

Smart Packs

- Packages designed to maximize reach
- Most effective and cost efficient with CPMs comparable to digital video

Smart Packs	No. of Spots per Channel (30 sec)		Total Spots (30 sec)	Package Price (Net)	Impression	Average CPM
Max Smart Pack	Channel 8	3 PT + 8 OPT	33 spots	\$13,888	1,903,000	\$7.3
	Channel U	3 PT + 8 OPT				
	Channel 5	3 PT + 8 OPT				
Ace Smart Pack	Channel 8	3 PT + 8 OPT	22 spots	\$12,888	1,300,000	\$9.9
	Channel 5	3 PT + 8 OPT				
Chinese Smart Pack	Channel 8	3 PT + 8 OPT	22 spots	\$12,888	1,685,000	\$6.8
	Channel U	3 PT + 8 OPT				
Value Smart Pack	Channel U	3 PT + 8 OPT	22 spots	\$6,888	822,000	\$8.4
	Channel 5	3 PT + 8 OPT				
Malay Smart Pack	Suria	9 PT + 5 OPT	25 spots	\$4,888	256,000	\$19.1
	Channel 5	3 PT + 8 OPT				
Indian Smart Pack	Vasantham	17 PT + 7 OPT	35 spots	\$4,888	208,000	\$23.5
	Channel 5	3 PT + 8 OPT				

Note:

- Impressions and average CPM are based on People 15+ for all packages except Malay Smart Pack and Indian Smart Pack which are based on Malays 15+ and Indians 15+ respectively
- Impressions refer to Ratings '000 generated from SG-TAM for period of 1 April – 30 November 2023
- Average CPMs are derived from Rating '000 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
 - Ch8: PT (6.30pm-12mn) / Day OPT (6am-6.30pm)
 - ChU: PT (7pm-12mn) / All OPT (Belts outside PT)
 - Ch5: PT (7pm-12mn) / Day OPT (3pm-7pm)
 - Suria: PT (7pm-11pm) / All OPT (Belts outside PT)
 - Vasantham: PT (Mon-Fri 7pm-11pm & Sat 3pm-12mn & Sun 1pm-11pm) / All OPT (Belts outside PT)

For enquiries, please contact us at 6333 9888 or email mae@mediacorp.com.sg.

Information correct as at 02 February 2024



Booster Packs

- Best for building frequency in a campaign
- Use together with a Smart Pack to optimize reach and frequency

Booster Packs	No. of Spots per Channel (30 sec)		Total Spots (30 sec)	Package Price (Net)	Impression	Average CPM
Max Booster Pack	Channel 8	38 OPT	114 spots	\$9,088	3,241,000	\$2.8
	Channel U	38 OPT				
	Channel 5	38 OPT				
Ace Booster Pack	Channel 8	38 OPT	76 spots	\$8,088	1,847,000	\$4.4
	Channel 5	38 OPT				
Chinese Booster Pack	Channel 8	38 OPT	76 spots	\$8,088	2,983,000	\$2.7
	Channel U	38 OPT				
Value Booster Pack	Channel U	38 OPT	76 spots	\$6,088	1,653,000	\$3.7
	Channel 5	38 OPT				

Note:

- Impressions and average CPM are based on People 15+
- Impressions refer to Ratings '000 generated from SG-TAM for period of 1 April – 30 November 2023
- Average CPMs are derived from Rating '000 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
 - Ch8: All OPT (12mn-6.30pm)
 - ChU: All OPT (Mon-Fri 3pm-7pm, 12mn-2.30am & Sat-Sun 10am-7pm, 12mn-2.30am)
 - Ch5: All OPT exclude Kids belt (3pm-7pm & 12mn-6am)

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General Terms & Conditions

- Packages are valid from **1 April 2021 to 31 March 2025**.
- All entitlements must be utilized by **31 March 2025**.
- Media Booking Form (MBF) must be signed and submitted to TV Ad Admin prior to booking.
- Each package to be utilized within 4 weeks.
- All signed orders are non-cancellable.
- Expenditure may 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.
- Preferred scheduling and premium positioning are not allowed.
- TV spots to be scheduled by Mediacorp Pte Ltd. Package spots will not be scheduled in the following programs:
 - Ch8 – News Tonight (10pm – 10.30pm, Mon-Sun), Drama (9pm – 10pm, Mon-Fri) and special programming
 - ChU – News Tonight (11pm – 11.30pm, Mon-Sun) and special programming
 - Ch5 – News 5 (9pm – 9.30pm, Mon-Sun) and special programming
 - Suria – Berita (8pm – 8.30pm, Mon-Sun) and special programming
 - Vasantham – Tamil Seithi (8.30pm – 9pm, Mon-Sun) and special programming
- Package prices are applicable for 30-sec TVC. For other durations, package prices 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 at the published package prices.
- Package prices are subject to peak period loading of 20% for the following periods:
 - Max Smart/Ace Smart/Chinese Smart/Value Smart/Max Booster/Ace Booster/Chinese Booster/Value Booster Packs:
 - >> 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
 - Malay Smart Pack: : 4 weeks before, up to actual day of, Hari Raya Puasa
 - Indian Smart Pack: 4 weeks before, up to actual day of, Deepavali
- Bonus entitlement cannot be used to buy the packages.
- Packages are subject to airtime availability.
- Package prices are subject to prevailing GST.
- Package prices are 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.

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