

Inserts/Frontpage Flags/ Stick-ons Plastic Bags/Belly Bands

INSERT RATES

L: leaflet B: booklet

		Weekday (Mon - Fri)			Weekend (Sat/Sun)		
		2 - 4 pp	6 - 12 pp	16 - 32 pp	2 - 4 pp	6 - 12 pp	16 - 32 pp
THE STRAITS TIMES	L	\$39,140	\$46,350	\$54,800	\$45,320	\$53,560	\$65,920
THE SUNDAY TIMES	B	-	\$50,890	\$58,710	-	\$57,680	\$70,040
LIANHE ZAOBAO	L	\$21,740	\$26,060	\$30,490	\$26,170	\$30,900	\$38,110
	B	-	\$28,330	\$32,660	-	\$32,270	\$40,480
BERITA HARIAN	L	\$ 9,790	\$11,640	\$13,600	\$12,260	\$14,420	\$17,820
BERITA MINGGU	B	-	\$12,670	\$14,630	-	\$15,560	\$18,960
TAMIL MURASU	L	\$ 2,220	\$ 2,660	\$ 3,110	\$ 4,260	\$ 5,030	\$ 6,180
	B	-	\$ 2,890	\$ 3,330	-	\$ 5,410	\$ 6,580
THE BUSINESS TIMES	L	\$ 8,500	\$10,050	\$12,360			
(Mon - Sat)	B	-	\$10,820	\$13,190			
THE NEW PAPER	L	\$18,750	\$22,150	\$27,200			
	B	-	\$23,800	\$28,950			

Frequency Rate (Full-Run) 6 inserts - 5% • 12 inserts - 7.5% • 18 inserts - 10% • 24+ inserts - 13%

Insert Type

Leaflet (L)

- A4, B5, C4 (finished sizes)
- single sheet or folded (uncut),
- non-stitched or non-stapled
max wt 40gm
- 2pp (min. paper wt 105gsm)

Booklet (B)

- A4, C4 (finished sizes)
- stitched or stapled
- max 32 pp
- max wt 80gm

Sizes in mm

A4	=	210 x 297mm
B5 (1/2 B4)	=	175 x 250mm
C4	=	229 x 324mm

Minimum Size : 175 x 250mm

Maximum size : 250 x 324mm

Material delivery requirements

In bundles of 200 (packed or strapped) on uniformed-size pallets. Please attach packing slip with the following information to 2 adjacent sides of the pallet:

- name of newspaper
- publication date
- name of insert
- name, address & phone number of printer

Kindly adhere to the material delivery requirements to facilitate smooth delivery of the inserts.

Sample approval : 2 weeks

Delivery : 3 working days

Late delivery : \$800.00 (min)

Front Page Flags/Front Page Stick-Ons/Plastic Bags/Belly-Bands

42 cents per copy (below 100,000 copies) subject to minimum charge of \$10,000

26 cents per copy (100,000 copies and above)

Stick-Ons

26 cents per copy subject to minimum charge of \$10,000

with advertisement(Minimum 1/4 page with 1-spot colour advertisement) on pages of **Life!/Now**

Note: Acceptance of inserts /Front Page Flags/Front Page Stick-Ons/Plastic Bags/Belly - Bands/Stick-Ons is subject to availability and on a first-come first-served basis. Multiple inserts per issue will be accepted and there will be no product-category exclusivity.

HYBRITE/ COLOURED NEWSPRINT*

Publication	Min. No. of Pages	Booking Deadline
The Straits Times The Sunday Times The Business Times Berita Harian Berita Minggu Lianhe Zaobao Lianhe Wanbao Shin Min Daily News	4pp	12 weeks
The New Paper My Paper	8pp	

For costing, please call Adbooking Section.

*Colours Available: Yellow, Salmon, Pink & Green