

GETTING AHEAD WITH

**THE EDGE**<sup>TM</sup>  
SINGAPORE

CAPITAL

- Best investment tips and tools
- Stocks to look out for

EDGEPROP

- Property outlook and news
- Star buys and special offers

OPTIONS

- Luxury lifestyle
- Automotive, luxury timepiece and travel & wellness

# ADVERTISING RATEBOOK



**EdgeProp**  
PROPERTY PERSONALISED

**Options**  
LIFE • STYLE • LEISURE

**CAPITAL**

## Special Premium Ad Bundle (discounted rates)

Section	Placement	Per Issue Rate
Main	4-pp Full Jacket	\$58,000
Main	2-pp Half Jacket	\$38,000
EdgeProp	4-pp Full Jacket	\$32,000
EdgeProp	2-pp Half Jacket	\$29,000
EdgeProp	4-pp Extended Centrefold*	\$40,000
EdgeProp	2-pp Extended Centrefold*	\$28,000
Main/Capital/EdgeProp/Options	Facing Pillar Ad 37cm x 3col	\$15,000

## Bottom Panel

Section	Placement	Per Issue Rate
Main	Bottom Panel - Cover	\$8,900.00
All	Bottom Panel - ROP	\$4,450.00
Capital/EdgeProp/Options	Bottom Panel - Cover	\$6,230.00

## Acceptable Sizes

Column Width	
1 column	34mm
2 columns	72mm
3 columns	110mm
4 columns	148mm
5 columns	186mm
7 columns	262mm
14 columns	536mm

## Rate of Common Ad Sizes

	Black & White	Full Colour
Full Page ROP (37cm x 7col)	\$9,065.00	\$11,065.00
Half Page ROP (18cm x 7col)	\$ 4,410.00	\$6,410.00
Junior page ROP (28cm x 5col)	\$4,900.00	\$6,900.00
Double Page Spread ROP (37cm x 14 col)	\$16,317.00	\$19,917.00

## Additional Loading

Type	Main	Other Sections
Cover	100%	40%
First Ad (min junior page)	45%	25%
Outside Back Cover	40%	20%
Centrespread (EdgeProp)	40%	
Front Half Right-hand Page	30%	
Specified Page		40%
Loose Insert		60%
Double Page Spread (ROP)		-10%
Advertorial writing* <i>up to 2 revisions, full page</i>		\$6,000 (Non discount & Non Agency Commissionable)

Online Article hosting + Social Media Posts ( <i>FB, Telegram, LinkedIn, Twitter</i> )	\$5,000
Colour Surcharge	\$2,000
Colour proof (min half page)	5%

Black and white column ads in Greyscale format

*Word Count	Half Page	Full Page
TES	600 - 800	1200 - 1400
EP / Options	300 - 500	700 - 900

## Dimensions

Column per page	7
Full-page type area	370mm (H) x 262mm (W)
Column width	38mm(rule to rule), 34mm(type area)
Column depth	370mm (H) x 262mm (W)
Double page spread	370mm by 268mm x 2 pages

## Deadlines

Publication date	Every Monday
Booking	> 2 weeks before publication date
Copy/Material	7 clear working days before publication date
Cancellation/ Normal Ads	2 weeks before publication date
Specified Creative Buy	8 weeks before publication date

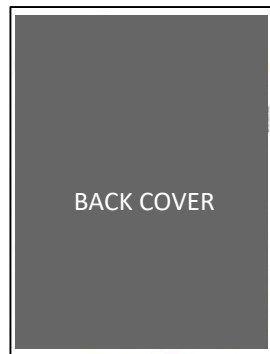
*Display ads with loading and premium ads are non-cancellable.*

*Material requirement: PDF format with fonts embedded, 300 DPI, CMYK*

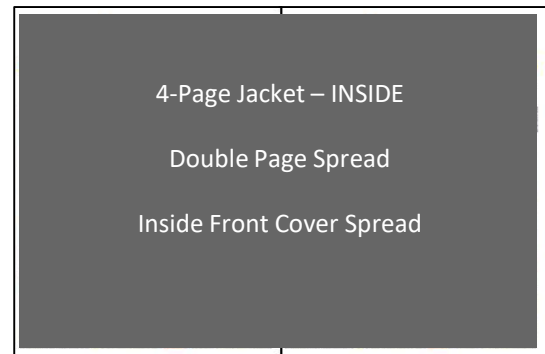
### 2 or 4-Page Full Jacket No bleed required



310mm (H) x 262mm (W)

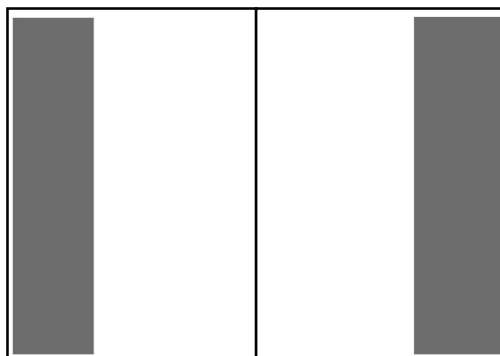


370mm (H) x 262mm (W)



370mm (H) x 536mm (W)

### Facing Pillar Ad No bleed required



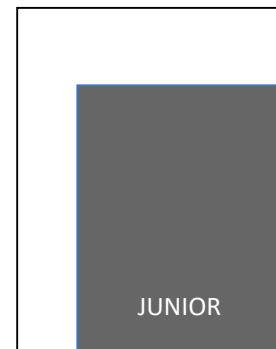
370mm (H) x 110 mm (W) x 2

### Full Page No bleed required



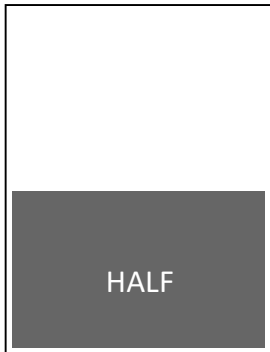
370mm (H) x 262mm (W)

### Junior Page No bleed required



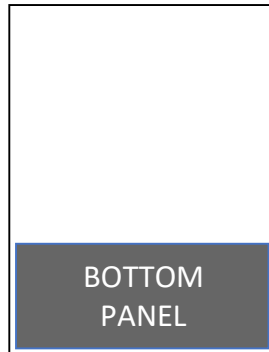
280mm (H) x 186mm (W)

## Half Page No bleed required



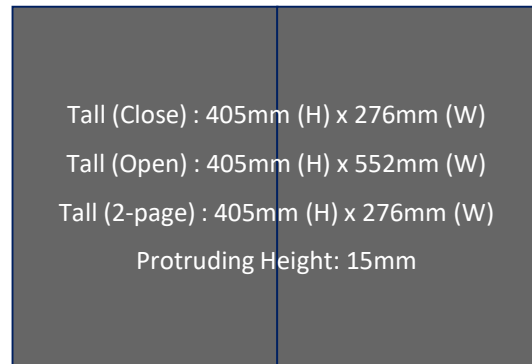
180mm (H) x 262mm (W)

## Bottom Panel No bleed required



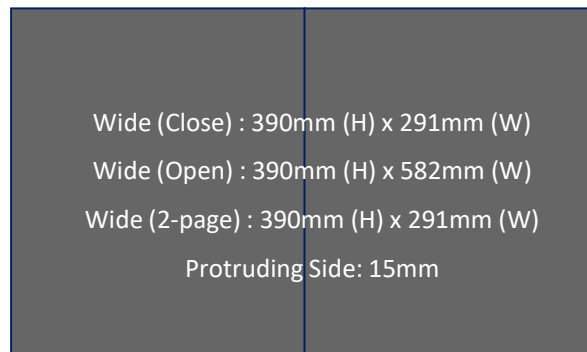
100mm (H) x 262mm (W)

## 4-Page (2-Page) Extended Centrespread / Insert (Tall) + 5mm bleed all around



\*This special insert will be stitched together with the section on digital version (TES & EP)

## 4-Page (2-Page) Extended Centrespread / Insert (Wide) + 5mm bleed all around



\*This special insert will be stitched together with the section on digital version (TES & EP)

# RATES & SPECIFICATIONS - Digital

Digital Channels – All artwork to be submitted 1 week prior to activation date

Placement	Type	SOV	Desktop (W x H)	Mobile (W x H)	Weekly Rate
Homepage (Desktop only)	Welcome Video Takeover <i>Frequency capped at 3 times per day</i>	100%	<b>1. Video</b> Dimension: 1280 x 720px File size: Max 3600KB Number of video: 1 Video Ratio: 16:9 Video file type: MP4/WEBM Bitrate Video max 600kbps Audio: Max 128kbps Video Duration: Max 75 sec		\$10,000.00
			<b>2. Background Skinning</b> Dimension: 1280 x 800px File size: Max 200KB Static image: JPG / PNG		
Homepage + Article	Full Page Takeover <i>Frequency capped at 2 times per day</i>	50%	1920px x 1080px Safe Area: 1920px x 1030px JPG/GIF <800KB	400px x 800px Safe Area: 400px x 750px JPG/GIF <800KB	\$10,000.00
Homepage + ROS (Desktop only)	Skinner Ad <i>*Refer to artwork guidelines on slide 9. Artwork subject to approval</i>	100%	Left panel: 320px x 1080px Right panel: 320px x 1080px Safe Area: 320px x 830px JPG/PNG < 300KB Layered PSD file and fonts		\$10,000.00
Homepage + ROS	Super Leaderboard	20%	970px x 250px JPG/GIF <150KB HTML5 <150KB	320px x 100px JPG/GIF <150KB HTML5 <150KB	\$2,000.00
Homepage	Native Ad 1 / 2*	100%		NA	\$5,000.00
Homepage	Native Ad 3 / 4*	100%		NA	\$4,200.00
Homepage	Carousel Native Ad*	100%		NA	\$2,000.00
Homepage	Featured Video*	100%		Video Link <30 Sec	\$3,200.00
Homepage + ROS	Half Page	20%	300px x 600px, JPG/GIF/HTML5 <150KB		\$3,300.00
Homepage + ROS	Mrec 1	20%	300px x 250px		\$1,800.00
Homepage + ROS	Mrec 2	20%	JPG/GIF <150KB		\$1,500.00
Homepage + ROS	Mrec 3	20%	HTML5 <150KB		\$1,200.00
Homepage + ROS	Billboard	20%	970px x 250px JPG/GIF <150KB HTML5 <150KB	320px x 100px JPG/GIF <150KB HTML5 <150KB	\$1,200.00
Article Pages	In-read Banners	20%	728px x 90px JPG/GIF <150KB HTML5 <150KB	300px x 250px JPG/GIF <150KB HTML5 <150KB	\$1,600.00
Article Pages	In-read Video*	20%		MP4 <30MB 1280px x 720px <60sec	\$1,750.00
Options	Carousel Native Ad*	100%		NA	\$2,000.00
Options	Featured Video*	100%		Video Link <30 Sec	\$1,800.00
Daily eNewsletter	Leaderboard	100%		728px x 250px JPG/GIF <100KB	\$5,000.00
Daily eNewsletter	News Ad	100%		720px x 400px JPG <100KB	\$5,000.00
Daily eNewsletter	Wide Rectangle	100%		600px x 250px JPG/GIF <100KB	\$4,500.00
Daily eNewsletter	Events Banner	100%		600px x 250px JPG/GIF <100KB	\$4,500.00
Consumer EDM	Dedicated email	per email	Ad Size: 800px x 1200px Format: HTML coded or GIF/JPG/PNG <5MB Subject Header: 72 characters including spaces		\$1.00

\*Due to the nature of these display ads, ad tags are not applicable for these ads. Only in-house performance tracking applies.

Advertisers may submit 1X AND 2X density artwork for any MREC, Billboard, Inread, Splash Screen, Leaderboard for mobile only, JPG/GIF Only, <150KB

Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost and other non-media related costs

## Digital Channels – All artwork to be submitted 1 week prior to activation date

Placement	Type	SOV	Desktop Specs (L x H)	Mobile Specs (L x H)	Weekly Rate
Mobile App	Splash Screen	100%	(M) 320px x 480px   JPG/GIF/HTML5 <150KB (T) 768px x 1024px   JPG/GIF/HTML5 <150KB		\$6,000.00
Mobile App	Swipe Ad <i>(After every 4th swipe)</i>	100%		320px x 480px JPG / GIF / HTML5 < 150KB	\$1,000.00
Mobile App	In-read Banner	20%		320px x 100px JPG/GIF/HTML5 <150KB	\$800.00
Mobile App	In-read Video	50%		MP4 <30MB; 1280px x 720px <60sec	\$2,000.00
Mobile App	Mrec	20%	300px x 250px   JPG/GIF/HTML5 <150KB		\$600.00
Mobile App	Leaderboard	20%	320px x 100px   JPG/GIF/HTML5 <150KB		\$1,500.00
Mobile App	Native Ad	100%		NA	\$5,000.00

## Interactive Digital Ads - All artwork to be submitted 4 weeks prior to activation date

Placement	Type	SOV	Ad Specs	Weekly Rate
Section + Article Pages	Expandable Footer Ad <i>Frequency capped at once per 30 mins</i>	100%	<p><b>1. Invitation Ad</b> (Max: 500KB): 1920px (w) x 90px (h) Safe area: 980px (w) x 90px (h)</p> <p><b>2. Expanded Ad</b> (900KB): 1920px (w) x 400px (h) Safe area: 980px (w) x 400px (h)</p> <p><b>Note:</b> - Static image - in JPG / PNG - HTML - only accept GWD file - Animation <b>【Allowed &amp; Optional】</b>   &gt; only accept PSD/AI in layered format</p> <p><b>3. Video (Optional)</b> Ratio 16:9 or 2:1 in MP4 or WEBM Bitrate: Video - Max 600kbps, Audio: Max 128kbps Video Duration: Max 30 sec</p> <p><b>NOT available on mobile.</b></p>	\$10,000.00
Home, Section + Article Pages	Mobile Card <i>Frequency capped at once per 30 mins</i>	100%	<p><b>Format Specifications:</b> Max 4 cards, capped at 2 video cards Animation Duration: Max 15 sec for each card Placement: Mobile Overlay</p> <p><b>1. Cards</b> Dimension (Pixel): 640 (w) x 360 (h) Dimension (Ratio): 16:9 - in JPG / PNG / Animated GIF / PSD / AI in layered format - every card is clickable - every card can have different landing url</p> <p><b>2. Video (Optional)</b> - Maximum 2 videos allowed in Video MP4 / WEBM - Bitrate: Video: Max 600kbps, Audio: Max 128kbps - Video Ratio: 16:9 - Video Duration: Max 30 sec - YouTube embed video <b>NOT</b> allowed</p> <p><b>NOT available on desktop</b></p>	\$10,000.00

\*Due to the nature of these display ads, ad tags are not applicable for these ads. Only in-house performance tracking applies.

Advertisers may submit 1X AND 2X density artwork for any MREC, Billboard, Inread, Splash Screen, Leaderboard for mobile only, JPG/GIF Only, <150KB

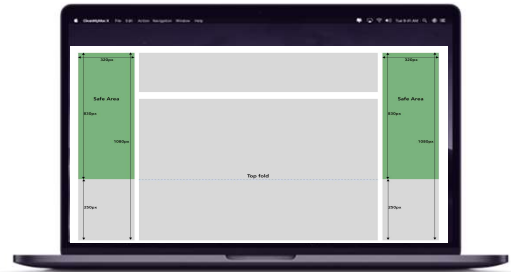
Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost and other non-media related costs

## Homepage (Desktop only) | Welcome Video Takeover



*\*Refer to artwork guidelines on slide 8.  
Artwork subject to approval*

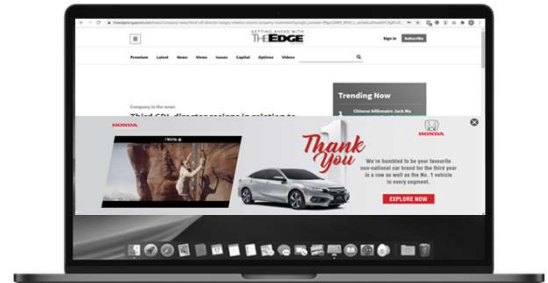
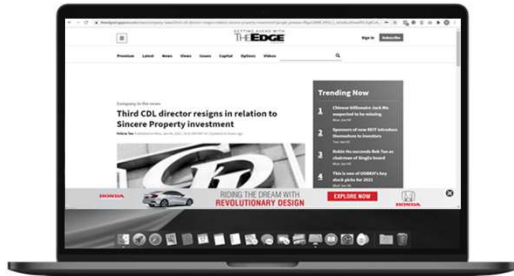
## Homepage + ROS (Desktop only) | Skinner



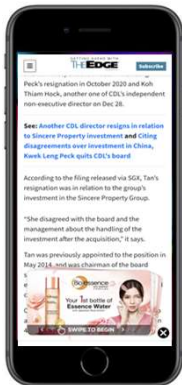
### Left/Right Panel

*\*Refer to artwork guidelines on slide 9.  
Artwork subject to approval*

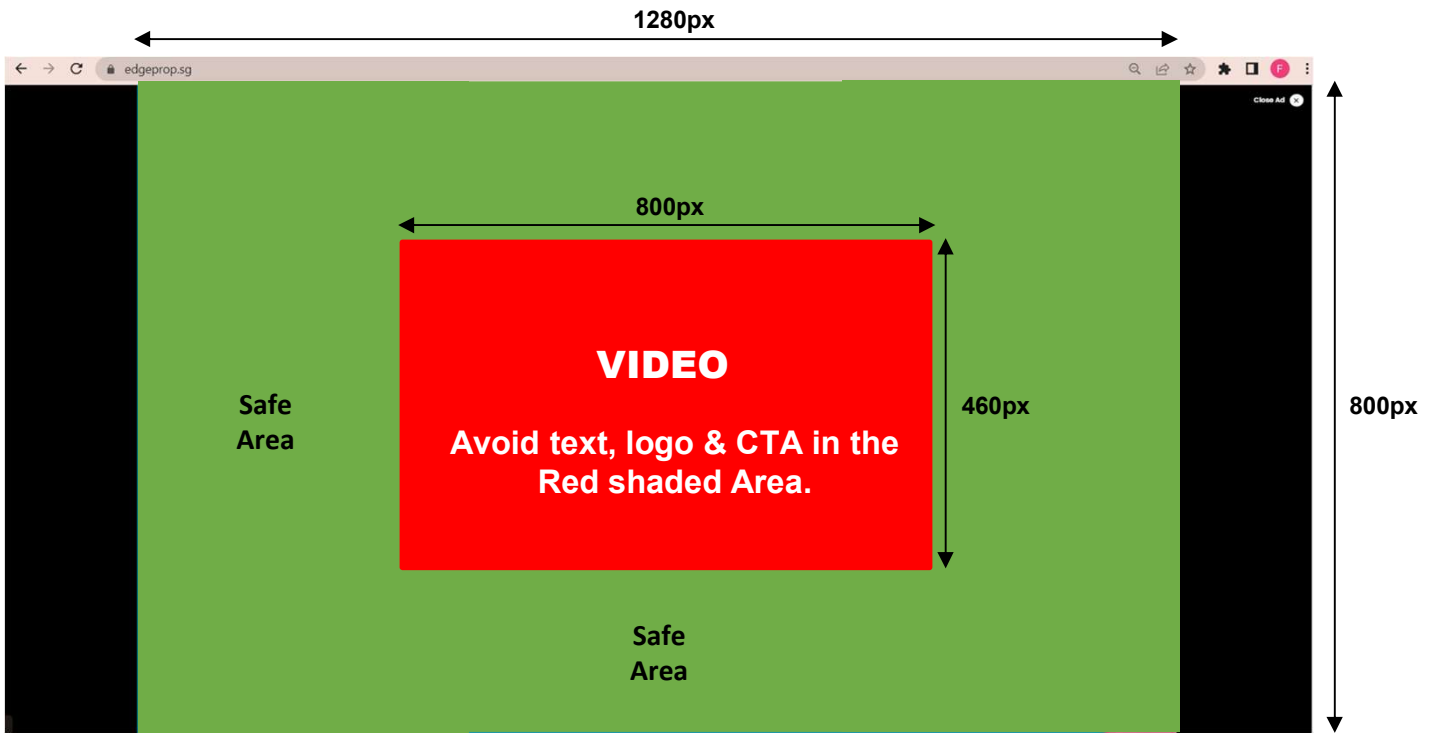
## Section Pages + Article Pages | Expandable Footer



## Section Pages + Article Pages | Mobile Card

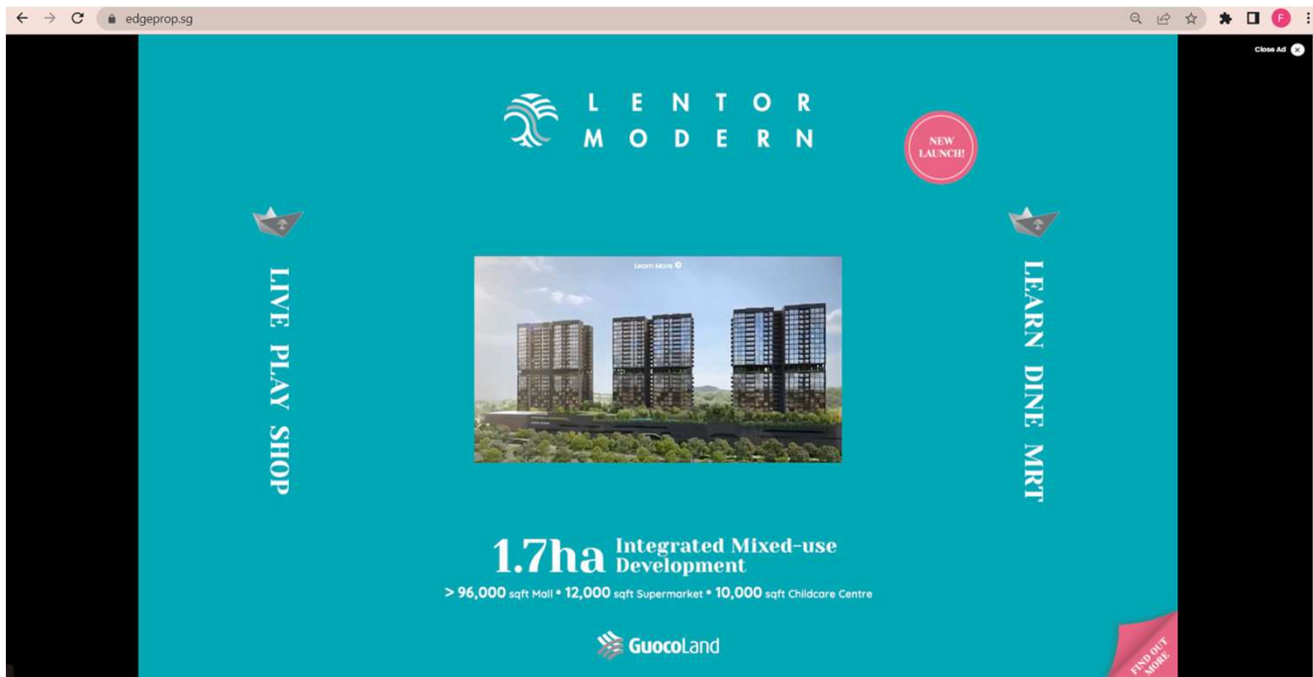


## Homepage + Article Pages (Desktop only) | Welcome Video Takeover



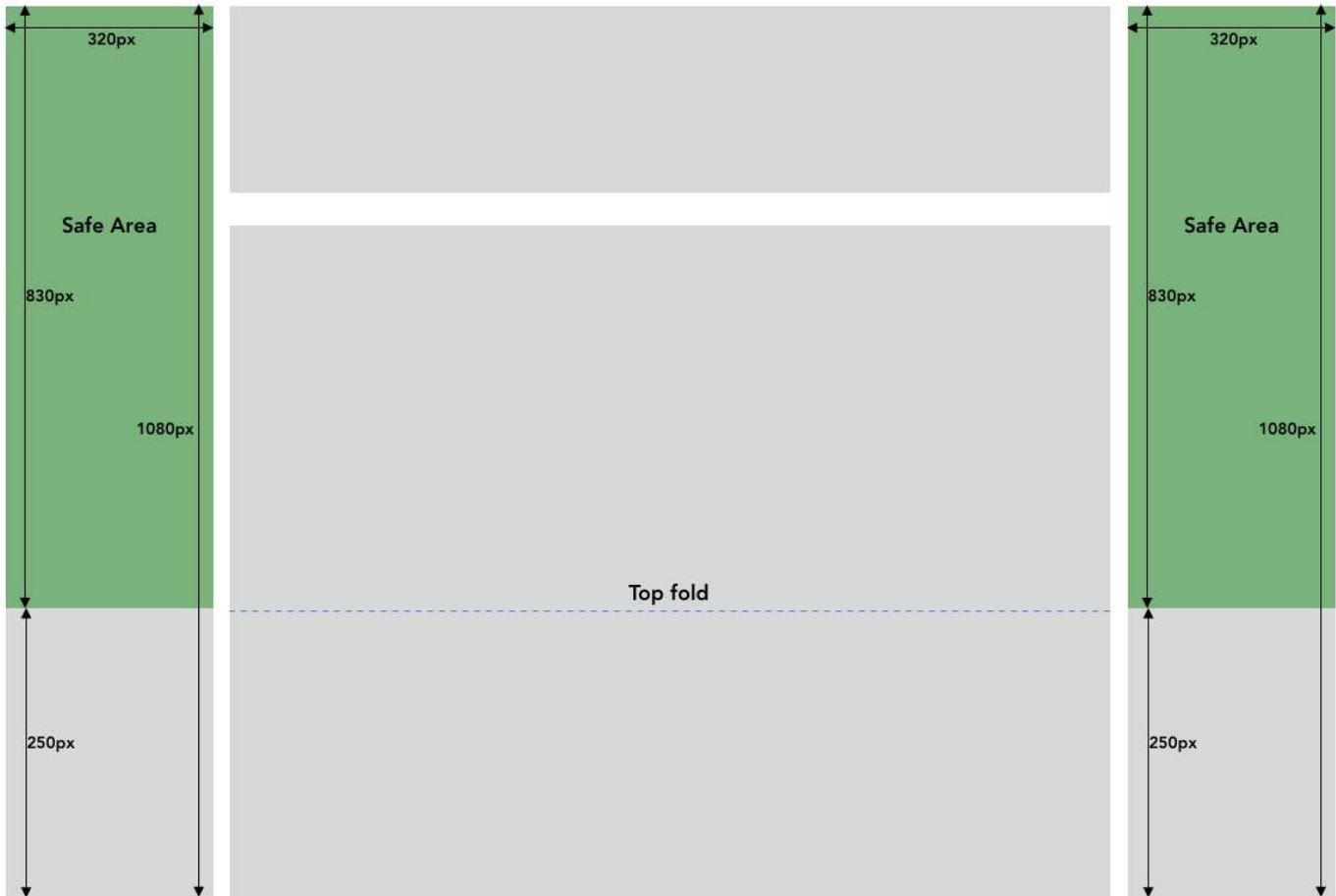
### Background Skinning Safe Area Dimension

T). Top ( Pixels )	(w) 1280 x (h) 170
R). Right ( Pixels )	(w) 240 x (h) 460
B). Bottom ( Pixels )	(w) 1280 x (h) 170
L). Left ( Pixels )	(w) 240 x (h) 460





## Homepage + ROS (Desktop only) | Skinner Ad



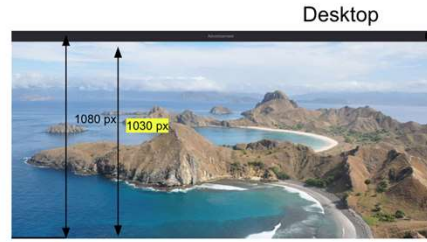
## Homepage & Article Pages | Full Page Takeover Page



Desktop: 1920px x 1080px

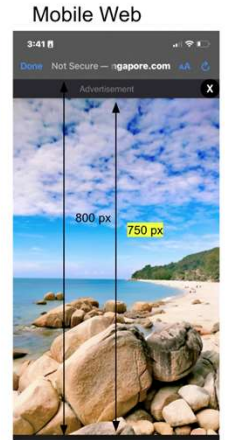


Mobile: 400px x 800px



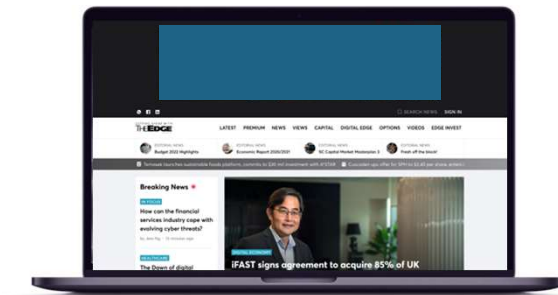
Desktop

Recommended size  
- Mobile (400 x 800)  
- Desktop (1920 x 1080)  
JPG/GIF <800KB

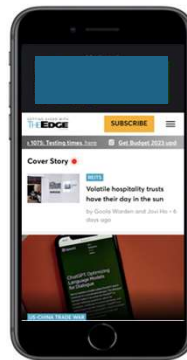


Mobile Web

## Homepage & ROS | Super Leaderboard

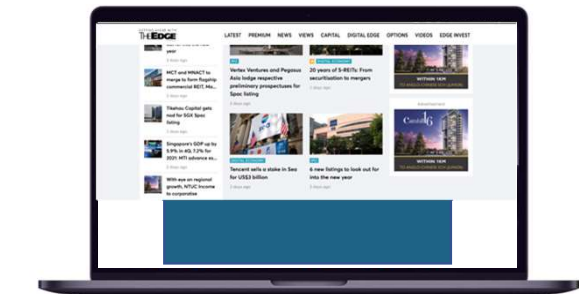


Desktop: 970px x 250px

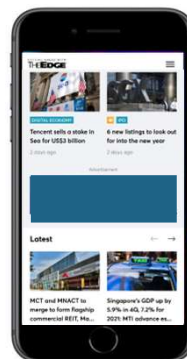


Mobile: 320px x 100px

## Homepage & ROS | Billboard



Desktop: 970px x 250px

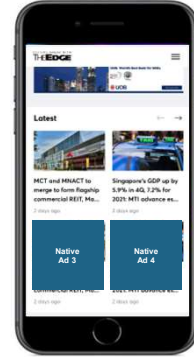
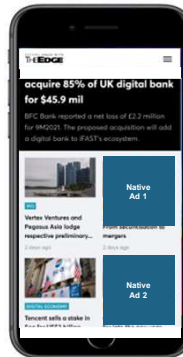
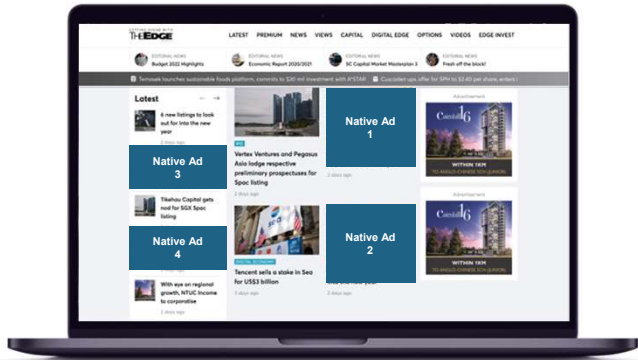


Mobile: 320px x 100px

## Homepage | Native Ad 1, 2, 3 & 4 (Latest)

Image: 1200px x 667px

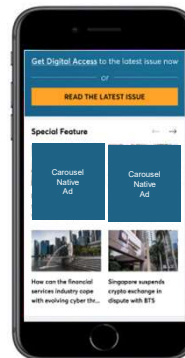
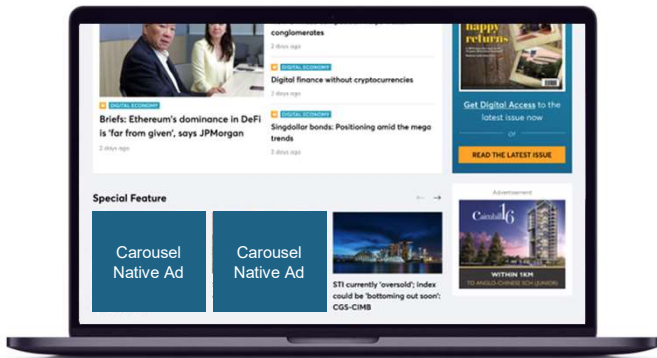
Text: 120 characters including spaces



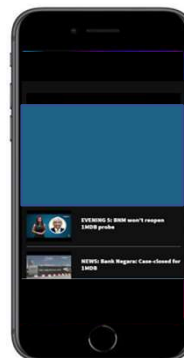
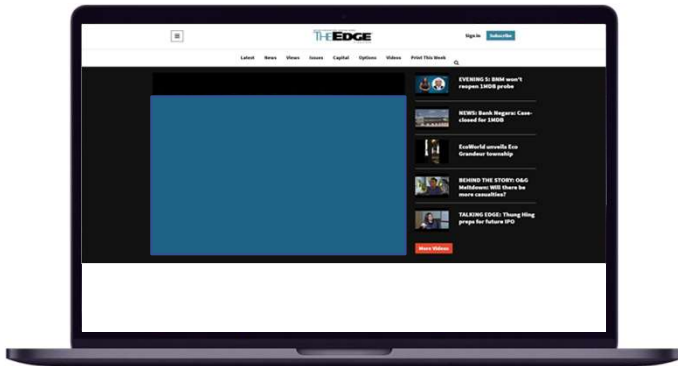
## Homepage | Carousel Native Ad

Image: 1200px x 667px

Text: 120 characters including spaces

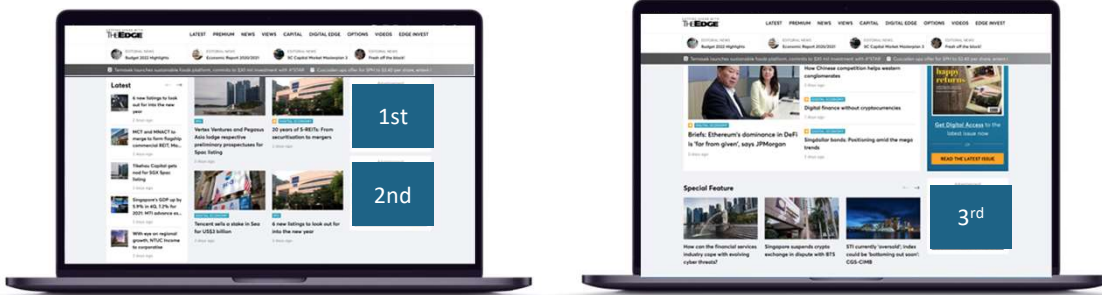


## Homepage | Featured Video

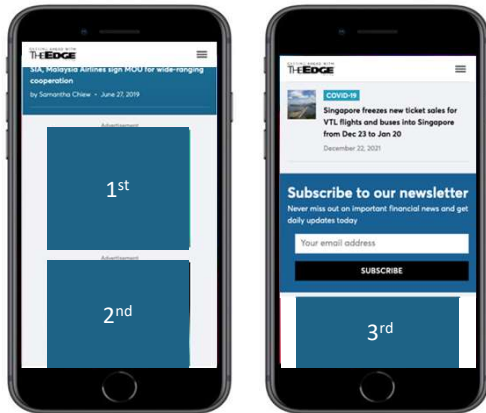


Duration: No more than 30 sec

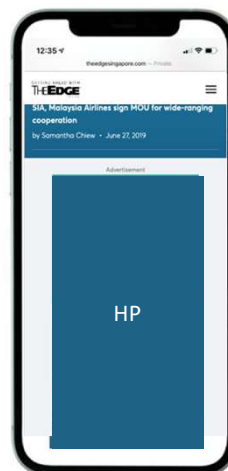
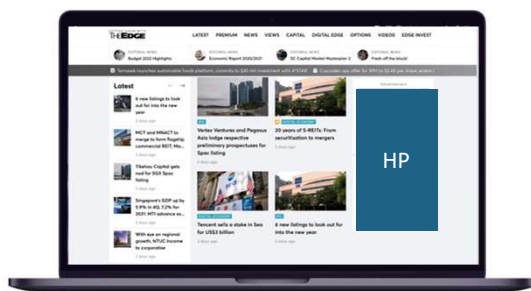
## Homepage & ROS | MRec 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>



Desktop / Mobile: 300px x 250px

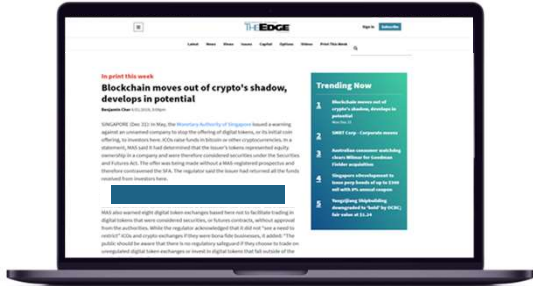


## Homepage & ROS | Half Page

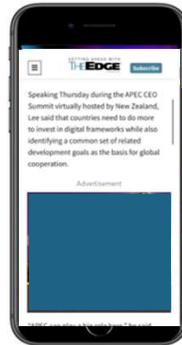


Desktop / Mobile: 300px x 600px

## Article Pages | In-read Banner(s) *up to 3 placements depending on length of article.*

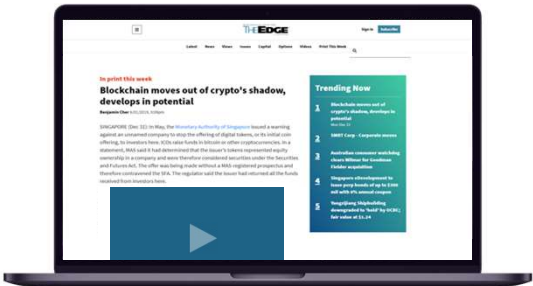


Desktop: 728px x 90px

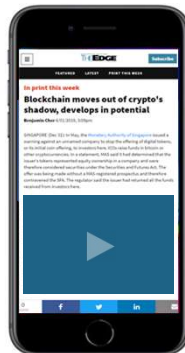


Mobile: 300px x 250px

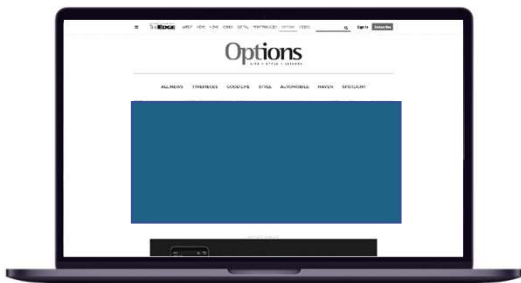
## Article Pages | In-read Video



MP4 <30MB;  
1280px x 720px;  
<60sec



## Options | Native Ad



1200px x 667px;  
120 characters incl spaces  
JPG <150KB



## App | Mobile Splash Screen



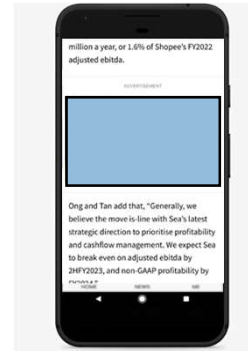
Mobile: 320px x 480px  
Tablet: 768px x 1024px

## App | In-Read Banner



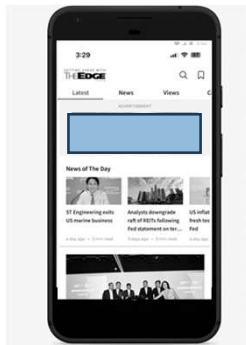
320px x 100px  
up to 3 placements  
depending on length of article.

## App | In-Read Video



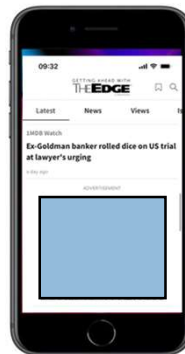
1280px x 720px

## App | Leaderboard



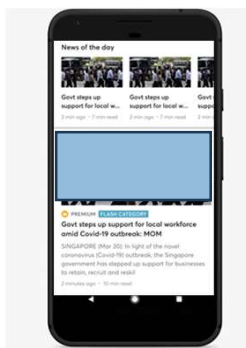
320px x 100px

## App | MREC



300px x 250px

## App | Native Ad



## eNewsletter | Ad Placement



**THE EDGE**  
SINGAPORE MARKET REPORT

ISK signs MOU with Shenzhen-listed company to start talks on joint development of Sembakung shore

**Other top stories**

**2a**

Master partners Vixie to develop virtual prepaid payment solution for iGaming players

Meeting did not discuss transition of power — Dr Mahathir

**2b**

Cardbridge and UCD in deal to provide firms in Asia with access to private capital

Singapore all-items inflation edges up in May

### 1. Leaderboard

JPG/GIF | 728px x 250px

### 2. Native Ads

JPG | 720px x 400px

Circles Life launches world's first multi-country digital talism platform in Taiwan

Centre Singapore kept at bay by CCS-CWS on new casino openings in Japan

Prasar Centrepoint Trust kept at bay by UBS on strategic transformation

**in print this week**

SGX-listed companies should give investors clearer picture on their disclosure documents

**Options**

Culinary masterpieces



### 3. Wide Rectangle

JPG/GIF | 600px x 250px

### 4. Event Banner

JPG/GIF | 600px x 250px

**PROPERTY**

Freehold residential site in Bukit Batok on the market for \$42 mil

**4**

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Want to change how you receive these emails? You can update your email preferences

## Digital Channels – All artwork to be submitted 1 week prior to activation date

Placement	Type	SOV	Weekly Rate	Specs (W x H)
Homepage + Article Pages^	Video Takeover* <i>Frequency capped at 2 per user per day</i>	100%	\$13,000.00	1) Video Dimension: 1280px x 720px File size: Max 3600KB Number of video: 1 Video file type: MP4 Bitrate: Video max 600kbps, Audio max 128kbps Video Ratio: 16:9 Video Duration: Max 75 sec  2) Background Skinning Desktop:1280px x 800px Mobile:430px x 720px File size: Max 200KB Format: Static - JPG only.
	<i>*Refer to artwork guidelines on slide 21. Artwork subject to approval</i>			
Homepage^	Super Leaderboard	50%	\$5,800.00	D: 970px x 250px JPG/GIF/HTML5 <150KB
Homepage	Leaderboard	20%	\$1,500.00	D: 468px x 60px   M: 320px x 100px JPG/GIF/HTML5 <150KB
Homepage^	Back Splash* <i>*Refer to artwork guidelines on slide 22 Artwork subject to approval</i>	50%	\$7,000.00	D:960px x 1080px M:960px x 600px JPG <150KB
Homepage^	Video Showcase*	25%	\$750.00	720p, <1 min. To provide video link
Homepage^	Quadrant*	100%	\$4,800.00	Image: 500px x 500px   JPG<100KB Title: 25 Characters Subtitle: 50 Characters
Homepage^	Featured Property News Carousel (5 slots)*	100%	\$3,000.00	NA
All Pages~	Exit Intent Pop Up*	100%	\$8,000.00	D: 800px x 600px   JPG/GIF <150KB Freq Capped: Once per session
Search Pages - For Sale^	2nd District Banner*	10%	\$960.00	NA
Search Pages - For Sale^	6th District Banner*	10%	\$480.00	NA
Search Pages - For Rent^	2nd District Banner*	10%	\$840.00	NA
Search Pages - For Rent^	6th District Banner*	10%	\$420.00	NA
Search Pages – All^	Map Marker*	100%	\$500.00	NA
New Launches	Mega Poster (Carousel, 8 slots)*	100%	\$1,500.00	800px x 800px   JPG <150KB
New Launches	Bottom Sticky Ad*	50%	\$4,000.00	D: 970px x 90px   M/T: 320px x 100px JPG/GIF <150KB
New Launches	Featured Virtual Tour (Carousel, 3 slots)	100%	\$1,200.00	
New Launches	Dedicated Project Page*	100%	\$1,200.00	NA
New Launches	EC Billboard	100%	\$4,000.00	D: 970px x 90px   M: 300px x 250px JPG/GIF/HTML5 <150KB
New Launches	EC Carousel (3 slots)*	100%	\$1,200.00	800px x 800px   JPG <150KB
New Launches	EC Native Ad (1 slot)*	100%	\$1,000.00	NA
Article Pages	In-Read Banner	10%	\$1,800.00	D: 728px x 90px   M: 300px x 250px JPG/GIF/HTML5 <150KB
Article Pages	Super Leaderboard	10%	\$1,200.00	D 970px x 250px   M/T:320px x 100px JPG/GIF/HTML5 <150KB
Article Pages	Bottom Sticky Ad*	50%	\$4,000.00	D:970px x 90px   M/T:320px x 100px JPG/GIF <150KB

\*Due to the nature of these display ads, ad tags are not applicable for these ads. Only in-house performance tracking applies.

^Mandatory to link to a landing page within EdgeProp.sg

~All pages EXCEPT Listing Creation, payment-related, property tools and property search pages.

Advertisers may submit 1X AND 2X density artwork for any MREC, Billboard, Inread, Mobile Splash, Leaderboard for mobile only - JPG/GIF <150KB. Agent Splash Screen – GIF is not allowed .

Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost and other non-media related costs



## Digital Channels – All artwork to be submitted 1 week prior to activation date

Placement	Type	SOV	Weekly Rate	Specs (W x H)
Article Pages	Mrec 1	20%	\$1,200.00	300px x 250px   JPG/GIF/HTML5 <150KB
Article Pages	Mrec 2	20%	\$1,000.00	
Article Pages	Half Page	20%	\$2,200.00	300px x 600px   JPG/GIF/HTML5 <150KB
🏠 News Landing Page* (Desktop only)	Skinner Ad <i>*Refer to artwork guidelines on slide 28 Artwork subject to approval</i>	100%	\$6,000.00	Top: 1007px x 225px Left/Right: 260px x 700px JPG/PNG <300KB
Video	Slideshow for advertorial*	1 min	\$6,000.00 to \$10,000.00	<30 sec - 1 min
Overseas Pages	Super Leaderboard	20%	\$600.00	D:970px x 250px   M/T:320px x 100px JPG/GIF/HTML5 <150KB
Overseas Page	Billboard	20%	\$500.00	D: 970px x 90px   M: 300px x 250px JPG/GIF/HTML5 <150KB
Overseas Pages	Mrec 1	20%	\$400.00	300px x 250px   JPG/GIF/HTML5 <150KB
Overseas Pages	Mrec 2	20%	\$400.00	300px x 250px   JPG/GIF/HTML5 <150KB
Overseas Pages	Half Page	20%	\$800.00	300px x 600px   JPG/GIF/HTML5 <150KB
🏠 Overseas Pages	Listing x1	100%	\$250.00	NA
🏠 Overseas Pages	Listing x5	100%	\$875.00	NA
🏠 Overseas Pages	Listing x10	100%	\$1,500.00	NA
Weekly eNewsletter	Square Banner	100%	\$4,000.00	600px x 600px   JPG/GIF <120KB
Weekly eNewsletter	Wide Banner	100%	\$6,000.00	1096px x 468px   JPG/GIF <150KB
Weekly eNewsletter	Video Showcase*	100%	\$4,000.00	720P   <1 min To provide video link
Weekly eNewsletter	2nd Article Ad	100%	\$8,000.00	NA

\*Due to the nature of these display ads, ad tags are not applicable for these ads. Only in-house performance tracking applies. Advertisers may submit 1X AND 2X density artwork for any MREC, Billboard, Inread, Mobile Splash, Leaderboard for mobile only - JPG/GIF <150KB. Agent Splash Screen – GIF is not allowed .

🏠 Only applicable for Real Estate advertisers only

▲ Subject to approval

\*minimum quantity applies

Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost and other non-media related costs

## Digital Channels – All artwork to be submitted 1 week prior to activation date

Placement	Type	SOV	Weekly Rate	Specs (W x H)
Mobile App	Video Takeover <i>*Refer to artwork guidelines on slide 31 Artwork subject to approval</i>	100%	\$6,000.00	1) Video Dimension: 1280px x 720px File size: Max 3600KB Number of video: 1 Video file type: MP4 Bitrate: Video max 600kbps, Audio max 128kbps Video Ratio: 16:9 Video Duration: Max 75 sec  2) Background Skinning Mobile: 430px x 720px File size: Max 200KB Format: Static - JPG only.
Mobile App	In-article Banner	10%	\$600.00	300px x 250px JPG/GIF/HTML5 <150KB
Mobile App	Agent Splash	100%	\$3,000.00	M/T: 320px x 480px Static Image, JPG/PNG <150KB
WeChat	Featured Project	100%	\$1,000.00	
		<b>Unit</b>	<b>Rate</b>	
WeChat	Advertorial/Editorial Hosting	per article	\$2,000.00	
WeChat	Translation to Chinese	per source word	\$0.50	
Consumer eDM*	Dedicated email	per email	\$0.40	Ad size: 800px x 1200px
Consumer eDM*	Segmented database	per email from	\$0.80	Format: GIF/JPG/PNG <5MB Subject Header: 72 characters including spaces
▲ Agent eDM*	Dedicated email	per email	\$0.20	
▲ SMS*	Agent Database	per number	\$0.30	

\*Due to the nature of these display ads, ad tags are not applicable for these ads. Only in-house performance tracking applies.  
Advertisers may submit 1X AND 2X density artwork for any MREC, Billboard, Inread, Mobile Splash, Leaderboard for mobile only - JPG/GIF <150KB. Agent Splash Screen – GIF is not allowed.

🏠 Only applicable for Real Estate advertisers only

▲ Subject to approval

\*minimum quantity applies

Conditions: • Rates quoted are subject to prevailing GST • Rates and media details are accurate at point of printing and subject to change without notice • Bookings are subject to availability & approval from premise owners & authorities • No 15% agency commission applicable for production cost and other non-media related costs

Item	Duration	Frequency Discount	Usual	Total
EdgeProp Plus – Enhanced Project Page  <i>Includes enhanced features such as Rich Media Hosting, Smart Queue Lead System, Tower View, Mapping Technology, Lead Generation, Curation of up to 3 articles</i>	1 week	-	\$1,200.00	\$1,200.00
	4 weeks	-	\$4,800.00	\$4,800.00
	8 weeks	10%	\$9,600.00	\$8,640.00
	12 weeks	15%	\$14,400.00	\$12,240.00
	20 weeks	20%	\$24,000.00	\$19,200.00
	52 weeks	40%	\$62,400.00	\$37,440.00

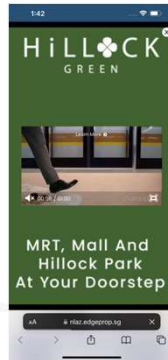
### 3D Virtual Tour – Add-on for EdgeProp Plus

Type	Size			Price
Show Unit	< 1,600 sqft			\$2,000.00
	1,601 – 2,500 sqft			\$2,300.00
	>2,501 sqft			\$2,700.00
Scale Model	-			\$2,000.00

## Homepage + Article Pages Video Takeover

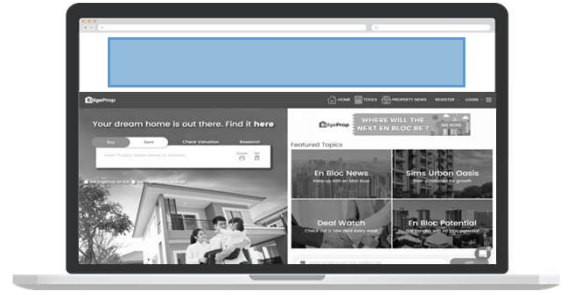


Desktop



Mobile

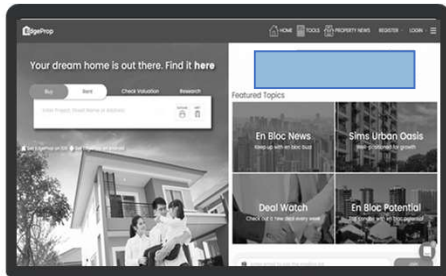
## Homepage | Super Leaderboard



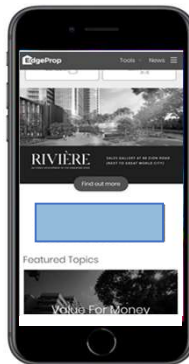
Desktop: 970px x 250px

*\*Refer to artwork guidelines on slide 21. Artwork subject to approval*

## Homepage | Leaderboard

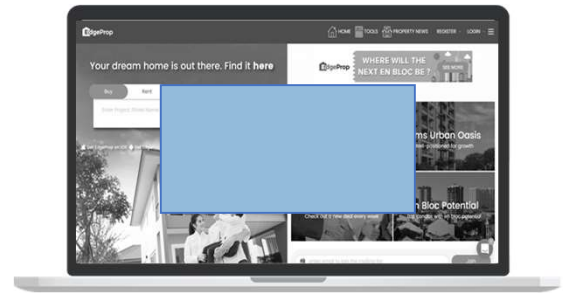


Desktop: 468px x 60px



Mobile: 320px x 100px

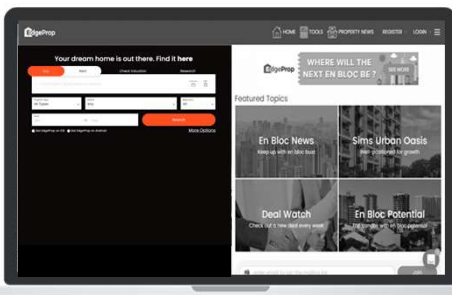
## All pages^ | Exit-intent Pop Up



Desktop: 800px x 600px

*^All pages EXCEPT Listing Creation, payment-related, property tools and property search pages.*

## Homepage | Back Splash\*



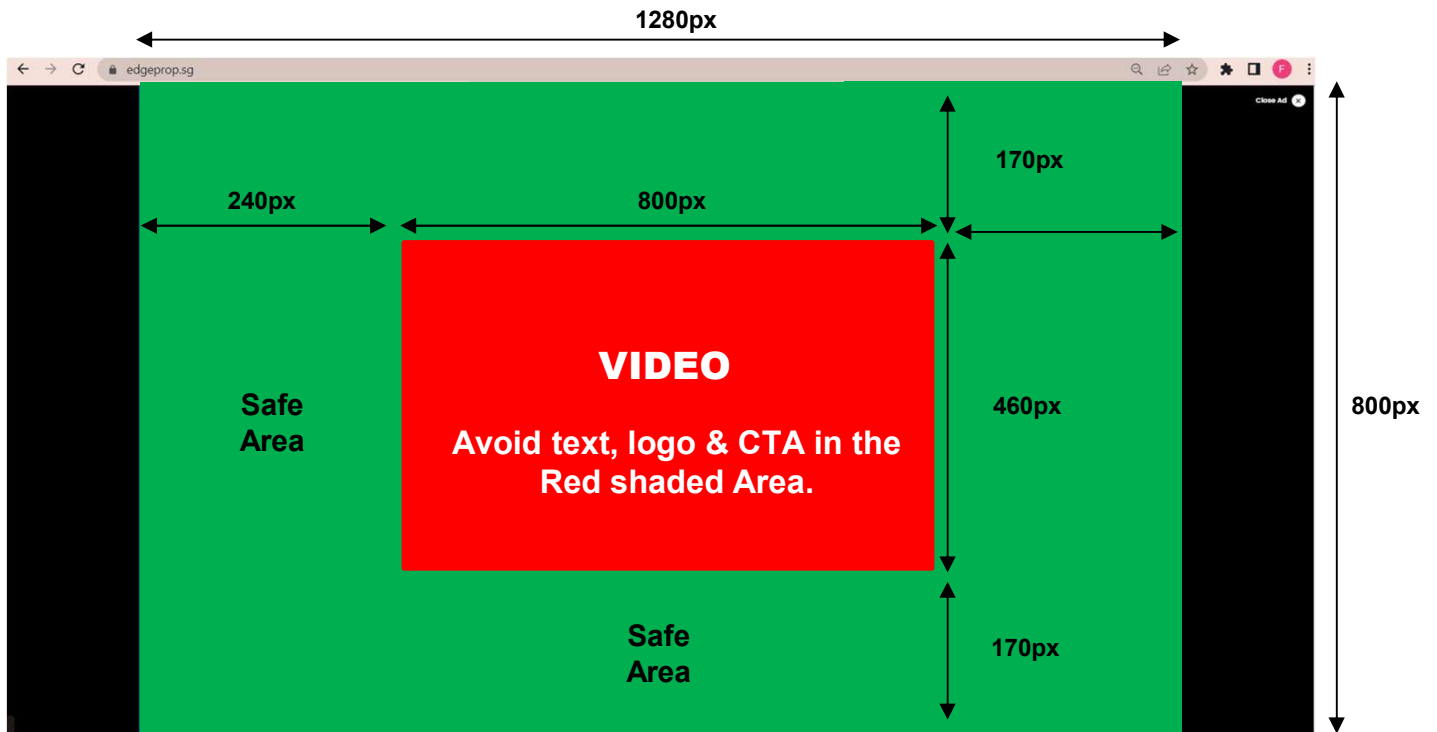
Desktop: 960px x 1080px



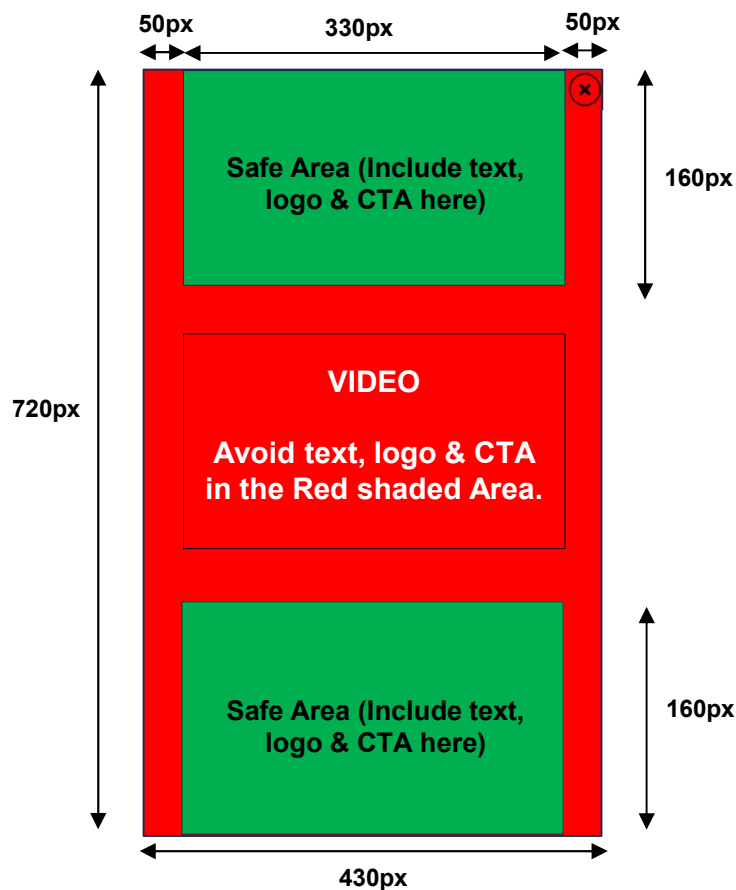
Mobile: 960px x 600px

*\*Refer to artwork guidelines on the slide 22. Artwork subject to approval*

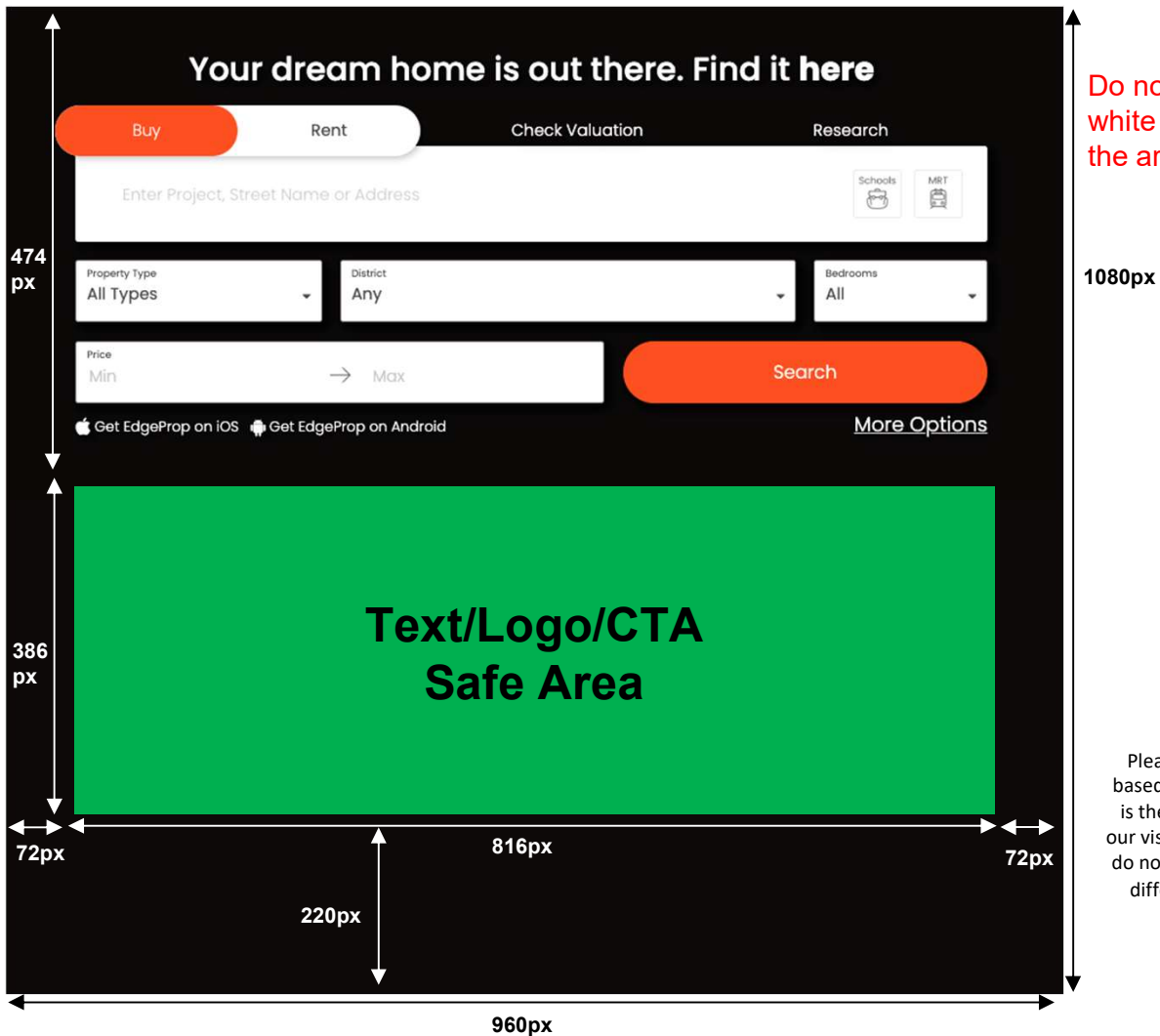
## Homepage + Article Pages (Desktop) | Video Takeover



## Homepage + Article Pages (Mobile) | Video Takeover



## Homepage | Back Splash Artwork Guide (Desktop)



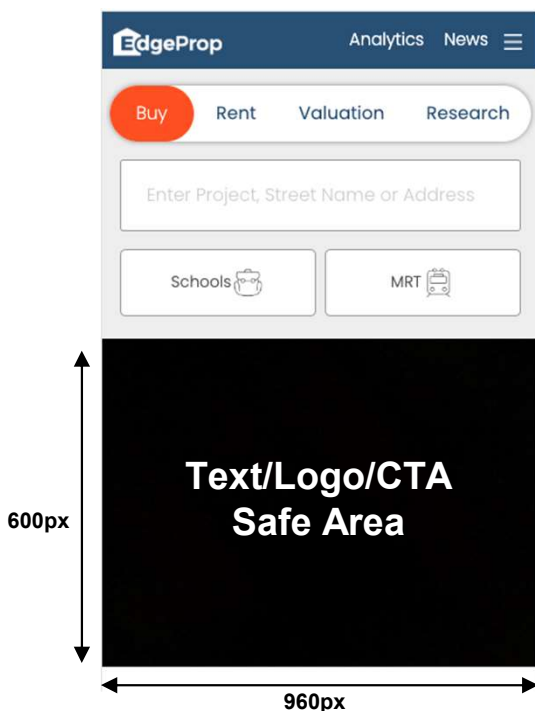
Do not use any white background for the artwork

1080px

### Disclaimer:

Please note that the image is done based on 1920x1080 resolution, which is the most common desktop size for our visitors. As it is a responsive design, do note that users might see it slightly differently based on browser size.

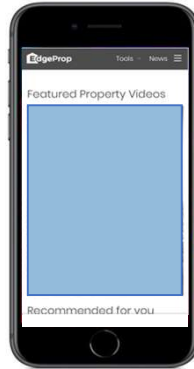
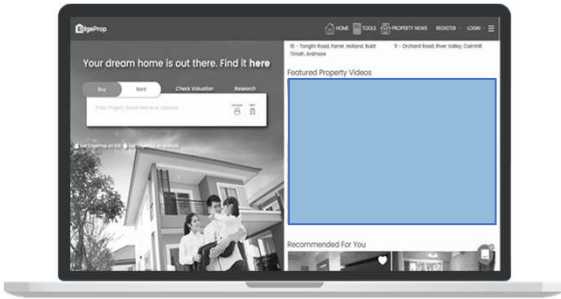
## Homepage | Back Splash Artwork Guide (Mobile)



### Disclaimer:

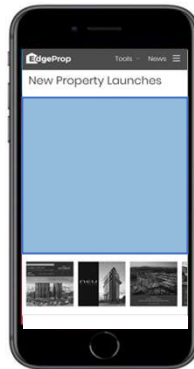
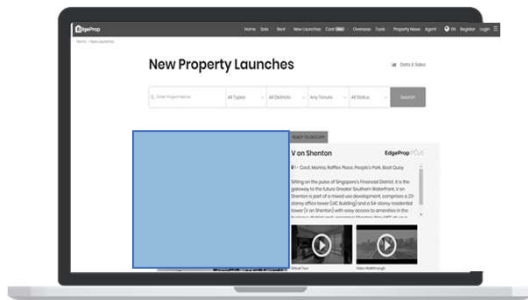
Please note that the image is done based on 375 x 667px. Do note that users might see it slightly differently based on mobile screen size.

## Homepage | Video Showcase



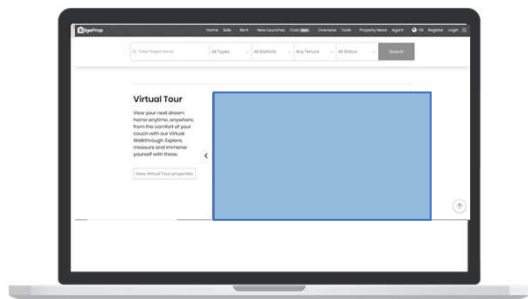
Desktop/Mobile: 720P, MP4 <1min

## New Launches | Mega Poster

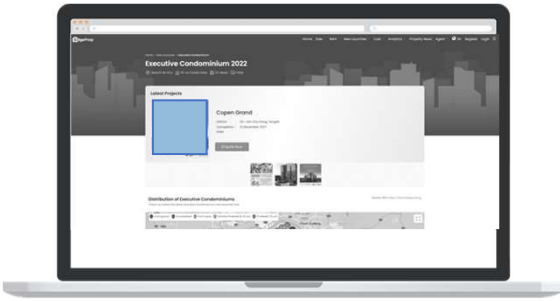


Desktop/Mobile: 800px x 800px

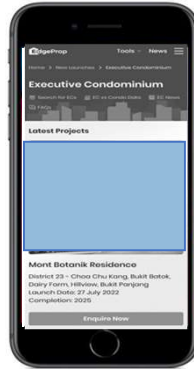
## New Launches | Featured Virtual Tour



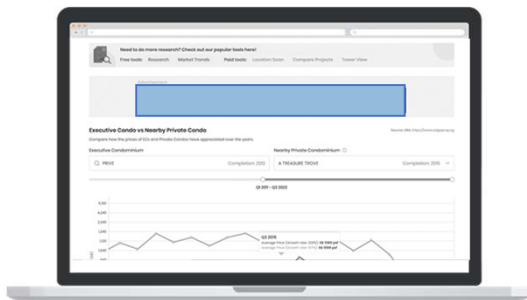
## New Launches | EC Carousel (3 slots)\*



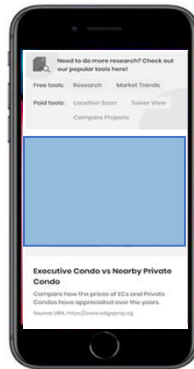
Desktop/Mobile: 800px x 800px



## New Launches | EC Billboard

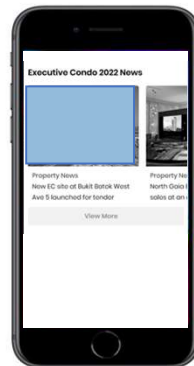
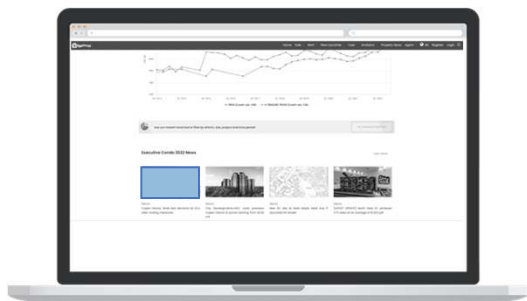


Desktop: 970px x 90px



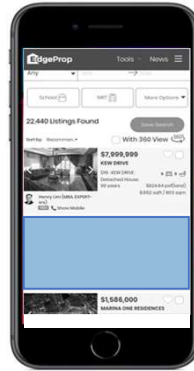
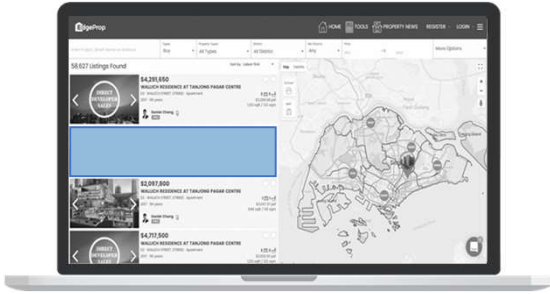
Mobile: 300px x 250px

## New Launches | EC Native Ad (1 slot)\*

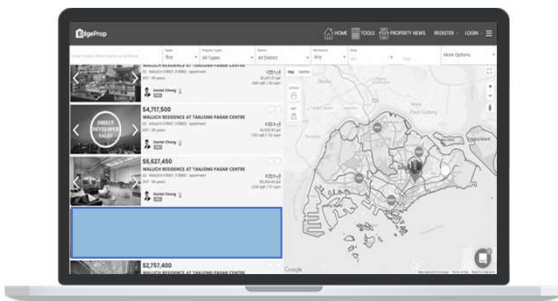




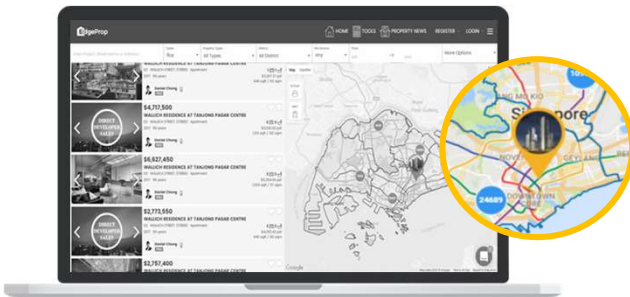
## Search Results Page | 2<sup>nd</sup> District Banner



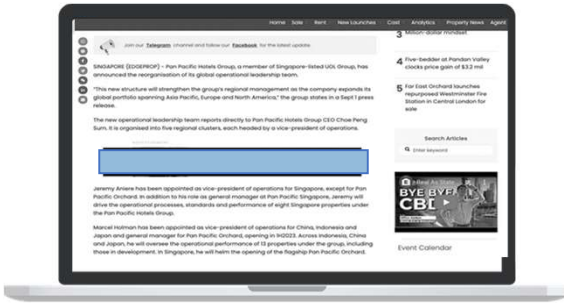
## Search Results Page | 6<sup>th</sup> District Banner



## Search Results Page | Map Marker



## Article Pages | In-Read Banner

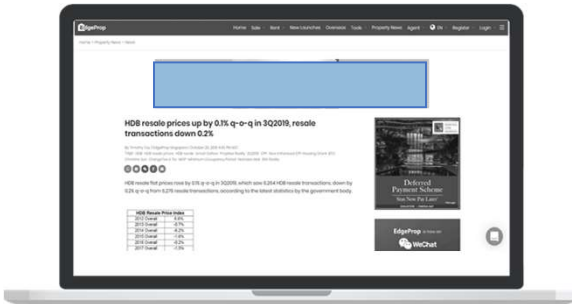


Desktop: 728px x 90px

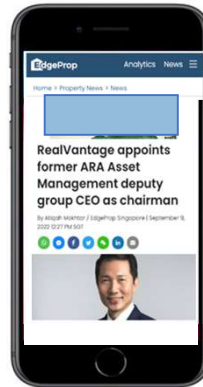


Mobile: 300px x 250px

## Article Pages | Super Leaderboard

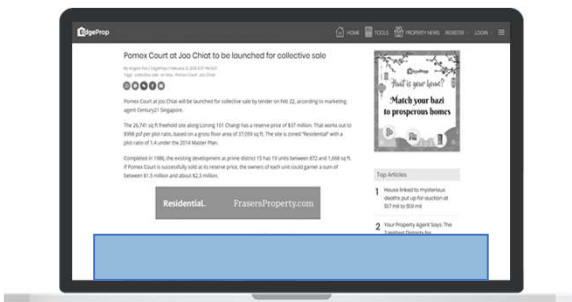


Desktop: 970px x 250px

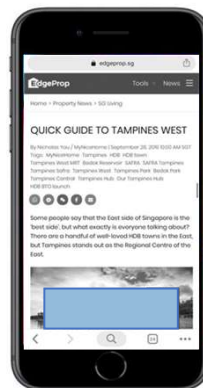


Mobile: 320px x 100px

## Article Pages | Bottom Sticky Banner

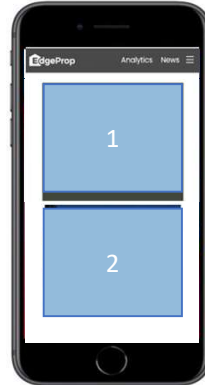


Desktop: 970px x 90px



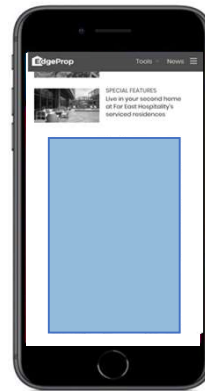
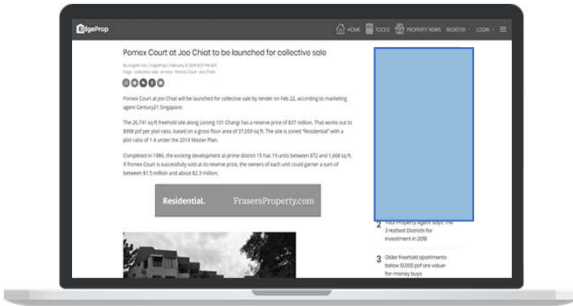
Mobile: 320px x 100px

## Article Pages | MREC 1, 2



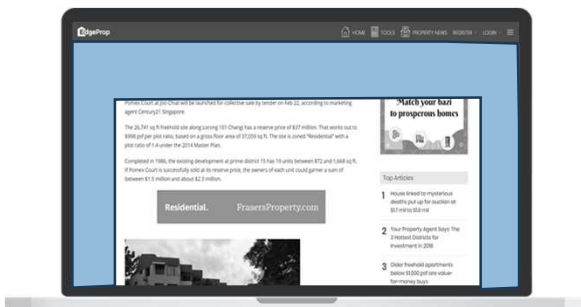
Desktop / Mobile: 300px x 250px

## Article Pages | Half Page



Desktop / Mobile: 300px x 600px

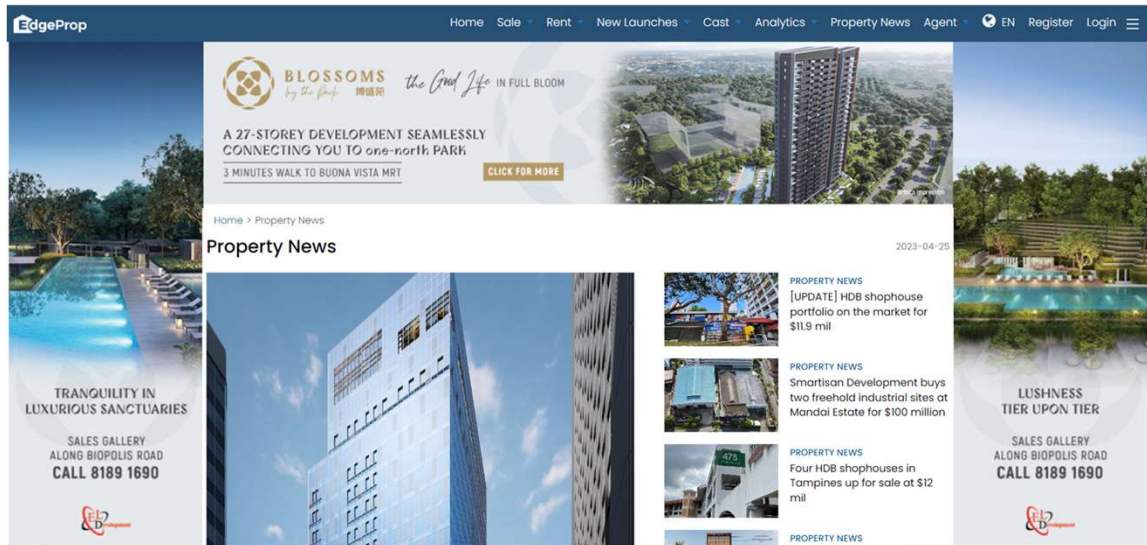
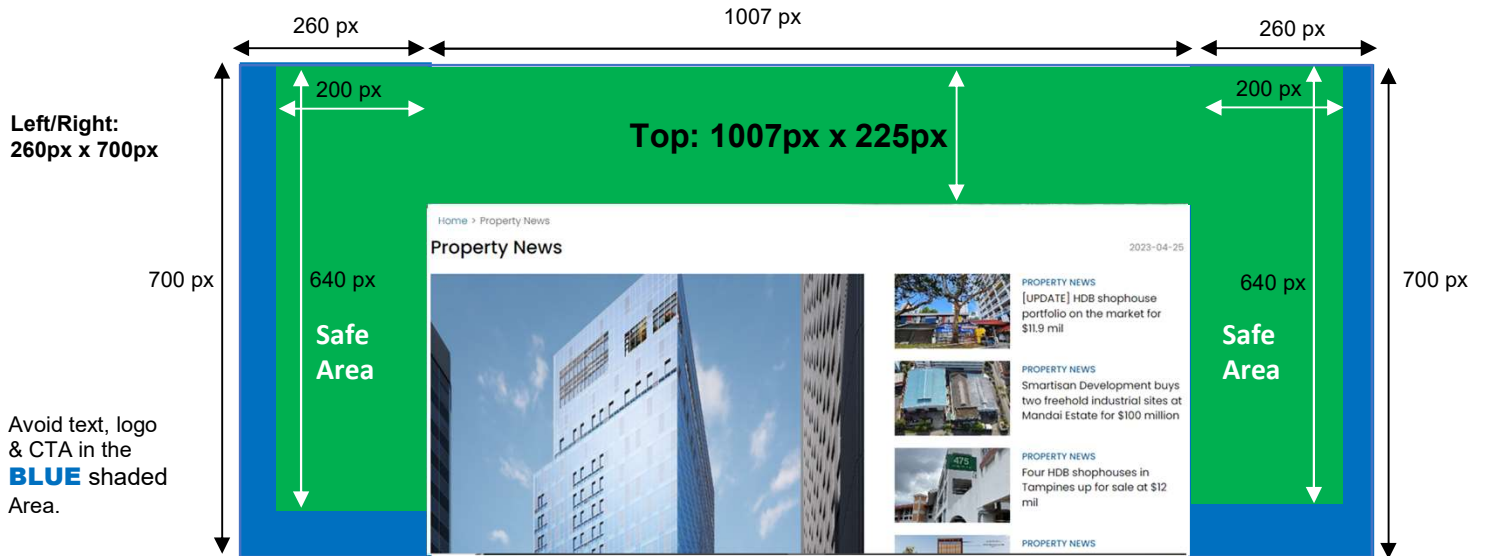
## Article Landing Page | Skinner\*



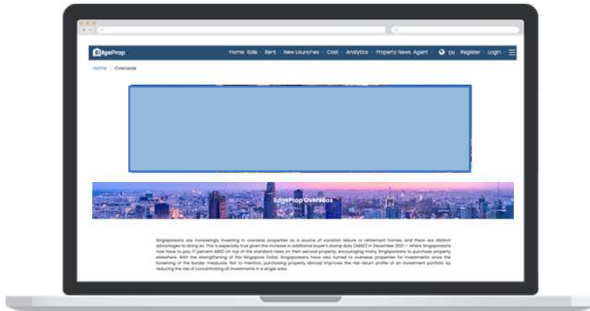
Desktop: Top - 1007px x 225px  
Left/Right - 260px x 700px

**\*Refer to artwork guidelines on slide 28.  
Artwork subject to approval**

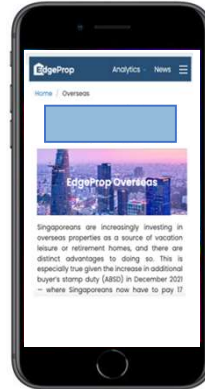
## Article Landing Page | Skinner (Desktop Only)



## Overseas Pages | Super Leaderboard

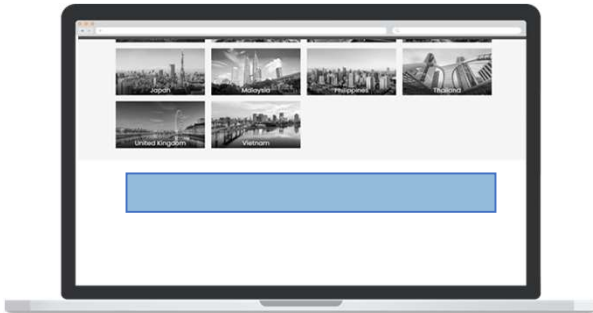


Desktop: 970px x 250px



Mobile: 320px x 100px

## Overseas Pages | Billboard

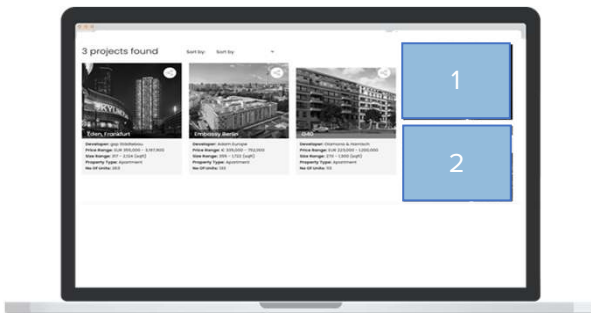


Desktop: 970px x 90px

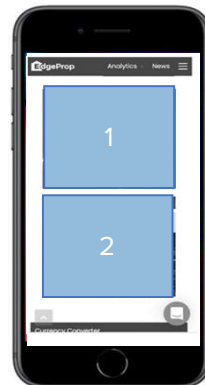


Mobile: 300px x 250px

## Overseas Pages | MREC 1 or MREC 2



Desktop / Mobile: 300px x 250px



## Overseas Pages | Half Page



Desktop / Mobile: 300px x 600px

## App | Video Takeover



430px x 720px

## App | In-article Banner



300px x 250px

## Agent App | Splash Screen



Mobile/Tablet: 320px x 480px

**\*Refer to artwork guidelines on slide 31.  
Artwork subject to approval**

## Weekly e-Newsletter



**Square Banner**  
600px x 600px

**Video Showcase**  
720P | <1 min  
To provide video link

**Wide Banner**  
1096px x 468px

## Mobile App | Video Takeover

