



Singnan
Advertising
Agency



Print Advertising Rates

Full Col	Ad Hoc (\$ per ad)	3-5x 20% less	6-11x 30% less	12-18x 35% less	19-26x 40% less
Full Page	3900	3120	2730	2535	2340
Half Page	2300	1840	1610	1495	1380
One Third	1500	1200	1050	975	900
Banner	1200	960	840	780	720
Double Page	7000	5600	4900	4550	4200
Cover Banner	5000	-	-	-	-

Full Col	Ad Hoc (\$ per ad)	3-5x 20% less	6-11x 30% less	12-18x 35% less	19-26x 40% less
Premium					
Inside Front	4500	3600	3150	2925	2700
Inside Back	4000	3200	2800	2600	2400
Outside Back	5000	4000	3500	3250	3000

Digital Advertising Rates

Ad Unit	Duration	Page Impressions	Cost (SGD)	Desktop View	Mobile View	Dimensions (WxH) in Pixels	Max. File Size	File Type
Leaderboard (Homepage)	1 week (7 days)	% SOV	\$600/week	●	●	720 x 150	50KB	GIF/JPG/PNG
Leaderboard (Listing page) (Article page)	1 week (7 days)	% SOV	\$500/week	●	●	720 x 150	50KB	GIF/JPG/PNG
IMU	1 week (7 days)	Fixed	\$500/week	●		250 x 250	50KB	GIF/JPG/PNG
Side banner	1 week (7 days)	Fixed	\$250/week	●		250 x 100	50KB	GIF/JPG/PNG
Splash	1 week (7 days)	100% SOV	\$800/week		●	640 x 880	100KB	GIF/JPG/PNG
Splash	1 week (7 days)	% SOV	\$600/week		●	640 x 880	100KB	GIF/JPG/PNG
TVC spot with skinning (Homepage)	1 week (7 days)	Fixed	\$1,500/week	●	●	800 x 450 (Desktop) 640 x 880 (Mobile)	TVC - 30-60sec Skin - 100KB	TVC - mp4 Skin - JPG/PNG
Theme (includes tower ads)	1 week (7 days)	Fixed	\$2,500/week	●	●			JPG/PNG

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

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