

SINGTEL TV

ADVERTISING RATES FOR LINEAR CHANNELS (30-sec spot)

Channels	Prime Time	Fringe Time
Tier-1 FoxLife FOX Movies HISTORY* JiaLe KBS World mioSport National Geographic ONE HD OhK!	1500	500
Tier-2 Cartoon Network Celestial Movie Celestial Move Classic ** cHK CNN FOX HD FOX Sports FOX Sports 2 FX KIX Lifetime * Nickelodeon Asia ** NowJelli Thrill ** Warner TV	1000	300

Channels	Prime Time	Fringe Time
Tier-3 Astro Prima Astro Ria Astro Vellithirai** Astro Vinmeen** Colours** Comedy Central** eGG Fight Sports Kalaignar TV** MTV Asia** Travel HD Star Vijay Star Plus Sun TV** Times Now** Waku Waku Zee TV**	750	250

- * Singtel & Starhub only
- **Lead time: 11 working days for manual TVC insertion at CP's end
- Rates not applicable for Live events and matches.
- eGG to start ad insertion early Feb 2018
- HISTORY and LIFETIME Only Available for Cross Carriages

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

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ADVERTISING RATES FOR REGIONAL FEED (30-sec spot)

Channels	Prime Time	Fringe Time
Oh!K	2000	1000
KBS World	2000	1000
Nickelodeon	2000	1000
Celestial Movie	1500	1000
Celestial Classic Movie	1500	1000
Comedy Central	1500	1000
KIX	1500	1000
MTV Asia	1500	1000
Thrill	1500	1000

KBS World: Japan (upon request), China (hotels, embassy, R&D Complex), Hong Kong, Macau, Singapore, Thailand, Vietnam, Philippines, Indonesia, Malaysia, Brunei, Mongolia, Cambodia, Bangladesh, Myanmar, Sri Lanka, Maldives, Nepal

Oh!K: Singapore, Indonesia, Malaysia, Hong Kong

KIX: Hong Kong, Indonesia, Philippines, Singapore, Thailand

KIX: Malaysia (separate costing)

Celestial Movie: Malaysia, Singapore, Indonesia

Celestial Classic Movie: Malaysia, Singapore, Indonesia, Philippines, Hong Kong

Thrill: Singapore, Indonesia, Thailand, Philippines, Hong Kong

Nickelodeon Asia: Singapore, Thailand, Hong Kong and Taiwan.

MTV Asia: Brunei, East Timor, Indonesia, Malaysia, Mongolia, Myanmar, Pacific Islands, Cook Islands, Marshall Islands, Micronesia, Palau, Papua New Guinea, Samoa, Singapore, Thailand

Comedy Central Asia: Hong Kong, Indonesia, Malaysia, Myanmar, Pacific Islands, Cook Islands, Tahiti, Kiribati, Nauru, Solomon Islands, Tuvalu, Vanuatu, Fiji, Palau, Papua New Guinea, Samoa, Tonga, Philippines, Singapore, Taiwan, Thailand

Client to provide necessary certification/documentation required for airing in the various regions

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ADVERTISING RATES FOR LINEAR CHANNELS

Definition of Prime Time and Fringe Time

Channel	Prime Time	Fringe Time
General (Not applicable for the Channels listed below)	(i) 6pm to 12mn; and (ii) all "live" and delayed "live" telecast programmes	(i) All other time-belts (excluding all "live" and delayed "live" telecast programmes)
Kids Channel	(i) 7am to 11am and (ii) 5pm to 9pm	(i) All other time-belts

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Spot Rate Calculation for different TVC duration

Spot duration	Conversion Rate
5 sec	0.175
10 sec	0.350
15 sec	0.500
20 sec	0.700
25 sec	0.850
30 sec	1.000
35 sec	1.175
40 sec	1.350
45 sec	1.500
50 sec	1.700
55 sec	1.850
60 sec	2.000
90 sec	3.000
120 sec	4.000

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