

HIGHLIGHTS OF DIGITAL AD RATES

Straits Times, Business Times standard banners (e.g. Leaderboard, IMU, Mega Leaderboard)

	Straits Times	Business Times
Leaderboard	\$33 cpm	\$33 cpm
IMU	\$33 cpm	\$33 cpm
Mega Leaderboard	\$67 cpm	\$67 cpm

Transitional ad and TVC motion ads

	Straits Times, Business Times, Zaobao sg, TNP, Beria Harian, A1 & STOMP
TVC	\$50 cpm
Transitional ad	\$50 cpm

Motion ads, mobile scroller and in-article video for Straits Times, Business Times, Zaobao

	Straits Times	Business Times	Zaobao SG
Mobile Scroller (mobile site only)	\$55 cpm	\$55 cpm	\$53 cpm
In-Article video (website only)	\$55 cpm	\$55 cpm	\$53 cpm
Motion Ads (mobile site only)	\$55 cpm	\$55 cpm	\$53 cpm

Contextual and Audience Targeting on Run-of-network

	Audience Targeting	Contextual Targeting
Audience Targeted IMU or Leaderboard	\$16.00 cpm	\$16.00 cpm
Audience Targeted S. Leaderboard or Half Page	\$18.00 cpm	\$18.00 cpm
Contextually Targeted IMU or Leaderboard	\$16.00 cpm	\$16.00 cpm
Contextually Targeted S. Leaderboard or Half Page	\$18.00 cpm	\$18.00 cpm

Applies to all sites

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

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