



## Channel 5 Kids Pack

Package Name	No. of Spots (30 sec)	Package Price \$ (Net)	Impression	Average CPM \$
Channel 5 Kids Pack	38 spots	\$2,088	175,000	\$11.9

### Note:

- Impressions and average CPM are based on People 4+
- Impressions refer to Ratings '000 of Kids' belt generated from SG-TAM for period of 1 April – 30 November 2023
- Average CPMs are derived from Rating '000 of Kids' belt generated from SG-TAM for period of 1 April – 30 November 2023
- All impressions and average CPMs are estimates and subject to changes
- Definition of timebelt
  - Ch5: OPT (6am – 3pm, Mon-Sun)

### General Terms and Conditions

- Package is valid from 1 April 2021 to 31 March 2025.
- All entitlements must be utilized by 31 March 2025.
- Each package is to be utilized within 4 weeks.
- Media Booking Form (MBF) must be signed and submitted to TV Ad Admin prior to booking.
- All signed orders are non-cancellable.
- Expenditure can be taken as fulfillment of master contract.
- Expenditure is nett, and not entitled to privileges in master contract.
- Each package is limited to a single advertiser/brand/product/duration.
- TV spots to be scheduled by Mediacorp Pte Ltd with the exclusion of special programming.
- Preferred scheduling and premium positioning are not applicable.
- Package price is applicable for 30-sec TVC. For other durations, package price will be pro-rated. Please refer to TV Advertising Rate Book on <https://www.mediacorp.sg/business/advertising/rates-specifications> for details.
- Minimum buy is 1 pack as per published package price.
- Package price is subject to peak period loading of 20% 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
- Bonus entitlement cannot be used to buy the package.
- Premium positioning is not allowed.
- Package is subject to airtime availability.
- Package price is subject to prevailing GST.
- Package price is not inclusive of production cost.
- All advertising-related materials are subject to approval by Mediacorp and/or the relevant authorities where necessary.
- In the absence of compliant commercial materials, Mediacorp will not be held responsible for delayed or erroneous campaigns.
- For standard advertising/booking/material specifications and submission deadlines. Please refer to TV Advertising Rate Book on <https://www.mediacorp.sg/business/advertising/rates-specifications> for details.

**Offer Valid from 1 April 2021 to 31 March 2025**

**For more information, contact your Mediacorp Account Manager  
or Mediacorp Advertising Enquiries at 6333 9888 or email [mae@mediacorp.com.sg](mailto:mae@mediacorp.com.sg).**

Information correct as at 02 February 2024

