

# RADIO

ADVERTISING RATE BOOK

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mediacorp

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# Advertising Rates

Whatever your target audience, we have the right station to suit your advertising budget. With our station mix, you can create a greater impact on your audience!

Timebelt	Morning (6am - 9.59am)	Lunch (10am - 1.59pm)	Day (2pm - 4.59pm)	Evening (5pm - 8.59pm)	Night (9pm - 11.59pm)	Midnight (12am - 5.59am)
CNA938	\$290	\$160	\$150	\$240	\$60	N.A.
987	\$250	\$200	\$200	\$300 (5pm - 7.59pm)	\$300 (8pm - 11.59pm)	\$50
CLASS 95	\$700 (6am - 10.59am)	\$420 (11am - 1.59pm)	\$340	\$580	\$180	\$50
GOLD 905	\$300	\$150	\$140	\$260	\$100	\$50
Symphony 924	\$100	\$100	\$100	\$100	\$100	\$50
CAPITAL 958	\$330	\$320	\$250	\$300	\$70	\$50
LOVE 972	\$450	\$370	\$250	\$360	\$250	\$50
YES 933	\$450	\$370	\$250	\$360	\$250	\$50
Ria 89.7FM	\$90	\$100	\$80	\$80	\$60	\$50
Warna 94.2FM	\$160	\$200	\$140	\$150	\$70	\$50
Oli 96.8FM	\$160	\$170	\$110	\$110	\$60	\$50

## Note:

- Other rates are: 45sec at 1.3 x 30sec rates, 60sec at 1.5 x 30sec rates, 90sec at 2.4 x 30sec rates, 120sec at 3.0 x 30sec rates.
- Commercials of duration other than those above will be charged at the next higher level.
- Preferred spots in specific commercial breaks/positions are available at a loading of 1.5x.
- For CNA938 and CAPITAL 958, all commercials in the break before the news will carry a loading of 1.5x. All commercials inside the news will also carry a loading of 1.5x.
- All 'live' scripts\* will be charged at 1.8x loading and will be placed in the first or last position in the commercial break.
- CNA938, 987, CLASS 95, GOLD 905, CAPITAL 958, LOVE 972 and YES 933 will carry a loading of 20% on all timebelts except the midnight timebelt for the following periods:
  - 4 weeks before, up to the first day of, Chinese Lunar New Year (example: If the first day of Chinese Lunar New Year falls on 1 February, 20% loading is applicable from 4 January to 1 February)
  - 1 week before, up to actual day of, National Day on 9 August (example: National Day falls on 9 August, 20% loading is applicable from 2 to 9 August)
  - 1 November to 31 December
- Ria 89.7FM and Warna 94.2FM, will carry a loading of 20% on all timebelts except the midnight timebelt for the following period:
  - 4 weeks before, up to actual day of, Hari Raya Puasa (example: If Hari Raya Puasa falls on 2 May, 20% loading is applicable from 4 April to 2 May)
- Oli 96.8FM, will carry a loading of 20% on all timebelts except the midnight timebelt for the following period:
  - 4 weeks before, up to actual day of, Deepavali (example: If Deepavali falls on 24 October, 20% loading is applicable from 26 September to 24 October)
- 30sec commercials with tag-ons will be charged at 2.5x and will be scheduled at the first or last position in the first commercial break. The tag-ons shall not be more than 15sec and will be read 'live' on-air. Only one of such is available per hour.

## Note:

### Rates:

All rates are calculated based on per 30sec commercials.

\*'Live' scripts are not available on CNA938.

# Discount Plan

## TOTAL AUDIENCE PLAN (TAP)

Advertisers can enjoy a discount when they purchase spots spread equally across multiple time belts on any station. Use this incentive to stretch your advertising dollars and maximise Reach & Frequency with TAP!

For spots spread equally across:

- 4 time belts on same day, enjoy 8% off rates
- 5 time belts on same day, enjoy 12% off rates

## FULL WEEK PLAN (FWP)

Advertisers can enjoy 15% off when they purchase 35 x 30sec spots spread equally across 5 time belts from Monday to Sunday.

Morning	1 Spot
Lunch	1 Spot
Day	1 Spot
Evening	1 Spot
Night	1 Spot

Refer to the Advertising Rates on page 1 for the various timebelts.

### Note:

- Expenditure after TAP and FWP can be credited towards the Master Contract commitment.
- The above TAP and FWP cannot be used in combination with each other.

## CROSS LANGUAGE STATION BUYS

Advertisers can enjoy 8% off rates for:

- 1) 3 or more Cross-Language Station Buys.  
For example, 987, YES 933 and Ria 89.7FM.
- 2) 2 Cross-Language Station buys for
  - CNA938 and CAPITAL 958
  - Any station and Symphony 924

To qualify for the above discounts, identical schedules are to run on the 2 or 3 stations.

# 'Live' Broadcast, Mobile Studio & On-Site Remote

Spice up your event, draw crowds to your roadshow and create buzz for your promotion with Mediacorp radio's event packages. Take advantage of radio's strength to move your target audience with:

- **'Live' Broadcast :** This package brings your event to life over the airwaves for 2 hours. Let the audience experience the buzz and exhilaration of your event just by listening to our 'live' broadcast on your preferred radio station(s).
- **Mobile Studio :** This package brings radio to your events. Our radio deejay(s) can interact with consumers to promote your products and make your events more vibrant and exciting.
- **On-Site Remote:** This package helps drive traffic to your event. With our deejay(s) providing 'live' event reports peppered with exciting details of your product, roadshow or exhibition, listeners will be attracted to participate.

## ENTITLEMENTS

Type	'Live' Broadcast	Mobile Studio	On-Site Remote
Pre-recorded Trailers	• 32 x 30 sec pre-recorded trailers on your selected Mediacorp radio station (8 per day x 4 days, inclusive of event day)	• 32 x 30 sec pre-recorded trailers on your selected Mediacorp radio station (8 per day x 4 days, inclusive of event day)	• 32 x 30 sec pre-recorded trailers on your selected Mediacorp radio station (8 per day x 4 days, inclusive of event day)
On-air Entitlements during the event	• 10 x 120 sec 'live' feed from Mediacorp radio deejay(s) on-site during the 2-hour 'live' broadcast	• 6 x 60 sec 'live' roving reports during the 2-hour period on your selected Mediacorp radio station	• 6 x 60 sec 'live' roving reports during the 2-hour period on your selected Mediacorp radio station
On-site Activities	• 2 product-based games during the 2-hour event • 2 Mediacorp radio deejays to host the 2-hour event	• 2 product-based games during the 2-hour event • 2 Mediacorp radio deejays to host the 2-hour event • 6 on-site announcements during the 2-hour event	• 1 Mediacorp radio deejay to host the 2-hour 'live' roving report
Commercial Spots	• 50 x 30 sec commercial spots to be used across any timebelt on your selected Mediacorp radio station	• 987/ CLASS 95/ GOLD 905/ CAPITAL 958/ LOVE 972/ YES 933: 40 x 30 sec commercial spots across any timebelt on your selected Mediacorp radio station • Ria 89.7FM/ Warna 94.2FM/ Oli 96.8FM: 50 x 30 sec commercial spots across any timebelt on your selected Mediacorp radio station	• 987/ CLASS 95/ GOLD 905/ CAPITAL 958/ LOVE 972/ YES 933: 40 x 30 sec commercial spots across any timebelt on your selected Mediacorp radio station • Ria 89.7FM/ Warna 94.2FM/ Oli 96.8FM: 50 x 30 sec commercial spots across any timebelt on your selected Mediacorp radio station
Others	Advertiser is required to provide: • A minimum space of 5m x 5m on-site for the station set-up • Engineering assistance on-site and phone line connection • Sufficient sampling merchandise to last at least 1.5 hours • All necessary logistics such as permit application and manpower to distribute the products for the event • Venue rental fee for landlord, where applicable • Talent fee of \$600 per additional deejay for 2 hours	Advertiser is required to provide: • A minimum space of 5m x 5m on-site for the station set-up • Sufficient sampling merchandise to last at least 1.5 hours • All necessary logistics such as permit application and manpower to distribute the products for the event • Venue rental fee for landlord, where applicable • Talent fee of \$300 per additional deejay for 2 hours	• NA

- All entitlements must be used within the same radio station

# 'Live' Broadcast, Mobile Studio & On-Site Remote

## INVESTMENT

Stations	'Live' Broadcast				Mobile Studio				On-Site Remote		
	Airtime Investment	No. of 30-sec Commercial Spots	Other Costs - Talent Fees (2 DeeJays) (Standard)	Other Costs - Engineering + Producer Fees	Airtime Investment	No. of 30-sec Commercial Spots	Other Costs - Talent Fees (2 DeeJays) (Standard)	Other Costs - Engineering Fees	Airtime Investment	No. of 30-sec Commercial Spots	Other Costs - Talent Fees (1 DeeJay) (Standard)
987	\$21,000	50	\$1,200	\$2,000 + \$300	\$15,300	40	\$600	\$500	\$13,000	40	\$150
CLASS 95	\$46,000	50	\$1,200	\$2,000 + \$300	\$37,500	40	\$600	\$500	\$32,000	40	\$150
GOLD 905	\$21,800	50	\$1,200	\$2,000 + \$300	\$18,000	40	\$600	\$500	\$15,200	40	\$150
Symphony 924	Please call your Account Manager for rates.										
CAPITAL 958	\$25,600	50	\$1,200	\$2,000 + \$300	\$21,300	40	\$600	\$500	\$17,500	40	\$150
LOVE 972	\$26,800	50	\$1,200	\$2,000 + \$300	\$22,300	40	\$600	\$500	\$18,200	40	\$150
YES 933	\$26,800	50	\$1,200	\$2,000 + \$300	\$22,300	40	\$600	\$500	\$18,200	40	\$150
Ria 89.7FM	\$ 8,400	50	\$1,200	\$2,000 + \$300	\$ 7,300	50	\$600	\$500	\$ 6,200	50	\$150
Warna 94.2FM	\$13,200	50	\$1,200	\$2,000 + \$300	\$11,200	50	\$600	\$500	\$ 9,300	50	\$150
Oli 96.8FM	\$10,400	50	\$1,200	\$2,000 + \$300	\$ 9,100	50	\$600	\$500	\$ 7,700	50	\$150

**Note:**

**Rates:**

All rates are calculated based on per 30sec commercials.

# 'Live' Broadcast, Mobile Studio & On-Site Remote

## TERMS & CONDITIONS FOR 'LIVE' BROADCAST, MOBILE STUDIO AND ON-SITE REMOTE

- CNA938, 987, CLASS 95, GOLD 905, CAPITAL 958, LOVE 972 and YES 933, will carry a loading of 20% on all timebelts except the midnight timebelt for the following periods:
  - 4 weeks before, up to the first day of, Chinese Lunar New Year
  - 1 week before, up to actual day of, National Day on 9 August
  - 1 November to 31 December
- Ria 89.7FM and Warna 94.2FM, will carry a loading of 20% on all timebelts except the midnight timebelt for the following period:
  - 4 weeks before, up to actual day of, Hari Raya Puasa
- Oli 96.8FM, will carry a loading of 20% on all timebelts except the midnight timebelt for the following period:
  - 4 weeks before, up to actual day of, Deepavali
- Booking for 'Live' Broadcast and Mobile Studio is subject to the approval of your selected Mediacorp radio station and availability of equipment
- All commercial entitlements are to be utilized within a month after the 'Live' Broadcast, Mobile Studio and/or On-Site Remote are conducted
- Booking for 'Live' Broadcast, Mobile Studio and On-Site Remote packages must be made at least 10 working days before the event
- Package investment, except other costs, can be credited towards Master Contract fulfillment
- Package prices are not eligible for any other discount or Master Contract benefits other than the Early Bird Incentive Discount
- Package prices are subject to change, at the discretion of Mediacorp Pte Ltd
- Package prices do not include commercial production cost
- Request for audio recording of the 'Live' Broadcast must be made 3 days in advance and is subject to additional charges
- The trailers scripted by the selected Mediacorp radio station will contain general details about the event and at Mediacorp's discretion
- Other costs – talent fees, producer fees and engineering fees shall not be eligible for any discount and no agency commission is payable. Additional or special request for deejays will be charged accordingly and is based on deejays' availability
- The above rates are applicable for standard deejays only. Please check with your Account Manager for a list of premium deejays and their rates.
- Translation fee applies if the pointers and/or scripts are not provided in the station's broadcast language.
- Package prices are in Singapore Dollars and are subject to the prevailing GST

### Note:

### Rates:

All rates are calculated based on per 30sec commercials.

# Submission Deadlines, Technical Specifications & IMDA Advertising Code

## BOOKING DEADLINES

### NORMAL DAY SUBMISSION

Day of Broadcast	Deadline (Client to Ad Admin)	
Monday	Thursday	10am
Tuesday	Friday	10am
Wednesday	Monday	10am
Thursday	Tuesday	10am
Friday	Wednesday	10am
Saturday	Wednesday	10am
Sunday	Thursday	10am

### EARLY SUBMISSION DUE TO PUBLIC HOLIDAY

Public Holiday Falls On	Day of Broadcast	Deadline (Client to Ad Admin)	
Monday	Wednesday	Thursday	10am
Tuesday	Thursday	Friday	10am
Wednesday	Friday	Monday	10am
Wednesday	Saturday	Monday	10am
Thursday	Sunday	Tuesday	10am
Thursday	Monday	Tuesday	10am
Friday	Tuesday	Wednesday	10am

## COPY DEADLINES

Production scripts for vetting must reach Mediacorp, two working days prior to production. 'Live' scripts for vetting must reach Mediacorp Creative Services Division no later than noon, two working days prior to airtime. The specified lead-time excludes Saturdays, Sundays and Public Holidays.

## MATERIAL SUBMISSION DEADLINES

Commercials must be submitted to Mediacorp no later than noon, two working days prior to airtime. The specified lead-time excludes Saturdays, Sundays and Public Holidays.

## DISPOSAL OF MATERIALS

All materials will be disposed after 6 months.

## TECHNICAL SPECIFICATIONS

### Aural Assessment

The recorded material should be:

- Distortion and Noise free
- In-phase (mono compatibility) and of Broadcast Quality

## DIGITAL FORMAT

Audio Loudness : -14LUFS allowable tolerance of  $\pm 2$  LU

Audio True Peak : Not exceeding -2 dBTP

Format file type : wav

Codec : Integer (Little Endian) PCM

Channels : Stereo (Interleaved)

Sample Rate : 48 kHz

Bit Depth : 16 bits

### Identification

The wav file should be labeled with Client-Product-Version-

Language eg. Mediacorp-HRBRANDING-Ver1-E

- E for English
- C for Chinese
- M for Malay
- T for Tamil

Label stating Advertising Agency, Client and Product, Language and Length of commercial. (on a Cue sheet)

### Important Note:

Mediacorp Pte Ltd reserves the right to reject commercials that do not meet the above technical specifications.

## INFOCOMM MEDIA DEVELOPMENT AUTHORITY ADVERTISING CODE

### Television And Radio Advertising And Sponsorship Code

Please refer to IMDA website for the full Code.



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