

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	2,847,000	\$4.9
	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	2,137,000	\$6.0
	Channel 5	3 PT + 8 OPT				
Chinese Smart Pack	Channel 8	3 PT + 8 OPT	22 spots	\$12,888	2,459,000	\$5.2
	Channel U	3 PT + 8 OPT				
Value Smart Pack	Channel U	3 PT + 8 OPT	22 spots	\$6,888	1,097,000	\$6.3
	Channel 5	3 PT + 8 OPT				
Malay Smart Pack	Suria	7 PT + 3 OPT	21 spots	\$4,888	331,000	\$14.8
	Channel 5	3 PT + 8 OPT				
Indian Smart Pack	Vasantham	15 PT + 7 OPT	33 spots	\$4,888	327,000	\$14.9
	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 January – 31 December 2020
- Average CPMs are derived from Rating '000 generated from SG-TAM for period of 1 January – 31 December 2020
- All impressions and average CPMs are estimates and subject to changes
- Definition of timebelt
 - Ch8: PT (6.30pm-12mn) / OPT (Day-time OPT after 10am)
 - ChU: PT (7pm-12mn) / OPT (Belts outside PT)
 - Ch5: PT (7pm-12mn) / OPT (Day-time 12noon-3pm & 6pm-7pm)
 - CNAS: PT (Mon-Sun 7pm-12mn) / OPT (Belts outside PT)
 - Suria: PT (7pm-11pm) / OPT (Belts outside PT)
 - Vasantham: PT (Mon-Fri 7pm-11pm & Sat 3pm-12mn & Sun 1pm-11pm) / OPT (Belts outside PT)

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

Information correct as at 22 April 2021

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	4,560,000	\$2.0
	Channel U	38 OPT				
	Channel 5	38 OPT				
Ace Booster Pack	Channel 8	38 OPT	76 spots	\$8,088	2,987,000	\$2.7
	Channel 5	38 OPT				
Chinese Booster Pack	Channel 8	38 OPT	76 spots	\$8,088	3,948,000	\$2.0
	Channel U	38 OPT				
Value Booster Pack	Channel U	38 OPT	76 spots	\$6,088	2,185,000	\$2.8
	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 January – 31 December 2020
- Average CPMs are derived from Rating '000 generated from SG-TAM for period of 1 January – 31 December 2020
- All impressions and average CPMs are estimates and subject to changes
- Definition of timebelt
 - Ch8: OPT (12mn-6.30pm)
 - ChU: OPT (Mon-Fri 3pm-7pm, 12mn-2.30am & Sat-Sun 10am-7pm, 12mn-2.30am)
 - Ch5: OPT (12noon-3pm, 6pm-7pm & 12mn-6am)
 - Suria: OPT (Mon-Sat 3pm-7pm, 11pm-12mn & Sun 10am-7pm, 11pm-12mn)
 - Vasantham: OPT (Mon-Wed 3pm-7pm, 11pm-12mn & Thu 3pm-7pm, 11pm-12.30am & Fri 3pm-7pm, 11pm-1am & Sat 1pm-3pm, 12mn-12.30am & Sun 11pm-12.30am)

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General Terms & Conditions for all Smart and Boost Packages

- Packages are valid from **1 April 2021 to 31 March 2022**.
- All entitlements must be utilized by **31 March 2022**.
- Media Booking Form (MBF) must be signed and submitted to **TV Ad Admin prior to booking**.
- Each package is to be utilized within 4 weeks.
- All signed orders are non-cancellable.
- Expenditure can be taken as fulfillment of master contract of respective platforms.
- 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 applicable. TV spots will be scheduled by Mediacorp Pte Ltd. Package spots will not be scheduled in the following programs:
 - Ch8 – News Tonight (10pm – 10.30pm, Monday to Sunday), Drama (9pm – 10pm, Monday to Friday) and special programming
 - ChU – News Tonight (11pm – 11.30pm, Monday to Sunday) and special programming
 - Ch5 – News 5 (9pm – 9.30pm, Monday to Sunday) and special programming
 - Suria – Berita (8pm – 8.30pm, Monday to Sunday) and special programming
 - Vasantham – Tamil Seithi (8.30pm – 9pm, Monday to Sunday) 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/en/advertising/advertiser-resources/rate-card> for details.
- Minimum buy is 1 pack as per published package prices.
- Package prices are subject to a festive 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/en/advertising/advertiser-resources/rate-card> for details.

Package Header IDs for Smart Packs:

Package Header ID:	PTMXSP/S-MPK-TV-SMART-MAX (Max Smart Pack)
	PTACSP/S-MPK-TV-SMART-ACE (Ace Smart Pack)
	PTCHSP/S-MPK-TV-SMART-CHINESE (Chinese Smart Pack)
	PTVLSP/S-MPK-TV-SMART-VALUE (Value Smart Pack)
	PTMYSPP/S-MPK-TV-SMART-MALAY (Malay Smart Pack)
	PTINSP/S-MPK-TV-SMART-INDIAN (Indian Smart Pack)

Package Header IDs for Booster Packs

Package Header ID:	PTMXBP/S-MPK-TV-BOOSTER-MAX (Max Booster Pack)
	PTACBP/S-MPK-TV-BOOSTER-ACE (Ace Booster Pack)
	PTCHBP/S-MPK-TV-BOOSTER-CHINESE (Chinese Booster Pack)
	PTVLBP/S-MPK-TV-BOOSTER-VALUE (Value Booster Pack)

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