



# Mediacorp Channel 5 Kids Pack

## 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	387,600	\$5.4

Package Header ID : PTKP19

**Note:**

- Impression and average CPM are based on People 4 for Channel 5 Kids Pack.
- Impression is based on data (rating) from Evogenius for the period of 1 April 2019 – 31 December 2019
- Average CPMs are derived from rating '000 generated by Evogenius based on 1 April 2019 - 31 December 2019 data
- All impressions and average CPMs are estimated and subject to changes
- Definition of timebelt
  - Ch5: OPT (Mon to Sun 6am to 12nn, 3pm to 6pm)

### General Terms and Conditions

- Package is valid from **1 May 2019 to 31 March 2021.**
- All entitlements must be utilized by **31 March 2021.**
- 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 of respective platforms.
- Expenditure is nett, and not entitled to privileges stated 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 prices are applicable for 30-sec TVC. For other durations, package prices will be pro-rated as per base rate in rate book.
- Minimum buy is 1 pack as per published package price.
- Package price is subject to a festive loading of 20% for June, November and December.
- Bonus entitlement cannot be used to buy the package(s).
- Premium positioning is not allowed.
- Packages are subject to airtime/inventory 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.
- Please refer to respective rate cards for standard advertising/booking/material specifications and submission deadlines.

**Offer Valid from 1 May 2020 to 31 March 2021**

**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 8 April 2020