



**(CANTONESE)**

Monday to Friday

7am – 2pm, 4pm – 6pm, 12am – 7am

Effective 04/01/2010

Cantonese	Time	15 seconds	30 seconds	60 seconds
AAA	7am-10am 4pm – 6pm	\$80	\$130	\$200
AA	10am-2pm	\$70	\$110	\$170
A	12am-7am	\$30	\$60	\$80

	Times/Month	15 seconds	30 seconds	60 seconds
AAA	12	\$864	\$1404	\$2160
<b>Rotation</b>	20	\$1280	\$2080	\$3200
	40	\$2240	\$3640	\$5600
	60	\$2880	\$4680	\$7200

	Times/Month	15 seconds	30 seconds	60 seconds
AA	12	\$756	\$1188	\$1836
<b>Rotation</b>	20	\$1120	\$1760	\$2720
	40	\$1960	\$3080	\$4760
	60	\$2520	\$3960	\$6120

	Times/Month	15 seconds	30 seconds	60 seconds
A	12	\$324	\$648	\$864
<b>Rotation</b>	20	\$480	\$960	\$1280
	40	\$840	\$1680	\$2240
	60	\$1080	\$2160	\$2880

	Times/Month	15 seconds	30 seconds	60 seconds
ROS	12	\$810	\$1296	\$1998
	20	\$1200	\$1920	\$2960
	40	\$2100	\$3360	\$5180
	60	\$2700	\$4320	\$6660

- \*Specified program break extra 50% surcharge
- \*Production or reproduction costs are not included
- \*Pre-emptive
- \*Price subject to change
- \*Rate#101, Revised on 04/01/10



**(MANDARIN)**  
Monday to Friday  
7am - 2pm

Effective 01/01/2010

Mandarin	Time	15 seconds	30 seconds	60 seconds
AAA	7am-10am	\$80	\$130	\$200
AA	10am-2pm	\$70	\$110	\$170

	Times/Month	15 seconds	30 seconds	60 seconds
AAA	12	\$864	\$1404	\$2160
Rotation	20	\$1280	\$2080	\$3200
	40	\$2240	\$3640	\$5600
	60	\$2880	\$4680	\$7200

	Times/Month	15 seconds	30 seconds	60 seconds
AA	12	\$756	\$1188	\$1836
Rotation	20	\$1120	\$1760	\$2720
	40	\$1960	\$3080	\$4760
	60	\$2520	\$3960	\$6120

	Times/Month	15 seconds	30 seconds	60 seconds
ROS	12	\$810	\$1296	\$1998
	20	\$1200	\$1920	\$2960
	40	\$2100	\$3360	\$5180
	60	\$2700	\$4320	\$6660

- \*Specified program break extra 50% surcharge
- \*Production or reproduction costs are not included
- \*Pre-emptive
- \*Effective 01/01/2010
- \*Price subject to change
- \*Rate#111, revised on 11/10/09



***Cantonese Infomercial***  
**Monday – Friday**  
**7am – 2pm, 4pm – 6pm, 12am – 7am**

Effective 4/01//2010

Time	Length of program	Rate
<b>7:55am, 9:05am, 5:50pm</b>	<b>5 minutes</b>	<b>\$350</b>
<b>9:50 am, 4:50pm</b>	<b>5 or 10 minutes</b>	<b>\$350/600</b>
<b>10:25am(5min)/10:50am</b>	<b>5 or 10 minutes</b>	<b>\$300/500</b>
<b>11:25am(5min)/11:50am</b>	<b>5 or 10 minutes</b>	<b>\$250/400</b>
<b>12:25pm(5min)/12:50pm</b>	<b>5 or 10 minutes</b>	<b>\$250/400</b>
<b>1:25pm(5min )/1:50pm</b>	<b>5 or 10 minutes</b>	<b>\$250/400</b>
<b>12:00am – 7:00 am</b>	<b>5 or 10 minutes</b>	<b>\$75/150</b>

- \*Maximum 1 time per day part per day
- \*Maximum 1 time per hour slot per week
- \*Maximum 13 weeks booking; renewal accepted at 10<sup>th</sup> week
- \*DJ host is assigned at station's discretion. If spokesperson is needed, or specify DJ as host requires talent fee.
- \*Maximum 10 minutes infomercial per hour
- \*Rates and terms subject to change
- \*20% extra charge for live broadcast

- \*Prepayment for infomercial and spot required
- \*20% penalty for cancellation less than 5 working days in advance
- \*20% penalty for time change less than 5 working days in advance
- \*Production or reproduction cost not included
- \*Effective 04/01/2010
- \*Revised on 04/01/2010



***Mandarin Infomercial***  
**Monday - Friday**  
**7am - 2pm**

Effective 2/15/2010

Time	Length of Program	Rate
<b>7:55am</b>	<b>5 minutes</b>	<b>\$350</b>
<b>8:50am</b>	<b>5 or 10 minutes</b>	<b>\$350 / 600</b>
<b>9:50am</b>	<b>5 or 10 minutes</b>	<b>\$350 / 600</b>
<b>11:05am</b>	<b>5 or 10 minutes</b>	<b>\$250 / 400</b>
<b>12:50pm</b>	<b>5 or 10 minutes</b>	<b>\$250 / 400</b>
<b>1:05pm</b>	<b>5 or 10 minutes</b>	<b>\$250 / 400</b>

\* Maximum 1 time per day part per day

\*Maximum 1 time per hour slot per week

\*Maximum 13 weeks booking;  
renewal accepted at 10<sup>th</sup> week

\*DJ host is assigned at station's discretion.  
If spokesperson is needed, or specify DJ  
as host requires talent fee.

\*Maximum One infomercial per hour

\*Rates and terms subject to change

\*20% extra charge for live broadcast

\*Prepayment for infomercial and spot required

\*20% penalty for cancellation less than  
5 working days in advance

\*20% penalty for time change less  
than 5 working days in advance

\*Production or reproduction cost  
not included

\*Effective 02/15/2010

\*Revised on 01/26/2010



5000 Marina Blvd. Suite 338, Brisbane, CA 94005 Tel: 650-808-8022 Fax: 650-808-8025

## **Remote Live Broadcast** *(Prior approval needed)*

**\$3,500**

### ***Before the event:***

- 3 days of Sing Tao Daily and Sing Tao Chinese Radio promotion of the event:  
Minimum of 3 quarter pages color ad, and minimum of 12 thirty-second ROS Cantonese and 12 thirty-second ROS Mandarin radio spots.

### ***On the event day:***

- Two hours of Live broadcast with canopy set up if needed; DJs host regular programming schedule and play games with audience/listeners on location to give out advertiser's sponsored prizes (3 game segments: 5 minutes each).
- Two 5-minute segment each hour ( price includes 4 segments ) promoting advertiser's store specials.
- On-going promoting advertiser's Live Broadcast location and activities on air.

- \* *Single line phone line required; to be provided by advertiser*
- \* *Advertiser is responsible for any permits needed for the event*
- \* *Actual exposure may vary depending on date of commitment*
- \* *Booking minimum 2 weeks in advance*
- \* *Price subject to change*
- \* *Effective date: 01/01/2010*
- \* *Rate card revised on 11/10/09*



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## Invitation to Professional Workshop Sponsorship

Many of us were new immigrants once and we know that adapting to life in the U.S. is no easy task.

One of our special missions over the years has been to help Chinese new immigrants understand more of the American culture in ways that will enhance their quality of life and their ability to solve problems in their new homes.

We invite you to join us in this important work by becoming our partner for the program. Not only will you be supporting a very worthy cause, but you will also have the opportunity to promote your company to these newcomers in a variety of ways as stated on the entitlement sheet.

We hope you will join us in what will be a most rewarding experience. The people we serve with program like this always remember the help with gratitude.

Please contact us at 650-808-8022 if you are interested or want more information. Sing Tao Chinese Radio looks forward to your participation and to offering your company outstanding promotional opportunities.

Sincerely,

**Sing Tao Chinese Radio  
Advertising Department**



5000 Marina Blvd., Suite 338, Brisbane, CA 94005 Tel: 650-808-8022 Fax: 650-808-8025

## “Professional Workshop”

### **\$6,000 CO-SPONSORSHIP**

#### **Media exposure benefit:**

- \* **Corporate logo and name placement on Sing Tao Daily’s promotional Half, and Quarter page Ad. Min. 8 times.**
- \* **Corporate name acknowledgement on Sing Tao Chinese Radio AM1400, and FM96.1. Min. 30 times.**
- \* **Banner display at the event.**
- \* **Booth display at the event.**
- \* **One 15min. Radio Interview promoting event.**
- \* **Acknowledgement on flyers and press releases.**
- \* **Acknowledgement on stage before event starts.**
- \* **TWELVE 30sec. ROS radio spot credit to be used on AM1400, or FM96.1.**
- \* **Press coverage of event.**

(Exposure value may vary depending on date of commitment)

#### **Seminar benefit:**

- **RSVP service.**
- **Basic set up for presentation (microphone, Seminar Title banner display) .**
- **Two staff at sign in table.**
- **DJ Host for the seminar.**

\*Prior Approval required

\*Effective Date: 01/01/2010

\*Rate card revised on 11/10/09



## Talk Tonight 今夜有話要說

### Radio/TV Combination Package

**\$1288**

Ch. 26 Talk Tonight TV show

Monday to Thursday 11pm

Open and Close 5sec  
Sponsorship Billboard per night  
for two consecutive weeks of  
Mon to Thurs.

Sing Tao Chinese Radio

FM96.1 Monday to Friday 7am to 2pm

20 times Mandarin  
30sec ROS rotation

- Mandarin dialect
- TV Billboard: non exclusive sponsorship
- TV Production included: Still shot graphic with 5sec audio.
- Package offers for local retailers only.
- All package must be used within one month
- Cannot combine with other offer
- Effective Date: 1/1/2010
- Price subject to change