

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-second 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 seconds 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.

Normal Spot Buying Example:

Length of commercial = 30 seconds

Programme loading = 2x

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

Therefore, cost per spot = \$1,000 x 2
= \$2,000

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.

Hotline: (65) 6841 2422 | Email: williamtay@citylife.com.sg

SINGNAN ADVERTISING AGENCY • 82 Lorong 23 Geylang #05-10/11/12 Atrix Singapore 388409

The Master Contract

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 net investment (after volume discount) on MediaCorp: okto, Suria and Vasantham.

Note:

- MediaCorp will recover any bonus airtime used that does not commensurate with the actual 12-month nett expenditure.
- Early Bird Bonus airtime is computed based on net commitment upon renewal of master contract. Subsequent upgrading of commitment will not be entitled to any increase in Early Bird Bonus airtime.

VOLUME DISCOUNT

As soon as 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 on MediaCorp: okto, Suria and Vasantham.

Annual Gross Expenditure Level	Volume Discount
\$ 5,000 ~ \$ 10,000	2.5%
\$ 10,001 ~ \$ 20,000	3.0%
\$ 20,001 ~ \$ 30,000	4.0%
\$ 30,001 ~ \$ 40,000	5.0%
\$ 40,001 ~ \$ 50,000	6.0%
\$ 50,001 ~ \$ 60,000	7.0%
\$ 60,001 ~ \$ 70,000	8.0%
\$ 70,001 ~ \$ 80,000	9.0%
\$ 80,001 ~ \$ 90,000	10.0%
\$ 90,001 ~ \$100,000	11.0%
\$100,001 ~ \$150,000	12.0%
\$150,001 ~ \$200,000	13.0%
\$200,001 ~ \$300,000	14.0%
\$300,001 & above	15.0%

Note:

- The Master Contract can be signed at any time in the year.
- Volume Discount is given from the first dollar invested with MediaCorp: okto, Suria and Vasantham.
- 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.

GUIDELINES TO USE OF BONUS AIRTIME (INCLUDING MASTER CONTRACT BONUS)

Bonus airtime can be used in all programmes except 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.

All bonus airtime cannot be used for special packages, sponsorship and premium positioning.

All bonus airtime must be used within the specified period. No extension of the deadline will be allowed.

BLACK-OUT PERIODS FOR USE OF BONUS AIRTIME

All bonus airtime cannot be used during the following period:

- okto - During June, November and December
- a~ok - During November and December
- Suria - During the Ramandan month and Hari Raya Puasa
- Vasantham - 4 weeks before and during Deepavali

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