

### MANDATORY MATERIAL REQUIREMENTS

**FORMAT** Print-optimised PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO15930-1. It should be submitted via Quickcut, EADS or Adsend electronic file transmission applications.

**RESOLUTION & COLOUR** All images must be converted to CMYK, uncompressed, with minimum 300dpi.

**PROOFS** If a colour proof is supplied, it should contain Ugra/Fogra Media Wedge V3 complete with standard trim and bleed marks.

**FOGRA STANDARD** All advertisement materials must adhere to the Fogra Standard. A PDF file with all details on file preparation and proofing guidelines can be downloaded from [www.sphmagazines.com.sg/advertising-specs](http://www.sphmagazines.com.sg/advertising-specs).

For the latest specifications or if you require information on the preparation of PDF files, please call Ad Traffic at 6319-5285 or e-mail [aliciac@sph.com.sg](mailto:aliciac@sph.com.sg).

### WEBSITE

<b>ONLINE ADVERTORIAL PACKAGE</b>	<b>\$4,500</b>
- Advertorial production and upload	
- Native highlight x 1 week	
- Native inline on Homepage x 1 week	
- Native inline on Section Homepage x 2 weeks	
- Notification alert x 2 weeks	
- Sponsored newsletter x 1 blast (templated)	
<b>NATIVE ADVERTISING PACKAGE</b>	<b>\$3,000</b>
2 weeks' exclusive roadblock on section of choice (Leaderboard, MPU and Skinning)	
(Click on ad unit leads to client's website)	
<b>DEDICATED EDM (20,000 NAMES)</b>	<b>\$3,200</b>

### DIGITAL (IOS AND ANDROID)

UNIT	PAGINATION	RATES/MONTH
A1 insert	Regular placement	\$1,200
Premium A1 page insertion	Premium placement	\$2,400
Button enhancement	On page of advert	\$600
Front cover video	Front cover	\$3,000
Digital supplement	Customised	\$12,000 onwards
Brochure/catalogue	Up to 8pp	\$6,000 per upload

### GALLERY SPECIFICATIONS

- 5 images (JPEG)
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

### VIDEO SPECIFICATIONS

- File size maximum of 5MB (video file only)
- Format MOV, MPE G-1,-2,-4, WMV, AVI, Quicktime, FLV
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

### HTML SPECIFICATIONS

- Sites should be HTML-based. Flash sites are not allowed, as Flash will not work on iPad.
- HTML sites must be designed to given specifications to fit 4:3 (iPad/other) and 16:9 (Android) tablets, as well as both landscape and portrait orientations.
- When designing HTML sites, ensure that they display correctly within tablet browser frames. Note that the site may look slightly different on various devices.
- HTML sites can be viewed without Internet connection, so ensure that it works offline (for example, Javascript and Ajax).
- For material submission, asset file is capped at 5MB (for example, images, videos, and so forth), excluding video and audio files. Each video is capped at 5MB (maximum 6 clips).
- Lead time is 15 to 25 working days upon receipt of files.

### INTEGRATED PACKAGES

<b>HOME NETWORK (DIGITAL) PACKAGE</b>	<b>\$21,000</b>
Titles:	<i>Home &amp; Decor</i> <i>Young Parents</i> <i>Simply Her</i> <i>Singapore Women's Weekly</i> <i>Hardware Zone</i>
Concept:	600,000 ad impressions to be served across these websites and digital magazines within 3 months
Ad Unit includes:	Leaderboard, Skyscraper, Medium Rectangle & Digital Interstitial
<b>BRANDING &amp; TACTICAL PACKAGE (A)</b>	<b>\$6,000</b>
1x FPFC in ad in print and digital magazine	
1x Full Page Skinning 25% SOV within relevant section for 1 week	
1x MPU 25% SOV within relevant section for 1 week	
1x Lead Generation Campaign for 1 month	
(includes media and production of 1x landing page, FB ad [single image] and Google search [10 key words])	
<b>BRANDING &amp; TACTICAL PACKAGE (B)</b>	<b>\$10,000</b>
1x FPFC in ad in print and digital magazine	
1x Full Page Skinning 25% SOV within relevant section for 1 week	
1x MPU 25% SOV within relevant section for 1 week	
1x notification alert on HD.com for 1 week	
1x EDM blast to dedicated database of 10,000 names	
1x Lead Generation Campaign for 2 months	
(includes media and production of 1x landing page, FB ad [single image and carousel] and Google search [10 key words])	

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

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